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THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LI.

CHICAGO AND NEW YORK, JULY 20, 1918.

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No. 1572

THE AMERICAN FLORIST

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THE PALM GROWER'S TROUBLES.

Making the Best of Restrictions:

Between a shortage of stock, due to the absence of imports, and a shortage of coal with which to heat his houses, the lot of the palm grower does not seem to be a happy one in the year of grace, 1918. Some few palm seeds may come in, providing they were shipped early enough to avoid embargo in transit, but it will be a very uncertain quantity, and the indications are not by any means favorable for a crop to succeed those now in course of growth.

The kentia seed crop, being now subject to governmental regulation by the British authorities, there is doubtless a more stable supply guaranteed under normal conditions, but at present all shipping is required for other purposes, so the wails of the hapless florist are not likely to attract much attention.

Cocos seeds come into marketable condition much earlier in the season than the kentias, and a sufficient supply of these has been received for the year's crop, but while this palm is deservedly popular, it cannot be used for other than small decorative effects, on account of its dwarf habit.

Areca seeds come from various sources in South America, and while shipping from that section of the globe is irregular and rather slow, yet there is some possibility that such seeds may get in, and in the shortage of kentias there may be found more of an opening for arecas. But in this case, there is found another disadvantage to overcome, from the fact that the coal shortage will work more harm to a crop of arecas than it would to the kentias, for the latter will endure a night temperature of 45 degrees without serious harm, while the arecas should be held at 60 degrees in order to keep them in condition. Of course it will be readily understood that kentias will not grow when kept for the winter in so low a temperature as that

noted above, but if the plants are well established in their pots before being exposed to this low temperature, and the watering is done with care during the winter, it is quite possible to hold them in fair condition until spring.

However, before the necessity for these heroic measures arrives, there are several months of good growing weather, and in order to have the stock in the best condition for next autumn's business, it must be put right and kept right for progress now. This means that cleaning, dipping, potting and re-arrangement should be pushed on as rapidly as possible, and that sufficient shading to avoid sun-burning should in all cases be provided.

The close of spring business usually finds plenty of space in the houses, and this is the time to take advantage of it by spreading the stock, thus giving the light and air a chance to do its good work among the plants.

Kentias are now rooting freely, and as young plants in 3-inch to 6-inch pots will doubtless be in demand, it seems the part of wisdom to take care of such stock first, thus taking advantage of just as long a season of growth as possible. The making up of larger sizes of kentias by those fortunate enough to have the plants to do it with, may be deferred until the small sizes are put in order, for not every plant grower has help enough to perform all these operations at once, the present season being an especially trying one in regard to the labor problem.

Quite a good many phoenix and livistonas are now used in a season, but unfortunately both of these palms enjoy a good amount of heat throughout the year, so that the coming of winter may not prove to be a happy one for the growers of these plants, when they will be confronted with a 50 per cent coal allowance. Livistonas are liable to get off-colored when kept too cool, but we shall at least have a chance to grow them during the sum-

mer, while the supply of natural heat is sufficient for their needs. Some of the phoenix, notably *P. canariensis* and *P. dactylifera*, may be kept safely in quite a low temperature during the winter, but under such conditions they do not require very much water, especially overhead, for when kept too wet overhead, there is very likely to be an outbreak of that troublesome fungus, the pustules of which break out something like "rust" on the foliage.

Phoenix Roebelenii and *P. rupicola* are both much more satisfactory when kept rather warm during the winter, for they lose both form and color when grown cool. But in June, July and August, one may water freely and syringe vigorously, and the ensuing moist atmosphere will do a good deal toward discouraging those troublesome pests, thrips and red spiders, both of which have the pernicious ability to ruin a good crop of palms in a short time, if allowed to go on unchecked.

Some night ventilation is also helpful to the plants at this season, for fresh air is always beneficial to vegetation, and it disposes of a portion of the condensation on the foliage, too much of the latter sometimes working injury to the leaves.

W. H. TAPLIN.

Cyclamen.

It is very easy when you know how, whether you are sinking a submarine, or raising cyclamens. If you know how, the achievement is soon a matter of record.

The Robert Craig Co.'s establishment at Norwood, Pa., is famous for its cyclamens. They have this plant down to a science. A visit here during November or early December when the stock is in flower is a delight. Seed is sown in flats August 1. As soon as the seedlings are large enough they are picked off into flats with more room. A large block of seed is sown in September, one seed to a 2½-inch pot. Many are potted from the seedling flats direct into 2½-inch pots. Strong plants are selected and set out in leaf mold and well rotted manure on tables where they make rapid growth, much faster than when in pots. In March every other plant from this table stock is potted up into a six, which gives the remainder a chance to develop. These are later placed in eights. An immense stock is grown in 2½-inch pots for the trade, many growers depending on this firm for stock.

The greatest difficulty with most growers is getting the stock safely over the hot summer weather. They are grown here in light airy houses with side and top ventilation. Shading cloth on rollers over the glass is let down at nine a. m. and taken up at four in the afternoon. While cyclamens must never be allowed to get dry, they are best kept on the dry side during the very hot month of August. Everything must be done to avoid a soft, spongy growth, as such a plant will produce but few flowers and is never a success in the dwelling.

The seed heretofore has been of the best German strain, but the coming season they will set aside a large block of the best plants and raise their own. They expect great things of this "Made in America" stock.

K.

THE RETAIL TRADE

Conducted by Robt. Kliff, Phila., Pa.

Next Week in the Flower Shop.

With the comparatively little doing at this season, there should be all the more attention paid to the essentials. Nearly all the trade is for funerals, and everything pertaining to this work, with the exception of fresh flowers,

Perilous War Finance.

There is a deeper difficulty involved in a tax on so-called luxuries than mere enhancement of cost to consumers.

This is a nation of 100,000,000 people, of whom about 2½ per cent are now diverted from industry to war.

The remaining 97½ per cent must live, move and have their being, besides providing for the requirements of the 2½ per cent in the shape of food, clothing and munitions. Up to the prosperity and well-being of the 97½ per cent depend the Nation's strength to fight and power to endure.

The off-hand policy of the Treasury Department and of bureau heads generally is to ignore the needs of the 97½ per cent and to concentrate all energies, physical and financial, behind the 2½ per cent.

No one for a moment questions the necessity for a most complete and thorough support of the soldiers and sailors.

But there now arises a sharp difference of opinion as to how that support can best be maintained.

The collapse of the Coal Administration last winter was a blow to industry from which the country still staggers.

Yet in the face of that experience and its consequence it is proposed to adopt methods which will curtail many industries and stop others, and totally to disregard the greatest factor in the situation—which is:

The need of providing for redistribution of the enormous sums poured into the Nation's war purse.

A limited number of concerns make munitions, build ships and furnish war supplies for the 2½ per cent of the population directly engaged in fighting.

The rest of the country must furnish the bulk of the funds and maintain itself at the same time on a basis that shall grow stronger rather than weaker.

If the proposed plan of taxation prevails, how will it be possible to redistribute the money thus concentrated in such wise that each citizen may be properly provided with the means of making a living, which will enable him to go on contributing his quota to national confidence and prosperity?

It needs but little thought to realize that the sale of so-called luxuries constitutes one of the best means of insuring a normal, healthy flow of money through all parts of the industrial organism.

The necessities of life are relatively few. Luxuries count heavily on the profit-making side of industry. A bare living for the individual contributes little to the common prosperity.

The Government pays colossal wages. It has lifted the cost of labor in all lines to the limit of endurance.

Employers and employees in a few industries engaged in the making of munitions profit enormously.

But other Americans—millions and tens of millions of them—must suffer to the verge of ruin unless somewhere the vein is tapped.

If Federal War Finance continues to form its programme on the easy theory that its sole task is to get money out of the country, without any provision for outflow money back, and assuming its easy, stimulating flow through accustomed channels, the Nation will presently find itself stricken with industrial paralysis—at the time when, of all times in its history, it has need of its full health and strength.—New York Evening World.

Cut This Out and Mail It To Your Representative in Congress.

should be at hand ready for instant use. Frequently at this vacation season, bodies of deceased persons are brought from a distance, with funerals direct from depot, there being no home ceremony. In other cases, customers hear at the last minute of funerals in

adjacent towns or cities, orders for which must be almost ready made, to get there in time. The man who does not have the right card to play at this stage of the game, misses a trick that is sometimes quite expensive.

Each day's stock of fresh flowers should be on hand as early in the morning as possible. Asters are coming in; these are the great summer standby, the only objection to this summer favorite is that its stems foul so soon. Fresh flowers in water over night have a distinctly stale odor, and the second day, while the flowers are perfectly good, the stems are slimy and all the foliage gone. This can be easily remedied with two or three drops of formaldehyde in each jar of water, which stops fermentation and keeps the water sweet and the stems clean. Ten cents worth, obtained at any drug store, will answer for a lot of vases.

Fresh foliage wreaths to fill out-of-town orders at this season are better than cut flowers. When made of croton, begonia, pandanus, dracæna, fittonia and other tropical leaves they are very effective. Young plants of pandanus, Rex begonias, dracænas, cocos and ferns, with the roots tied in moss, will last better than when the leaves are cut off and stemmed. A good-sized, well-made wreath with plants of these varieties makes an effective show as a window piece.

Red, white and blue pond lilies lend a patriotic touch to the window that is worth while. Nothing is quite so attractive at this time as a good showing of water lilies, particularly the large white.

Gladioli are now becoming a factor and should be in stock at all times. They have value as a cut flower for vases, and are very effective in sprays and design work.

There should be a fair showing of plants about the store, particularly ferns; while some are doing duty for decorative effect, those that are salable should be kept to the front, featured with the price label fairly conspicuous so that anyone desiring the price can see it without asking. The price tag is a silent salesman on duty all the time. Commission on all sales made in this manner would amount to a tidy sum in the course of the year.

Just before the closing hour, at least once a week, all plants should be taken to the rear and given a good hosing; this removes the dust and helps to keep down the red spider. Twice a week is really better, particularly in killing the spider.

Has the inventory been completed? If not it should be attended to at once. There is a great satisfaction in knowing just what is on hand and its value. The standard stock necessary for the coming season should be ordered at once, as all lines of florists' requisites are steadily advancing in price, while freights, boxing, draying and similar expenses are becoming very burdensome. Get what is necessary for your next winter's supply. Get it at once, have it on hand, and avoid embargoes, bad weather conditions, and the inevitable higher prices.

Feature the slogan, "Say It With Flowers." Keep it always to the front, on your stationery, tags, etc. It is the continuity of advertising that makes it effective. The S. A. F. publicity committee is hard at it and is doing good work. Send along a check to help them, and thank yourself. It will come back to you two fold and more.

ADVERTISING THE NECESSITY OF THE HOUR.

How Publicity Built Up Large Business Under War Conditions.

Charles N. Wheeler, London Co-correspondent, in the Chicago Tribune.

Record Sales Result.

London, June 30—"On August 5, 1914, the day after war was declared, I increased our advertising space. From that day I have been buying all the advertising space available. I would do more advertising today if I could get the space.

"We are limited only by the limitations of the newspapers. We are taking right now every inch they will give us and at rates that would make us in the States turn somersaults and fall over backwards.

"I am paying at the rate of \$1 per agate line for display space right now. I will take more space if they will give it to me—and at that rate. I probably will pay more before the war is over. But I will take all they will give.

"The first four months of this year have been the biggest four months in our history. This growth has come because we have forced it. At the beginning of this year we were the sixteenth largest house of the kind in the world. At the end of this year we will be the sixth. Within two years after the new store building is completed we will be first.

Ads Shatter Traditions.

"A big factor—a very big factor—in this record has been and will continue to be newspaper advertising. We never could have broken through these traditions over here without it. We had to use all we could to break down prejudices. We made people stop, look and listen. Then the store itself did the rest.

"We now talk to millions of people every day through our advertising columns, and they believe in us, trust us, respond to that advertising quickly and continue to be our customers in all kinds of weather. The large business enterprise that is not going the limit in advertising just now is making a huge mistake.

"Now, more than at any other time, it is necessary to push the display advertising. If retrenchments appear necessary they should be made in every other department but the publicity one—the newspaper advertising one. The prices they are soaking us now for space are simply awful—but I'll take more space if they will give it to me."

American Store in London.

The foregoing statement was made by Harry Gordon Selfridge. I dropped in at the Oxford street store the other day to have a chat on business and the effect the war was having on great mercantile establishments of this character. People here refer to the Selfridge store as the "miracle store" and the "brilliant business romance."

The store has had a truly brilliant career. Mr. Selfridge achieved what all his friends and all London told him impressively was impossible—the establishing in the heart of London's great drapery district of a typical American department store of huge size. They told him—and proved it to him to their satisfaction—that he would lose every dollar he intended

putting into it. They endeavored by every kind of dissuasion to have him see the light and return to America before he had to borrow the price of a steerage ticket.

Advertising is Secret.

Today they still marvel. They cannot understand it. Perhaps if Mr. Selfridge were to answer why he fooled everybody and made himself the merchant prince of London in a few years, and had to compress his answer into one word, he might truthfully reply:

"Advertising."

That is, it was the judicious and intelligent publicity that brought the store to the people of London. His



Harry G. Selfridge.

Former Chicagoan, Now Merchant Prince of London, Eng. Mr. Selfridge is an Enthusiastic Horticulturist.

greatest task was to get in touch with the purchasing public. He found a stone wall of tradition opposing him. Innovations, particularly from America, made no appeal. Then he turned on London a searchlight of newspaper advertising that stands in the record one of the most expensive and brilliant pages in mercantile publicity.

Invests Huge Sums.

He began spending money as if he had the Bank of England back of him. He realized that the London populace might not gasp in wonderment at a small advertisement extolling the merits of a silk stocking. He realized that he had to do something on a big scale, and something, above all else, that would compel attention.

He knew that Londoners have a weakness for art. The average Londoner will waste half his time going down the Strand—or improve it—stopping to view the crayons and water colors and sketches in the shop windows. A beautiful picture, an artistic drawing, a clever cartoon, will get an

audience, anytime in old London town. So Selfridge started out to do something big in the artistic line.

He ascertained the names of the leading black and white artists of the English capital. He got in touch with the foremost artists of the day—the men who made Punch, and the Graphic, and the Illustrated News, and other great illustrated periodicals famous the world over. He got in touch with other artists. Then he set them to turning out the finest drawings they were capable of.

London "Falls."

London fell. London, though not in a hurry about it, casually dropped around Oxford way if that happened to be between any two points to be visited that day. Many, no doubt, came to scoff, but remained—to pay! Like wild turkeys following a trail of corn to a trap, they were shy and walked around a good bit before venturing in.

But once they ventured in, the old American department store system scored—delivered the goods, dollar for dollar; quality service; courteous treatment; making every word good; every line of the advertisement a solemn contract between the store and the purchaser refunding with a smile when it was requested; no trouble to show goods; whether purchasing or not as welcome as the sunshine; a cordial welcome on every foot of the floor space; a come again smile that was on the square and not a lure; the building up of that big family spirit of mutual helpfulness and understanding, and sympathy; and the quality of the wares that spoke most eloquently in service.

Buyers Crowd Store.

Today the drawings of the artists who made London stop and look at the Selfridge ads are shown in the art stores. Copies are sent to all quarters of the world. And after confidence in the store was firmly established there was no further need of the artists. Then page advertisements of wares were all sufficient. And the more Selfridge piled his money into page ads the greater became the volume of business and the larger the Selfridge family of buyers.

There was another little stunt in applied psychology that won out big. The Selfridge wisemen realized that London could not get out of bed and enjoy a breakfast without the "leader" article in the morning newspapers. So Selfridge copyrighted a byline: "By Callisthenes." And Callisthenes began writing "leaders."

Leaders For Five Years.

For five years these "leaders" have been appearing in the Evening Standard, Pall Mall Gazette, Westminster Gazette, and Globe. At the head of the column for these five years has appeared a little editor's note, reading as follows:

"Note.—This column is occupied every day by an article reflecting the policies, principles, and opinions of this house of business upon various points of public interest.

"SELFLEDGE & Co., LTD."

DEC 30 1919

These "leaders," brilliantly written, were paid for at special advertising rates, and they were "some" rates. London will read a brilliant article on any subject, just as London will praise a poem if it is up to their standard of brilliancy, regardless of the subject treated. They will stick for form.

Selfridge has taught London that there is nothing commonplace or unworthy in advertising and publicity. He has made it pay big, and has dignified it. He has outstripped those in the same business who frowned on the "vulgar" system of exploiting one's wares through advertising.

Now all London is trying to catch up with him—and there is little advertising space to be had by the laggards owing to war economies. Selfridge has the cream of it.

Of present conditions Mr. Selfridge says:

"The business man who fails to realize that right now—in wartime—he should drive ahead with his advertising at greater speed than ever before has overlooked a golden opportunity. At no time in the history of our business here has advertising paid such large returns as right now. My only regret is that I cannot buy more space."

Lily Bulb Production.

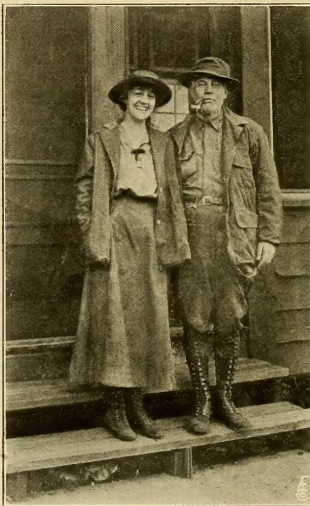
Some suggestions by David Griffiths, United States department of agriculture.

Florists will be interested in some preliminary work being done in the greenhouses of the department of agriculture at Arlington Farm, Va. The investigation is not far enough advanced yet to warrant definite recommendations and directions to be drawn, but there are indications that the Easter lily bulb can be produced in the latitude of Washington on a combination greenhouse and out-of-door basis very satisfactorily. Since the exigencies of the shipping situation of the world have necessitated an embargo on importations of bulbs, we shall have to produce the stocks ourselves or go without these almost indispensable decorations. A few suggestions, therefore, based on the department's investigations may enable some of our florists to work out a plan for the production of their own stocks. As the time necessary for building up a stock is considerable, it seems desirable to offer these few suggestions now—all with reservations—for the benefit of saving time for those who may be in a position to take advantage of them.

Years ago it was proven through the work done by George W. Oliver that it was perfectly feasible to produce flowering bulbs in one year's time from seed under greenhouse conditions. With this as a starting point, a large batch of seedlings was produced two years ago. These have just passed through their first full flowering and have been segregated for further seedling generations. But that is aside. The points which it is desirable to emphasize here may be summarized as follows: I. The Easter lily can be carried out-of-doors and blossomed in the vicinity of Washington (and probably very much farther north). II. The seed sown in August to October in flats in the greenhouse will germinate quickly and may be pricked off into three-inch pots in winter or early

spring. III. A few of these may produce blossoms during the summer. IV. In the following autumn, the bulbs can be dried off and matured for a few weeks and then potted up for forcing. Eighty per cent, at least, should be large enough for this purpose. V. The bulbs too small to force may be planted late in the fall out-of-doors in a friable and preferably fertile soil at a depth of eight inches, and mulched after cold weather sets in. These will be ready to force the following year.

From the above it will be seen that the greenhouse room necessary for the production of flowering bulbs is a small space (two or three flats) during winter, and a comparatively small space for three-inch pots during the summer when plenty of room is usually available. As a matter of fact it is thought



W. N. Rudd and Daughter, Miss Phyllis Rudd on Fishing Trip at Flambeau, Wis.

it may be possible to cut out the summer in three-inch pots in the greenhouse. This is being tried this season. The seedlings were set in beds out-of-doors in April. They are doing very well at present, but it cannot be told yet how the bulbs will grow. At all events, if greenhouse space is short for the three-inch pot period, frames will suffice as well as greenhouse space for growing the bulbs on. It is quite certain that a smaller percentage of the bulbs will reach flowering size under the uncontrolled out-of-door condition, but this will simply necessitate that a larger proportion of small bulbs be grown on out-of-doors another year.

Seed production in the Easter lily is a simple matter, as practically every blossom will set. It is needless to say that only the best plants should be used to produce seed. A cross between the varieties giganteum and Harrisii has been recommended as producing great vigor. On the other hand, satisfactory results have been secured by selling good plants of formosums. Experience is too limited to enable one to say which cross is the

best that can be made. It is safe, however, to recommend that the florist select the best and most uniform plants, pollinating with other individuals in the same variety.

It is to be expected that special growers will come along after a time, who will make it their business to produce the bulbs for the florist trade in this country. But until that comes about, the florists can produce them themselves with little, if any, more space and effort than that now required to keep up the propagation of carnation or any other similar stocks.

It should be borne in mind that all forced bulbs can be used again by growing out-of-doors a year, providing they are allowed to mature naturally in the pots. This necessitates only that the pots be set out-of-doors with proper moisture control after cold weather is by. This requires that the florist, when he has gotten up his stocks, need carry only double the number of bulbs which he forces each year, plus a margin for losses and plants sold. Those not actually in forcing are carried out-of-doors, where their handling should be paid for by flowers which will be produced in abundance in June. Of course, cutting at all times must be carefully done to preserve the leafage for bulb production.

Stocks produced from seed will be irregular in size, but so is the stock imported from Japan for that matter. Uniformity of stock can be brought about only through selection and further breeding. The department is now endeavoring to produce uniformity through successive seedling generations. This may be a difficult thing to do. It is not felt, however, that it is at all imperative that it be done. If it shall be found that it is difficult or impracticable of accomplishment, vegetative propagation can be resorted to, and that without practicing the scale method in vogue in Bermuda years ago. Bulbs planted deeply will always produce a number of axillary bulblets, the number of which will be multiplied still further by "hilling" or banking the earth about the plants as they grow. We have had 12 bulblets $\frac{3}{4}$ inch in diameter produced naturally on bulbs planted nine inches deep. This natural bulblet propagation will serve to keep up the stocks. They need but one year's growth to be brought to forcing size, and where but few are produced on a stem, they may be large enough to produce one or two flowers the first year.

Many will no doubt be skeptical about the repeated use of the bulbs year after year for forcing on account of their experience with diseases in imported stocks. But with care in handling, there should be no more difficulty with diseases in the lily than in the hippeastrum or a score of other plants that might be mentioned. It should be noted that a seed generation leaves the diseases behind, for how long will depend to a very large extent upon the conditions under which the plants are handled. No disease has yet appeared in our stocks.

It may seem rather revolutionary to advocate the production of Easter lily bulbs this far north, when the venture has been so disastrous even in Florida, and especially when the advice in all the trade journals is, to throw the bulbs away after they have flowered. But it is not at all impossible that the northern situation has decided advantages. Diseases and pests will certainly

be less troublesome. In the south, the bulbs appear above ground in the fall and go through the winter in vegetative condition. In the north, they are planted late to preclude this autumnal development. We have also mulched in the vicinity of Washington. This is an added expense, but the space covered by bulbs used by any one florist is small, and the cost of mulching is inconsiderable. We must remember that the whole bulb industry of Holland is built up very largely upon a mulching system.

It is rather felt that it may be necessary to dig all bulbs and ripen them off in storage each fall, planting such as are not needed or are too small for forcing late, so that no top growth will be produced before winter sets in. However, it may be shown later that it may not be necessary to dig each autumn. We have had two lots undisturbed out-of-doors now for the second winter with good success, the plants producing from three to 11 flowers each. We have even had small bulbs go through the winter with no protection when planted but six inches deep.

Japanese Lily Bulbs.

Harry Goldstein, who sailed for Japan April 5, to look after the interests of the American Bulb Co., Chicago, has returned. While in Japan he called on the important lily bulb growers. He reports the crop is favorable for a good harvest this season, but owing to the restrictions of not allowing lily bulbs to come into this country this year, the Japanese farmer is very much discouraged, and the jobbers in Japan will suffer considerable financial losses, as lily bulbs are contracted for in advance by the jobber and a payment is made during the planting season to enable the farmer to cultivate his crop. This method is similar to the method used in the south by the cotton planter, who always received his financial aid through cotton brokers, and payment was made after the crop was harvested.

Due to the import restrictions of lily bulbs into the United States the jobber in Japan will have no market to dispose of the bulbs in any quantity, so it is probable that the farmer will not spend any money in harvesting his crop. The Japanese are trying to ship lilies into South America and other countries, but in no way will it take up the amount formerly used in the United States. The Japanese jobbers fear that should the United States not raise the embargo now placed on lily bulbs into the country before next season's planting, many of the farmers will entirely give up the cultivation of lilies and go into other lines. This will make lily bulbs very scarce and expensive when the embargo is lifted.

Mr. Goldstein states that the Japanese merchants are very independent and care very little about the embargo being placed on merchandise, such as cotton goods, baskets, furniture, etc., due to the fact that they are tremendously busy sending their merchandise into South America, England, Australia, Canada, and are getting very high prices, much more than the American merchant formerly paid. It is the wish of the American jobber that the embargo be lifted, before the next planting season comes on, to avoid the small crop, and also a high price.

AMERICAN BULB COMPANY.



LILIUM LONGIFLORUM MULTIFLORUM.

National Publicity for Flowers.

The secretary is able to report a very satisfactory continuation of his trip in behalf of the national publicity campaign fund. In Milwaukee he, with Chairman Geo. Asmus of the publicity finance committee, were guests of the local florists' club, which held a special meeting in order that the objects of the campaign and its benefits to the trade might be properly explained, and the work of the promotion bureau demonstrated. Many subscriptions were forthcoming at this meeting, and a number of new members for the society obtained. Next day, the secretary made a round of calls upon the florists of the city and vicinity and was most cordially received everywhere; the results of his visit are quite noticeable in the subscription report, and in addition to the subscriptions he has to report an influx to the membership roll of 21 annual and three life members. He feels under deep obligation to Messrs. Hunkel, Rusch, Kennedy and Pollworth for courtesies extended and help given during his stay.

In Minneapolis and St. Paul, the secretary had a most hearty reception, and the support given him was generous, and in volume, somewhat unexpected. The florists of the twin cities held a special meeting, and gave a banquet at the Elk's club. The meeting

was largely attended and much enthusiasm over the work of the society was apparent; Hans Rosacker presided, and the proceedings were interesting indeed. The secretary explained the work of the society and told of what was being accomplished in behalf of the trade. He, of course, dealt at length with the work of the publicity committees, and explained fully the details of the campaign in progress. The result of his visit was a subscription list amounting to about \$500, 22 new annual members, and two life members. The thanks of the secretary are due to all who rendered him assistance, and particularly to Hugh Will, Cal. Rice, Theodore Wirth, Hans Rosacker, R. A. Latham, Max Kaiser and Olaf Olson.

In Fargo, N. D., every florist subscribed to the fund or took out a membership in the society. In this city, as in others, the secretary's reception was most gratifying; he desires particularly to express thanks for the very great assistance given by John Shotwell and F. D. Smedley.

With the florists falling into line as they appear to do on the secretary's route, should those whose locations preclude the possibility of personal contact hesitate to send in their contributions—especially as, if they will only stop to think, they are florists who have

much to gain from the publicity secured? One of the objects of the campaign is to promote inter-city business. It would be a surprise to some of those who are hesitating were they to know of the very large number of letters received by our promotion bureau from people in remote communities asking for information as to how orders for flowers could be filled at distant points. These letters have come from all parts of the country and from France, England, Cuba, the South American republics, and other countries. All were indicative of immediate business, and no doubt, much business of a continuous nature. The writers of these letters received courteous replies and the fullest information possible.

The fund now is nearing the end of its fourth stage. The fifth stage is "the last ten thousand." How soon can we accomplish its completion? Those who now have the spirit of the campaign thoroughly within them, feel that completion should come speedily—and it will, if the, no doubt, well-intentioned nonsubscriber will only exert himself to overcome his hesitancy, and turn in a subscription. It is not a "gamble"—it is money well expended, and the assurance goes with it that it will come back through increased business, and consequent prosperity. Remember the parable of the talents. Do not let the little subscription which you assuredly are able to provide go unused—use it in this great cause, and be sure of a manifold return.

The following additional subscriptions are recorded, annually for four years unless otherwise stated:

Elfi Cross, Grand Rapids, Mich.....	\$5.00
Hartnett Flower Shop, Grand Rapids..	10.00
W. C. Ehmann, Corfu, N. Y.....	5.00
Michael Rocklin, Sioux City, Ia.....	5.00
M. A. Patten, Tewksbury, Mass.....	25.00
P. N. Hermes, Merriam Park, (1 year)	25.00
Holton & Hunkel Co., Milwaukee, Wis..	100.00
Gust Rusch & Co., Milwaukee, Wis.....	50.00
Edlisen-Lediger Co., Milw. (2nd subs)	15.00
Ida Baumgarten, Milwaukee, (2nd subs)	7.00
Schneider Floral Co., Milwaukee, Wis..	5.00
E. Walke Co., Milwaukee, Wis.....	10.00
Otto Sylvester, Oconomowoc, Wis.....	5.00
Rentschler Floral Co., Madison, Wis.....	25.00
Cudaby Floral Co., Cudaby, Wis.....	25.00
William Lubliner, Milwaukee, Wis.....	24.00
L. S. Donaldson Co., Minneapolis, (1 year)	100.00
Will Brothers Co., Minneapolis, Minn..	100.00
K. A. Latham, Minneapolis, Minn.....	15.00
Minneapolis Floral Co., Minneapolis...	10.00
J. F. Hess, Minneapolis, Minn.....	5.00
Thomas S. Lynes, Minneapolis, Minn...	10.00
Carl I. Lindskog, Minneapolis, Minn...	10.00
S. S. Cargill, Minneapolis, Minn.....	10.00
Rice Bros., Minneapolis, Minn. (2nd subs.)	30.00
Swanson's, Inc., Minneapolis, Minn.....	15.00
Julius Rieck, Minneapolis, Minn.....	10.00
Thomas H. Hall, Minneapolis, Minn.....	10.00
C. H. Lade, Minneapolis, Minn.....	5.00
Walter Pier, Minneapolis, Minn.....	5.00
John Martens, Minneapolis, Minn.....	5.00
Robert C. Stern, Minneapolis, Minn.....	5.00
Onar E. Amundson, Minneapolis, Minn...	25.00
Holm & Olson, Inc., St. Paul, Minn.....	50.00
Merriam Park Floral Co., St. Paul.....	15.00
Henry J. Putvogel, St. Paul, Minn.....	5.00
T. B. Comandros, St. Paul, Minn.....	20.00
O. R. Eckhardt, St. Paul, Minn.....	10.00
A. Fischer, Chicago.....	25.00
John Fuhrman, Chicago.....	25.00
W. W. Adams, Chicago.....	10.00
Adolph Malchon, Chicago.....	12.00
Graff & Dresel, Chicago.....	10.00
Albert Hall, Chicago.....	20.00
Shotwell Floral Co., Fargo, N. D.....	25.00
Smedley Floral Co., Fargo, (2nd subs.)	20.00
The El Paso Carnation Co., El Paso, Ill.	10.00
Sacramento Flor. Soc., Sacramento, Calif.	25.00
Louis Burk, Philadelphia, Pa.....	10.00

\$1,008.00

Previously reported from all sources, \$36,539.75

Grand total.....\$37,538.75

JOHN YOUNG, Sec'y.

"Put It Through"

KEYNOTE OF WAR LABOR CONFERENCE.

At a meeting held at Washington, it is one of the vital points for the success of the war. We hear a great deal of talk lately throughout the country on the scarcity of labor for greenhouses. Well, it strikes me that one of the first necessities of the American citizen who has his country's interests at heart, is to do his part so as to release men for the government's needs. Just for a moment consider that Uncle Sam needed you and beckoned you to come. Would you hesitate? No. You would go gladly to do your all. Why not look at the labor and coal problem in the same manner?

Now then, here's where we get off. The government expects you to produce and sell all you can to help pay the war taxes, by cutting down expenses or by speeding up production with less men, and one of the most important jobs every citizen has on his hands, is to create a more profitable business, so that he may be privileged to pay his share and feel that he lives in a country that gives him the right to do this, rather than live under a government with a mill-stone around his neck.

Now, what has all this to do with publicity? Well, before I answer, I want to mention that I received a fine note from our good friend Albert Pochelon, F. T. D. secretary, who has done so much for the telegraph delivery, that one wonders how he does it, so from his experiences, quoting his own words, "Dear Friend Penn: There are so few people who ever believe that some men are willing to do something for our profession to help build it up unselfishly, that I wonder how you ever find the time to superintend the job of national advertising, etc."

Well, my answer is, that it becomes any man's duty to his fellow-man to do his all, not his bit (I've cut that out of my category) for every part of his country's needs, and if my job as chairman of the national publicity committee is going to help speed up our busi-

ness by causing to be done more advertising nationally and locally than the florists were going to do, then we will be doing our share in the world's work by devoting more energy to our business than ever before to create a place for ourselves, so that when the world's war is over those who have participated will make a name and place for themselves for all time.

This is the pleasant duty that has been my task for the past few months, that of receiving so many compliments as well as criticisms, that the job is going to be worth what I hope some day to merit—the good will of the craft which is all one should expect.

HENRY PENN.

Chairman, National Pub. Committee.

The Business Diary.

Keeping a diary is almost every boy's resolve, but to him it is very difficult an accomplishment. A business diary, if a man will give it the required few minutes each day, will, at the end of the year, afford a splendid resume of the business and present a guide that will steer clear of the mistakes of the year before. Many men who grow a variety of plants, from a desire to fill orders, will sell from reserved stock of popular varieties, while those in little demand are left on the benches, and more than fill their allotted space in the cutting bed later on.

From January to December there is scarcely a week passes in which there is not something transpires; an important item of work done or not done, as the case may be, that if written down at the time would help to avoid the error another season. Members of the craft in every branch of the trade would find such a record of their business a paying proposition and a most excellent book of reference.



AT THE HOME OF THE LATE JAMES DEAN, FREEPORT, L. I., N. Y.

Seated, Mr. and Mrs. Dean and Their Son-in-law. Standing Next Row, Left to Right, A. L. Miller, Mr. and Mrs. Dean's Daughter, Chas. H. Totty. Back Row, Left to Right, Mr. and Mrs. Dean's Daughter-in-law, Wm. H. Siebrecht, Sr., Frank H. Traendly, Alex. S. Burns, Walter F. Sheridan, Wm. Duckham, W. A. Manda. Standing behind Mr. Burns, Henry Weston.

OBITUARY.

James Dean.

James Dean, past president of the Society of American Florists, chief executive of the national organization at its Washington convention in 1892, also president of the New York Florists' Club during the same year, and one of its charter members passed to his last rest at his home at Freeport, N. Y., July 16, of arterial sclerosis, after a long and useful career. He had reached the age of 74 years. Mr. Dean was born on the estate of the Marquis of Queensbury, Dumfriesshire, Scotland, where his father was employed as gardener, coming to the United States in 1850 and attended school at Astoria, L. I., his father having secured the position of gardener on the estate of the Rev. Dr. Howland at that place. At the outbreak of the Civil war in 1861, the deceased ran away from home and enlisted in the Seventy-second New York Volunteer Regiment, returned at its close as commanding officer of his company, and entered the employ of W. C. Wilson, who at that time conducted one of the largest florist establishments in America. Later he became gardener on the estate of W. C. Langley at Bay Ridge, L. I., who during the 60's and 70's had large conservatories and was a successful exhibitor at the New York and Brooklyn shows. Later he formed a partnership with J. M. Keller, the firm being Keller & Dean, but after five years, following its dissolution, Mr. Dean started into business on his own account, making a specialty of foliage and Easter plants for the New York and surrounding markets and met with excellent success. Another of his brilliant achievements was the supervision of the floricultural exhibit of the State of New York at the Chicago World's Fair, in 1893, the display covering six and three-quarter acres and being awarded 82 medals and diplomas. This number was about equal to that given to all the rest of the states combined in the same classes.

A man of kindly disposition and sterling qualities, James Dean commanded the highest respect of all who knew him. He had served three terms as president of the village of Freeport, was commander of the U. S. Grant Post, Grand Army of the Republic which went to Mount McGregor and which placed General Grant's body in the tomb at Riverside, and under whose auspices services are held at the tomb each Memorial day. During his residence at Bay Ridge, the deceased was much interested in educational affairs and served as president of the board of trustees for 20 consecutive years until consolidation made the district schools a part of the educational system of Greater New York. In 1867, Mr. Dean was married to Miss Louise L. Labrousse, who with three daughters, Mrs. C. W. Bouton, Mrs. A. G. Firth and Miss A. M. Dean, and two sons, Dr. Julian Dean and David Dean, survive. The funeral services were held at the home on the evening of July 18, and interment the following morning with Grand Army ceremonies.

Only a few weeks ago, Mr. Dean sent us some reminiscences of his early days, from which we take the following:

"Going back to the commercial houses of the 60's and 70's and noting some of the difficulties encountered in producing, handling and marketing flowers and plants, I recall that most of the plant houses were of sash with heavy rafters, often 12 x 14 inches, spaced four feet apart, the sash glazed with 6 x 8 or 7 x 9 glass. Most of the

houses were heated by flues which required eternal vigilance to prevent the escape of gas which often proved fatal to the foliage if not to the plants. In the 70's, the fixed roof, hot water and steam heat were just coming into general use. Twenty houses in the early days would require 20 fires where flues were used. They had to be stoked from the outside, no covering from the weather being given. The houses often being scattered it took some time to make the rounds, especially when water or snow had to be bailed or shoveled out before the fires could be fixed for the night.

"In spite of the rapid advance in modern methods, I doubt very much if there are many establishments that could today, satisfactorily fit out a large private conservatory from their own stock, a not uncommon occurrence in the earlier days. Most florists now cater to the wholesale end of their business. Probably, in no direction has the advance been so noticeable, as in the construction of the modern greenhouses. Many single ones are now erected that, a few years ago, would have been considered fair sized



The Late James Dean.

florists' establishments. Much of this advance is due to appliances perfected by horticultural builders.

"The earliest rose house I remember was one owned by James Weir, a lean-to, about 20x35 feet, with heavy rafters and sashes glazed with 6x8 glass, and planted, as I remember, with roses in a solid bed. The following varieties were grown: Lamarque, Gloire de Dijon, Malmaison, Safrano and Devoniensis. The Wigan brothers started in Secaucus, N. J., and built several large sash houses and were very successful with their tea and hybrid perpetual roses. Ernest Asmus and John Henderson were also very successful with roses in the old-style sash houses."

The Late Admiral Aaron Ward.

The sudden death, at his home in Roslyn, L. I., of Admiral Aaron Ward came as a severe shock to his friends. The admiral was a true-hearted, able man, with the vigor and clear vision of a good sea captain. Born in the city of Philadelphia, Pa., in 1851, he became in due time a trained seaman in the United States navy, and advanced step by step until he reached the top, retiring from active service as rear admiral.

At the beginning of this war, he commanded and took across the water

the first Red Cross ship on its errand of noble mercy. In New York, he was at home, having for some years had oversight of certain naval affairs of the port. He had sailed the great deep of the oceans from land to land in all latitudes, but his name, however, is far wider known among the people of America for his connection with the queen of flowers—the rose. When he named the beautiful yellow rose, which grows to perfection from Long Island to Vancouver, across the continent, from ocean to ocean, it was after the one he loved best—his wife. Here lay in his character the sentiment for that which is beautiful—the strong man, for whom the great winds and rough waves had no terrors. He had the love of home and beauty in the fibre of his being. "A Rose for Every Home, a Bush for Every Garden" is a sentiment which makes the world the better. Admiral Ward, the hybrid tea, named in his honor, which was awarded a medal by the French Society of Rose Growers, is said to be one of the best dark red roses for bedding. It is described as follows: Unnamed variety x Chateau de Clos Vougeot, a strong bushy grower, with broad, bronzy-green foliage and few thorns. The bud is round, blackish red and the flower is large, double and globular. The petals are broad, sometimes fringed, of fine red crimson color, shaded fire red and velvety dark red. It blooms freely.

In the American Rose Society as far as his duties permitted, Admiral Ward was always ready to give a guiding, helping hand. At the entrance of the United States into the war, he resigned his connection with the executive committee work, with a word to the effect, "America first."

His many friends in the American Rose Society have expressed a desire that their esteem and respect for the man, Admiral Aaron Ward, of Roslyn, may be a matter of record, as he has left us for the realm where the spirit of just men is made perfect.

BENJAMIN HAMMOND,
President American Rose Society.

Ernest Hale.

Ernest Hale, a florist at East Orange, N. J., was accidentally killed on a street of that city on the afternoon of July 11. He was employed by his father, Charles Hale, who has a retail store at 523 Main street, East Orange, and had left the store on his bicycle to go home. In turning out to pass a heavy motor truck, the wheel of his bicycle caught in the car track, throwing him off and directly in front of the hind wheels of the truck, which passed over him. When an ambulance arrived he was dead. He was 33 years old and is survived by his wife, to whom he had been married less than a year, and by his parents and several brothers. Much sympathy is felt for the bereaved family, well known in the wholesale district of New York. Charles Hale, the father, was formerly in business in Washington, D. C.

A. F. F.

William E. Evans.

William H. Evans, president of the Spikes Peck Floral Co., Colorado Springs, Colo., died in Pasadena, Calif., July 10, after a protracted illness. Owing to ill health, the deceased had spent much of his time during the past four or five years in that state. He established the above company 16 years ago, and enlarged the establishment from time to time, until at present it ranks as one of the largest ranges in the Rocky Mountain district.

W. E. C.

LANCASTER, PA.—Fred W. Ritchy, who purchased the Bachler range, is making extensive improvements.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$3.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO.

"In God's name, cheerily on, courageous friends
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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ADVERTISERS may now receive only one free copy of weekly newspapers for checking purposes, by orders of the war industries' board.

THE French schedule of goods, officially classed as luxuries, and subject to tax under that law, does not include flowers or plants, according to United States Commerce Reports.

THE late James Dean, whose death this week is recorded in our obituary columns, was a sturdy pioneer in American floriculture and a conspicuous leader in every movement for the welfare of the trade. It was due to his broad influence that the late J. A. Pettigrew was appointed superintendent of the Brooklyn parks, and in many similarly laudable endeavors he was equally successful.

Bermuda Lily Bulbs.

Wm. F. Gude, Washington representative of the Society of American Florists, telegraphed as follows July 16:

"We are glad to report that the war trade board passed the following resolution in regard to the importation of lily bulbs from Bermuda:

"Resolved, That the licenses shall be issued for the importation of lily bulbs from Bermuda when shipped by the S. S. Charybdis."

Society of American Florists.

ST. LOUIS CONVENTION, AUGUST 20-22.

With prospects of a splendid attendance at the convention, the trade exhibition is now an object of much interest to those who are able to take advantage of it for the display of productions of a trade character. While it is yet early to report as to the extent of the exhibition, there is every indication that it will be quite large, and a credit to the society. Many requests for plans have been received in the past week at the secretary's office, showing that growers and manufacturers are alive to the possibilities which the expected large gathering will present to exhibitors. The programme covering the proceedings, which has just been mailed, in its make-up is such as to induce every florist within traveling distance to spare no effort to be present.

Space reservations have already been made for the following: Henry A. Dreer, Inc., and S. S. Pennock Co., Philadelphia, Pa.; Chicago Carton Co., Chicago; Joseph Heacock Co., Wyncote, Pa.; Burlington Willow Ware Shops, Burlington, Ia.; A. L. Randall Co., Chicago; Wertheimer Bros., New York; W. A. Manda, Inc., South Orange, N. J.; Kroeschell Bros. Co., and Poehlmann Bros. Co., Chicago.

JOHN YOUNG, Sec'y.

Hospital Flowers Appreciated.

The following communication from Mrs. J. Clark Curtin, chairman of the Home and Overseas Relief Division, New York, to Maurice L. Glass of the committee of the New York Florists' Club in charge of details of collecting flowers from the trade for distribution to soldiers and sailors in hospitals in that city and vicinity, bespeaks the good work being done in this worthy cause:

"I want to express to you and the other kind contributors my personal appreciation of your generous gift of flowers yesterday, and at the same time, tell you what joy they gave to the boys.

"One-half of the flowers, one of my committee took to the Flower and Park Hospitals, and of the other half I left some at the Willard Parker, where boys with contagious diseases are, and then went on to Bellevue to see some French boys whom we have been cheering, only to find that one of the nicest ones had just died. We took some of the lovely dark red roses and covered his winding sheet, a tribute to a noble French boy from America. The boy had been torpedoed in April and in the water for twenty-eight hours, and had never recovered from the cold.

"After distributing a few more roses to the boys, we went to the Naval Hospital, and on our way crossing a bridge, we saw a troop train halted

to be refreshed by our canteen. We stopped to throw the boys some cigarettes we had with us, and one boy seeing the roses in my arm, begged for just one, which I gave him. This caused such a scramble among the others that I could not resist throwing them all one by one, till finally 200 boys wore a boutonniere. The pleasure the flowers gave these weary, travel-stained boys was immense, one boy taking and kissing his rose fervently. When we asked the boys where they came from, they told us California, and then we easily understood why the flowers meant so much to them. I realize that the flowers had not been given us for healthy, strapping boys such as these California boys were, but I know your committee of generous men would not feel I had misused my privilege in making these boys happy,—perhaps the last chance we would have of showing them an attention.

"I might add, that when we got to the Navy Yard, I told the boys in one word what we had done with their flowers, and tears came to one sick boy's eyes when he said, "Thank you for having given them to those boys—I come from California, and I am glad they got them. They may never have more."

Coal Order Modified.

Secretary John Young, of the Society of American Florists, telegraphed the following, July 17:

"Modification of coal order allowing 40 tons minimum has been accepted by the government."

American Carnation Society.

The above society has issued the proceedings of the twenty-seventh annual meeting which was held at Boston, Mass., January 30-31, 1918, together with the judge's report of awards at the annual exhibition, a list of new varieties registered with the society and a roll of members.

Cleveland Wholesalers Close Sundays.

The wholesale florists and supply houses of Cleveland will not be open Sundays after July 14, but will remain open Saturdays until 8 p. m. for the benefit of the trade. The notice is signed by the Cleveland Cut Flower Co., J. M. Gasser Co., Cleveland Florists' Exchange, W. Q. Potter Co. and the Cleveland Plant & Flower Co.

Florists' Hall Association.

The annual meeting of the Florists' Hall Association of America, will be held at Moolah Temple, St. Louis, Mo., at 9:00 o'clock a. m., August 21, 1918, for the purpose of electing four directors and the transaction of such other business as may come before the meeting.

JOHN G. ESLER, Sec'y.

Chrysanthemum Society of America.

The proceedings of the sixteenth annual meeting of the Chrysanthemum Society of America, held at Cleveland, O., November 8, 1917, has been issued, included in its pages being President Vert's address, the reports of the secretary and the treasurer, list of prize winners and varieties at the annual exhibition, official scales, foreign varieties disseminated in 1917, a list of members of the society and a review of the work of the examining committees for the season.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.
 Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By general all around gardener. Western states preferred. Address

Key 906, care American Florist.

Situation Wanted—By grower of a general line of plants. Would prefer to work on shares. Address

Key 904, care American Florist.

Situation Wanted—By gardener: age 35; married; private place preferred; 20 years' experience. Any good position considered. Distance no object. Now or later. References. Address.

Key 915, care American Florist.

Help Wanted—A rose grower; wages \$20.00 per week to start.

Wm. Dittman, New Castle, Ind.

Help Wanted—Man for rose section to work under foreman. State wages expected and give reference.

C. Loveridge, Peoria, Ill.

Help Wanted—Foreman for 45,000 sq. ft. of glass in roses. Must be first-class grower and manager of help. State wages expected and send references.

J. Henry Bartram, Lansdowne, Pa.

Situation Wanted

Good all around storeman capable of taking charge. Also understands growing business.

Key 914, care American Florist.

Situation Wanted

Good all around grower, capable of managing business, is open for engagement. Address

Key 809, care American Florist.

Situation Wanted

Expert office manager. Bookkeeper and correspondent. Have handled office end of a large commercial place. Married man with family. Chicago preferred.

Key 916, care American Florist.

STOREMAN

Expert storeman over draftage is open for immediate engagement.

Key 810, care American Florist.

Help Wanted

Young man as grower for chrysanthemums, carnations and pot plants, cyclamen, pelargoniums, etc. Good pay and steady position.

MILLER'S GREENHOUSES, Muncie, Ind.

HELP WANTED

Stockkeeper for vegetable seed department. State experience and salary wanted.

S. M. ISBELL & COMPANY
 JACKSON, MICH.

HELP WANTED

Men or Women—Part or all time wanted to solicit orders for fruit and ornamental trees, Roses, Shrubbery, etc. Big demand. Highest commissions. Big specialties. Free outfit.

C. H. WEEKS NURSERY CO.

NEWARK - - - NEW YORK STATE

Situation Wanted—As head gardener or supt. of private place or institution; now employed; wish to change; married. Best of references as to character, habits and ability. Thoroughly understand all branches of gardening. Good reasons for leaving. Good commercial place considered where energy and ability count. Expect good salary. No objection to distance. Address

L.

Gardener, Ft. Stellacom, Wash.
 Wn. Box. 29.

For Sale—Two greenhouses, 25x100 ft., modern construction, hot water heat. Located in hustling town of 3,000. Excellent business.

Mrs. Adah M. Johnson,
 Carey, O.

FOR SALE

10 Evans ventilating machines complete without posts, \$8.00 each. Arms, 2 c and hangers, 10c each. No. 9 wire stakes, 6-ft. long, \$7.50 per 1000.

GEORGE REINBERG

162 North Wabash Avenue, CHICAGO

FOR SALE

Greenhouse Glass

10x12 in. per box \$3.50
 16x18 " " " 4.50

Rafters, 1½ and 1¼ inch piping, wrought iron bars, Garland iron gutters and Evans ventilating machines.

PETER REINBERG

30 East Randolph St., CHICAGO

NOTICE

—OF—

STOCKHOLDERS MEETING

CHICAGO, July 20, 1918.

Stockholders of the American Florist Company:
 You are hereby notified that the annual meeting of the stockholders of the American Florist Company will be held in the Jefferson Hotel, St. Louis, Mo., Wednesday, August 21, 1918, at 3 o'clock p.m., for the purpose of electing directors and officers for the ensuing term and for the transaction of such other business as may come before the meeting.

J. C. VAUGHAN, Pres.
 M. BARKER, Sec'y.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2½x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

All Florists' Stocks and Supplies

Should be Shipped as Early as Possible.

There will be much congestion of freight and express this fall and all shipments will be subject to delay.

Move Seeds, Bulbs, Plants and Supplies
 While the Conditions are Favorable.

Pittsburgh.

MARKET GOOD FOR SEASON.

A good steady market with prices holding firm is about the best that we can report this week. Trade continues to hold up well in spite of the season, as a slump is generally in order at this time. Funeral work keeps the majority of the stores busy and there is a good demand for flowers of all kinds, and stock is scarce with prices holding firm. Some asters and gladioli are being received but not enough to meet requirements. There is still a good crop of roses coming in but they may not last long, although the weather, much to their advantage, has been cool and cloudy. Carnations are practically off the market. The outdoor offerings include sweet peas, calendulas, phlox, coreopsis, feverfews, baby's breath, cornflowers and pyrethrums. The new crop of green galax leaves is now being offered.

NOTES.

Mrs. E. A. Williams recently had a beautiful window which attracted much attention. The features were colored water lilies and maiden hair ferns arranged with flags of the Allies.

T. P. Langhans and family have returned from a trip to the northwest. He spent some time with his son, Oliver, who is in the government service in Oregon.

Joseph Schweiger, founder of the firm of Joseph Schweiger & Son, florists at the Allegheny market, and an old resident of this city, passed away recently.

Chrysanthemum plants in this section look very good, with indications of a large crop earlier than usual.

E. J. McCreary, B. L. Elliott and a party are making a motor tour of a number of the eastern cities.

Jack Frampton, of the Zeiger Co., is spending a two weeks vacation at his home in Clarion, Pa.

G. P. Weaklen is cutting some very fine larkspurs at his gardens at Springdale, Pa.

Mrs. B. L. Elliott is visiting her father in Oregon.

Visitor: Wm. J. Potter, Cleveland, O.

Albany, N. Y.

CLUB MEETING.

At the July meeting of the florists' club, held at the home of Frederick Goldring, Font Grove, President William Newport appointed a committee of four to inquire into ways and means to stimulate the use of flower boxes on the part of the local public. The committee is made up of the following: Edward P. Tracey, chairman; Frederick A. Danker, Fredrick Henkes, and John J. Haggerty. The committee was instructed to make a report at the August meeting. The action of President Newport followed a report of Frederick A. Danker on the flower boxes ordered by the club last April. Mr. Danker said that the boxes had been received and distributed among the retailers by whom many had been sold filled with plants. Mr. Danker in his report said it is possible greatly to stimulate the sale of boxes at other seasons than spring and summer. He suggested that the retailers could tell their customers that in the fall the boxes can be filled with evergreens, either on their own roots or as parts of limbs cut off from large trees. The value of the plan is that it keeps plants and flowers before the people at all seasons. The subject of whether the club is to hold a clam bake this year was brought up by James Snyder who said that the cost of such an entertainment this year would be very high and suggested a clam chowder be held instead. The idea found favor and a poll of the members present found an overwhelming

majority for the plan and they also promised to attend the function and to pay the cost prorata. Walter Mott, representing Hammond's Slug Shot Works, Beacon, was present as a guest of the club and gave an account of his latest business trip. He said that the trade had enjoyed a good season, but the members were looking forward a little anxiously to the future on account of the coal situation and the questions that are arising on account of the war. He said that it is necessary to produce the goods the trade has to offer, but in order to do so, there must be some cooperative effort because of the scarcity of help, and for other reasons. Mr. Mott concluded his remarks by saying he believed that the grower or dealer in the smaller communities is better off than the man in the large city. Joseph Traudt of Canajoharie amused many of the members with a relation of his experiences the past year in burning coal. In the discussion on fuel into which the club entered after Mr. Mott's remarks, Mr. Traudt explained that last winter he had the use of a large amount of coal dust and sought advice from the local electric lighting plant experts as to the use of the fuel. They advised that he place a blower in his chimney. The blower, run by a two-horsepower motor, was installed with the result that the furnace burned the coal dust, but the blower drew all the heat out of the boiler. Mr. Traudt says he changed his plans, bought a smaller motor and placed the blowers under his three fire boxes. With one-eighth horse power, he said he was able to burn the dust in the three boilers quite satisfactorily. President Newport named Frederick A. Danker chairman of the club's exhibit committee, and added the name of George E. Nagengast, Jr., as a new member. The meeting was followed by a social hour with refreshments provided by the host. The next meeting, and clam chowder party, will be held on Saturday afternoon, August 17, at the home of Fred Henkes, Newtonville.

NOTES.

Recent visitors included John Young, secretary of the Society of American Florists; Walter Mott, and James J. Karins, representing Henry A. Dreer, Inc., Philadelphia, Pa. Mr. Young was here in the interests of the national publicity campaign and also to secure new members for the national organization. In both he was quite successful. Mr. Mott told his friends that he is living in Schenectady, and that his son, Walter C., who went to Camp Devens, Mass., last September was transferred in June to Camp Lee, Virginia, where he is in the officers' training camp as a member of the Second Company, Fifth Battalion, O. T. S. The young man is working hard and expects to earn a commission at the end of August. Mr. Mott said he has a son-in-law in the medical corp with the army in France.

Albanians are visiting Washington park these days to look at the two century plants, located on either side of the path north of the King fountain. The spike-like leaves of the two agaves are surmounted by stems perhaps 12 feet high, on which are small branches bearing the green buds that are ready to burst. The people have learned that the agaves are natives of Mexico and South America, and that the last specimen that bloomed hereabouts is believed to have been that which stood on the lawn of the Van Rensselaer manor house at Broadway and Pleasant street in 1870. The manor house was long since torn down and re-erected as a fraternity house at Williamstown, Mass.

The many friends of Louis H. Schaefer were sorry to learn that he had failed in business. Mr. Schaefer and his son, Henry, started a seed and im-

plement business at 102 Hudson avenue about six years ago. The schedules filed with the clerk of the United States district court at Utica show liabilities, \$11,918.28; assets, nominal, \$3,522.45. Promissory notes and merchandise accounts compose the most of the liabilities. R. D.

Boston.

DEMAND IS LIGHT.

The summer season is in full force, indicated by extremely quiet business, although trade is as good as other years, but there is room for improvement as quite a number of the homes are open this year on account of bad weather and heads of families being overseas. The market is overstocked with roses; nine and twelve inch stock is being sold as low as \$10 a thousand and carnations \$5 a thousand for good stock. Outdoor sweet peas are plentiful and hold well at \$1.25 a hundred. There is an abundance of gladioli on the market including Beauty, Halley, America, Panama and Primulinus, which sell from 50 cents to \$2 a dozen. Easter lilies are scarce, bringing \$10 a hundred. Centaureas, sweet suitans, salpiglossis and coreopsis find a ready market.

NOTES.

At Carbone's business is quite active; a store where one finds unusual vases, pottery and baskets for the summer home, also windows well arranged with attractive baskets of flowers, shallow bowls for floating stemmed flowers, pond lilies, etc. Another star has been added to their service flag. Wm. O'Donnell, of the wholesale department is in the draft and reports at Camp Devens July 22.

At Carbone's, business is quite this week, one window is arranged as a duck farm, including a water mill with running water in a pond where 30 small ducks amuse a large gathering. The other window is arranged with large baskets and vases of Regale lilies, grown by R. & J. Farquhar & Co.

John J. Cassidy is spending a week's vacation at Atlantic City, going there as a delegate to the Elk's convention. His work at the store is carried on by his able assistant Fred Roberts. On his return, Mr. Roberts will start for a two weeks' vacation in the White Mountains with his family.

In the death of John Fee the Boston market loses one of the best and most noted bulb growers in the east. His greenhouses are to be carried on by his wife and daughter, with the assistance of Mr. Murphy, who has worked for Mr. Fee over 30 years.

The florists' and gardeners' club will hold its annual picnic at Cunningham park, East Milton, July 24. Everyone in the trade is invited. Baseball games and athletic events are on the program.

Herbert Capers, salesman at the Co-operative Market, is receiving daily shipments of Humboldtii bouvardia; also single pink and red bouvardia and carnations from John Foote.

Wm. Elliott is shipping to market a good crop of roses. Among the best are Victoria, Christy Miller, Ophelia, small pink roses and Cecile Brunner. Wm. Glidden, salesman for the Budlong Rose Co., is receiving large shipments each day of an assortment of roses which find ready buyers.

James Day, of Milford N. H., is sending to market hardy ferns, laurel boughs, pine sheet moss and sprays of hemlock.

Alonzo Hill, of Saco, Me., is shipping to this city several good varieties of pond lilies. S. K. G.

St. JOSEPH, Mo.—Frank Stuppy, of the Stuppy Floral Co., is on a fishing trip in the Wisconsin wilds.

**For the Summer We Have a Large
Supply of Good Shipping Roses.**

FINE QUALITY OF RUSSELL

**American Beauty, Milady, Brilliant,
Ophelia, Ward, White Killarney Roses**

Gladioli, Orchids, Valley, Lilies, Carnations

**PLUMOSUS SPRENGERI ADIANTUM
ASTERS GALAX FERNS GYPSOPHILA**

PLANTS

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 4-in. pot, \$6 per doz.
Kentia Belmoreana, 4-in. pot, \$6 per doz.
Kentia Forsteriana, 5-in. pot, \$12 per doz.
Kentia Belmoreana, 5-in. pot, \$12 per doz.

Kentia Forsteriana, 6-in. pot, \$2 each.
Kentia Forsteriana, made up, 5-in. pot, 75c to \$1 each.
Livistona Rotundifolia, 4-in., \$6 per doz.
Livistona Rotundifolia, 5-in., \$9 per doz.
Livistona Rotundifolia, 6-in., \$1.25 each.
Phoenix Robelenii, 5-in. pot, \$1 each.
Dracaena Massangeana, 4-in. pot, \$50 per 100.
Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.

Crotons, 4-in., \$4.90 per doz.
" 5-in., \$9 per doz.
" 6-in., \$1 to \$1.50 each.
Fandanus Veitchii, 6-in., \$1.25 each.
Dracaena Indivisa, 4-in., \$15 to \$20 per 100.
Dracaena Indivisa, 5-in., \$25 to \$35 per 100.
Dracaena Indivisa, 6-in., \$6 per doz.
English Ivy, 4-in., \$15 per 100.
Smilax, 2½-in., \$3 per 100.

2½-in. Own Root Rose Stock

Aaron Ward	} \$ 7.50 per 100; 70.00 per 1000.
Killarney Brilliant	
White Killarney	
Milady	} \$ 7.00 per 100; 65.00 per 1000.
Richmond	

3½-in. Own Root Rose Stock

White Killarney	} \$ 11.00 per 100; 105.00 per 1000.
Ophelia	
Aaron Ward	
Sunburst	
Killarney Brilliant	} \$ 10.50 per 100; 100.00 per 1000.
Milady	
Richmond	

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

BIG CUT OF RUSSELL

Best Summer Rose—We are now cutting from 60,000 plants.

The quality is good—Buy direct from the Grower.

Russell, Hoosier Beauty, Ophelia and White Killarney.

CURRENT PRICE LIST

Choice Beauties from new plants 50c to \$2.00 per dozen.

RUSSELL —best in this market.	Per doz.
Good, extra long	\$2.00
Good medium	\$1.00 to 1.50
Good short50 to .75

HOOSIER BEAUTY, OPHELIA, SHAWYER, SUNBURST, WHITE KILLARNEY—

	Per 100
Long stems	\$6.00 to \$8.00
Good medium	5.00
Good short	3.00 to 4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

LILY OF THE VALLEY, per 100..... 5.00 to 6.00

GREENS.

ASPARAGUS & SPRENGERI, per 100.....\$2.00 to \$3.00

GALAX, green and bronze, per 1,000..... 1.25

NEW FANCY FERNS, per 1,000..... 2.00

ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

 **WRITE FOR OUR SPECIAL QUOTATIONS ON ROSES IN 1000 LOTS.**

NOTICE—We close at 5 o'clock week days and all day Sunday.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

BUSINESS CONTINUES GOOD.

Business continues to be good for July and the wholesalers nearly all report that the sales so far this month are considerably ahead of the those of the same period of last year. Stock is cleaning up nicely right along at good summer prices and no one is heard complaining of not being able to move his stock. Carnations are very scarce and command satisfactory prices considering the quality which is surprisingly good for this time of the year. Mrs. Chas. Russell roses are in brisk demand and easily hold their own. Columbia is a favorite with many of the buyers and continues to bring good prices. Double White Killarney is seen at one of the stores in quantity and finds ready buyers. Ophelia, Champ Weiland, Sunburst, Mrs. Aaron Ward, Killarney, Killarney Brilliant and White Killarney are in fair supply and the list of rose offerings also includes Milady, Montrose, Hoosier Beauty, Mrs. George Sawyer, My Maryland, Mrs. Bayard Thayer, Mrs. Moorfield Storey and the miniature varieties, Cecile Brunner, Nesbit, Elgar and Baby Doll. Gladioli and asters are more plentiful but are still commanding good prices and there is no great surplus at any time. Lilies are good property and the same holds true for orchids, lily of the valley and gardenias. American Beauty roses are to be had in limited supply, especially in the shorter stemmed grades, a few of the local growers starting to cut from their young stock. Gypsophila has made its appearance in quantity and is moving nicely. Sweet peas, calendulas, water lilies, daisies, feverfew, snapdragons, bachelor's buttons, coreopsis, galliardias, candytuft, phlox and other miscellaneous outdoor stock is to be had and figure largely in the window displays

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

Van

100% Service

Guarantees You Satisfaction

Everything in Summer Flowers Including All The Best Roses.

especially basket work. Green goods are in large supply and some particularly fine smilax, ferns and adiantum are noted.

NOTES.

A. Lange had the order for the Smith wedding at South Bend, Ind., last week which called for a large quantity of stock. It was a military affair and the entire decoration including the home was in charge of Mr. Lange's able assistant, Tom McAllister.

George Husman, with Ove Gnatt Co., La Porte, Ind., was here this week on business. His firm has added a basket department to its already large line.

H. L. Keun, 6847 Wentworth avenue, will spend his vacation in Michigan.

GOOD BUYS NOW!

See Wittbold's Ad., Page 37.

Wisconsin and Indiana leaving this week.

The Florists' Club will meet at Nic Karthaus's grove, 6656 Ridge avenue, July 18, at 8 p. m.

Ed Galavan, of the A. L. Randall Co., has returned from a business trip to Pittsburgh, Pa.

L. Loeser, of the Kyle & Foerster force, is enjoying a two weeks' vacation.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

BIG CROP OF ROSES:

Russell--Weiland--Ophelia--Etc.

Lilies, Valley. Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100			Per 100
Specials		\$15.00 to \$18.00	ROSES, OUR SELECTION.....		\$ 4.00
Medium		12.00	Carnations, fancy.....		\$ 2.00 to 3.00
Select		8.00	Harrisii		12.50 to 15.00
Short		4.00 to 6.00	Valley		6.00
RICHMOND		Per 100	Smilax		per doz, strings 3.50
Specials		\$10.00	Adiantum		1.00 to 1.50
Select		8.00	Asparagus, per bunch.....		50c to 75c
Medium		\$ 5.00 to 6.00	Boxwood		per bunch, 35c
Short		3.00 to 4.00	Galax, bronze and green, per 1,000,		\$1.00
MILADY		Per 100	Leucothoe Sprays75 to 1.00
Specials		\$10.00			
Select		8.00			
Medium		\$ 5.00 to 6.00			
Short		3.00 to 4.00			
Killarney		Per 100			
White Killarney		\$10.00			
Killarney Brilliant	Special	8.00			
Sunburst	Select	\$ 5.00 to 6.00			
My Maryland	Medium	4.00			
Ophelia	Short				
Champ Weiland					

2,000,000 FEET OF MODERN GLASS

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Randolph 631

CHICAGO

Columbia Roses

Extra fine supply of this popular variety at prices ranging from \$4.00 to \$25.00 per 100.

Russell \$6 to \$20 per 100	Richmond \$4 to \$10 per 100	Milady \$4 to \$12 per 100	Brilliant \$4 to \$12 per 100	Ophelia \$4 to \$12 per 100
White and Pink Killarney \$4 to \$10 per 100	Ward \$4 to \$8 per 100	Sunburst \$4 to \$12 per 100		
Cecile Brunner \$2 to \$3 per 100	Roses-Our Selection \$3 per 100	Carnations \$1.50 to \$3 per 100	Valley \$6 per 100	Easter Lilies \$10 to \$15 per 100
Calendulas \$2 to \$3 per 100	Gladioli \$8 to \$12 per 100	Leucothoe Sprays 75c	Plumosus Strings, 50c to 75c Per bunch, 35c to 50c	Adiantum California Extra fancy, per 100, \$1.50
Sprengerl Per bunch, 35c to 50c	Adiantum Fancy long, per 100, \$1	Smilax Per dozen, \$2.50	New Ferns Per 1000, \$2.50	Galax Per 1000, \$1.25

Order here. You cannot do better elsewhere—often not nearly as good.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF Roses in All The Leading Varieties

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	\$3.00 to \$10.00
Good	5.00 to 7.00
RICHMOND, KILLARNEY BRILLIANT.	
White—KILLARNEY—Pink.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	\$3.00 to 4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00
MINIATURE ROSES.	
Baby Doll	\$2.00 to \$3.00
Elgar	2.00 to 3.00
ROSES OUR SELECTION.	4.00
CARNATIONS.	Per 100
Fancy	\$3.00
Good	2.00

MISCELLANEOUS.	Per 100
Valley	\$ 6.00 to \$ 8.00
Lilies	12.50 to 15.00
New Ferns, per 1,000.....	3.00
Smilax, per doz. strings....	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000..	1.50
Asparagus Sprengeri, bunch.....	.50
Asparagus Plumosus, bunch.....	.50
Boxwood, per lb.....	.35
Other Green Goods Market Rates.	

The annual meeting of the stockholders of the Chicago Flower Growers' Association was held at its wholesale establishment, 182 North Wabash Ave., Monday, July 15, at 3 p. m., when the following officers were re-elected: George Weiland, president; Charles McCauley, vice-president and treasurer, and Rudolph Ellsworth, secretary. Manager Paul Klingsporn was elected to the board of directors, consisting of the above named officers and Joseph Schoos. The stockholders were particularly well pleased with the progress made the past year ending June 30, when the total sales were the largest in the history of the firm.

D. S. Musser, of Miller & Musser, served in the Spanish-American war in what was known as the Porto-Rican campaign. He is commander of the Waldron-Murphy Camp No. 29 department of Illinois, U. S. W. V., which is keeping him pretty busy outside of his regular business hours. Chris Pederson, Frank Ayres, Julius Kline and several others in the trade were also with the colors during the Spanish-American war and are a pretty healthy looking bunch of fellows considering what they were up against in the fever zones at the time.

Poehlmann Bros. Co. is more than pleased with its July business so far, which has been so surprisingly good compared to last year that there is no comparison. The roses are in splendid shape at Morton Grove and large steady cuts are promised all through the summer months. Mrs. Chas. Russell of fine quality are seen in quantity at this establishment.

A. L. Vaughan & Co. never experienced such a brisk early July business as this year, and report both the local and shipping trade are unusually brisk. This firm's efficient bookkeeper and cashier, Miss Charlotte Paradise, will leave soon to enjoy a well-earned vacation at Marquette, Mich. and surrounding country.

Zech & Mann are strong on roses in all leading varieties, especially Mrs. Chas. Russell, but there is never any left when the orders are filled for the day. Allie Zech is well pleased with business and if it keeps up the remainder of the month this July will be one of the best in the history of the firm.

Wietor Bros. have their usual fine supply of field-grown carnation plants to offer this season, which compare favorably in quality to those of last

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies
30 East Randolph St., CHICAGO

Mention the American Florist when writing.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS
30 E. Randolph Street, Phone Majestic 71-5 CHICAGO, ILL.

year. This firm is cutting heavily in young rose stock, particularly Killarney, which are in big crop.

Peter Reinberg is in heavy crop with roses particularly Champ Weiland, which are reaching the store in splendid condition. This variety is making good at the Reinberg greenhouses and considerable bench space is now devoted to it.

Bassett & Washburn are cutting a good supply of American Beauty roses from new plants which are in brisk demand. Both the local and shipping trade at this house are unusually strong for July, compared to other years.

O. J. Friedman has returned from a pleasant vacation in Michigan where his family is spending the summer. Miss Nelson, of the Friedman staff, is vacationing at Atlantic City and Tom Fogarty is enjoying a two weeks' rest.

J. A. Budlong continues to cut heavily in Double White Killarney roses and has had plenty to supply all the customers with notwithstanding the general scarcity of this stock in this market.

Bob Newcomb, of the American Bulb Co., has returned after another highly satisfactory trip to the Pacific coast, reporting excellent business all through the west.

H. Van Gelder reports that the sales at the store of Percy Jones, Inc., on Monday, were unusually large, making it one of the best July days ever experienced.

John Walsh, of the Chicago Flower Growers' Association, returned from his vacation July 15. C. L. Sherer, of this firm, is now away on a two weeks' trip.

George Kasper is back on the job at the Batavia Greenhouse Co.'s store

Going Some Price S

See Wittbold's Ad., Page 37.

returning from a delightful automobile trip to the Wisconsin Dells.

Guy French and family will leave shortly to spend several months in Montana where he is interested in a large wheat ranch.

Mrs. Geo. A. Kuhl, of Pekin, is at the Presbyterian hospital and expects to leave for home the latter part of the week.

Frank Jarel, of the Zech & Mann force, has been notified to appear for examination by his draft board this week.

Ed Martin is back on the job at Kennicott Bros Co.'s store after enjoying a two weeks' vacation.

Mrs. James Hancock was called to Michigan this week by the serious illness of a brother.

Visitors: George A. Kuhl, Pekin; B. Christianson, Watertown, S. D.

CLEVELAND, O.—Mrs. Magdalena Smith, mother of George W. Smith, of the Cleveland Florists' Exchange, died at her home in this city, July 10, after a lingering illness.

TORONTO, ONT.—The annual show under the auspices of the Toronto Horticultural Society will be held here September 11-14. Horace W. Davidson is secretary and chairman of the standing committees.

Cottage Gardens Nurseries Stock

as a safe investment

WHY and WHAT are

The Cottage Gardens Nurseries

WHERE are they located and WHY?

They comprise 861 acres of the richest lands in **HUMBOLDT COUNTY, CALIFORNIA**, which are devoted to the following purposes:

222 acres Jersey Dairy Farm where a herd of 150 head of Pure Bred Jerseys are maintained.

81 acres Eden Nursery where acres of glass and 60 acres of land under Skinner System of irrigation are devoted to the culture of millions of Azaleas, Rhododendrons, Hollies, Boxwood and other florists' plants.

28 acres San Jose Selling Branch where large quantities of deciduous stock is grown.

520 acres in Bulb Farms where fifteen millions of Holland and other bulbs are now growing.

What Four Years Work Has Accomplished.

Sales for one and one-half years.....	\$ 42,785.67
Gains for same period.....	88,050.63
Orders now on hand for future delivery fall.....	126,194.57
Surplus July 1st, 1918.....	204,000.00
Dividend declared July 1st, 1918, 20% on.....	300,000.00

Inventory Stock On Hand For Sale.

Bulbs, Plants and Cattle.....	485,000.00
Capital stock outstanding July 1, 1918, which participates in the 20% dividend.....	300,000.00
Additional Capital Stock authorized.....	300,000.00

Total Capital Stock outstanding and authorized.....	600,000.00
Crop of bulbs now being harvested.....	15,000.00
Quantity of Florists' plants now in work.....	3,000.00

Sources Of Profit.

There are three major sources of profit in the

Cottage Gardens Operations.

- 1st Culture and sale of Bulbs.
 - 2nd Culture and sale of Florists' Plants.
 - 3rd Sales of Butter Fat from Jersey Farm.
- Sales of Pure Bred Jerseys from Jersey Farm.

Bulb Sales.

TULIPS.	Average price of Tulip Bulbs in America, \$15 per M.
"	cost production bulbs in America, \$5 per M.
"	increase per annum 400%.
"	yearly demand for Tulip Bulbs \$2,000,000 in value.
NARCISSUS.	selling price in America, \$18 per M.
"	cost of production in America, \$6 per M.
"	annual increase 200 to 300%.
"	demand in America \$1,000,000 in value.
OTHER BULBS.	selling price in America, \$10.00 per M.
"	cost of production in America, \$5.00 per M.
"	annual increase 200 to 400%.
"	demand \$500,000 in value.

FLORIST'S PLANTS. Such as Azaleas, Rhododendrons, etc., are imported into and consumed in the United States to the value of \$2,000,000 per annum. The cost of production does not exceed 20% of the wholesale selling price.

JERSEY CATTLE. A pure bred high grade Jersey cow produces \$120 to \$180 per annum in butter fat. The highest grade cows produce \$300 to \$350 per annum. Cost of keeping such animals runs from \$60.00 to \$80.00 per annum. No high grade Jersey Calf sells for less than \$100 and from that up to \$500 to \$600 each. Extra fine pedigreed Bulls sell at \$1000 and sometimes \$5000 each.

Climatic Conditions.

Nowhere in the world are climatic and soil conditions as favorable for producing bulbs, florist's plants and Jersey Cattle as the coastal region of Northern California, Oregon and Washington.

Bulbs and plants grown in this region are of much better quality than those produced in any other part of the world. The costs of production and selling are less and the quality is superior in every respect.

The cost of producing butter fat will average 20 cents per pound less than in the colder parts of the United States and the quality is unexcelled and Humboldt County butter sells for the highest market price.

A United States Embargo on all bulb and plant importations from foreign countries will secure the entire American market to American producers and is a cogent reason why a great industry in growing these articles should be built upon the Pacific Coast.

There is abundant opportunity for the profitable investment of several million of dollars of Capital in such enterprises and this should be American Capital managed by American brains and energy and these industries should be distinctively American Industries.

THE COTTAGE GARDENS NURSERIES is an American concern controlled by American capital and managed wholly by Americans.

Its new issue of stock now being placed on the market affords an opportunity for the safe investment of \$200,000 of American Capital which will earn the highest rate of dividend of any American Industrial Stock and this dividend will be permanent, in fact will increase after the war is over.

On January 1st the price will be increased to \$150 per share.

You can invest now at \$100 per share.

Fill out the attached subscription form and mail it with 20% of the amount you wish to subscribe for and mail it to the address below.

This will be your last opportunity to purchase

Cottage Gardens Nurseries Stock at Par.

THE COTTAGE GARDENS NURSERIES, Inc., of Eureka, Calif.

Capital Stock, \$300,000

Shares, \$100 Each

I hereby subscribe for shares of the capital stock of the **COTTAGE GARDENS NURSERIES, Inc.**, a corporation, of Eureka, California, at the par value thereof, and agree to pay therefor 20 percent of this subscription herewith and to pay the remainder in installments of an equal amount on the first day of each calendar month hereafter for eight months until said subscription is fully paid, the payments herein provided are to be paid to the treasurer of said corporation, at Eureka, California. Certificate of stock to be issued by said corporation on final payment thereof.


Dated..... 1918.

Certificate of Stock will be mailed immediately should purchaser prefer making full payment.

Make checks payable to **KATHERINE L. BROWN, Treasurer.**

C. W. WARD, President.

For
Your
Supply of
CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

CAR LOADS ARRIVING

VAUGHAN'S
CLEAN SPHAGNUM
FOR FLORISTS

Burlapped Bales

**Wired Bales
Cheaper**

SPHAGNUM

MOSS  **GREEN SHEET MOSS**

For Florists
For Nurserymen

For SPOT SHIPMENTS or contract. Write us.
CHICAGO, 31-33 W. Randolph St. NEW-YORK, 43 Barclay St.
VAUGHAN'S SEED STORE

St. Paul, Minn.

SUMMER DULLNESS ARRIVES.

During the past week conditions assumed a typical summer aspect. General business has dropped off but funeral work continues heavy. Rose and carnation stock is of fair quality. Garden flowers are readily substituting inside stock. Outside gladioli (the earlier varieties) and sweet peas are coming into the market with a good demand.

NOTES.

Summer window displays are prevalent in the retail stores. These always are a pleasure to the eye. Among others Holm & Olson have devoted their large plant window to a miniature rustic scene with a four-foot water fall, electrically illuminated. The stream leads the eye through miniature rocky dells and canyons. Well-wooded islands abound and the lakes in miniature are well stocked with brilliant gold fish. A rocky ledge seven feet high affords the background for this picturesque setting, among which are scattered varied colored crotons, ferns, etc. Onlookers are constantly present before this window display.

The Warrendale Floral Co., under these trying times reports a 50 per cent increase in business the past year. This unusual increase is due to well grown specials which this firm has adopted. A ready market is found for such stock as fancy snapdragons, stocks, sweet peas, calendulas, etc. This should be a good demonstration to the growers who are still trying to produce an as-etc., and not confining themselves to any well grown special line.

The fuel situation is the principal topic of interest to the growers, and all are making preparations to let a portion of their range remain idle a part of the winter.

sortment of cut flowers, plants, green, Geo. Bates, formerly of Holm & Olson, and recently of Seattle, Wash., and

GRAB 'EM QUICK!

See Wittbold's Ad., Page 37.

Rochester, Minn., spent Monday calling on his old friends in the trade.

The Snelling Floral Co. is busy building a large, new house to grow a fall crop of chrysanthemums, then planting to violets to force in the spring.

Ludwig Anderson recently acquired some good advertising in the Dugan case as he was the florist that sold the flowers in that affair.

Henry Puvogel reports business good considering the conditions. He has had a good season. C. R. F.

Fort Wayne, Ind.

SUMMER NO DETRIMENT TO BUSINESS.

Midsummer weather has had no detrimental effect on the flower business; as this has been the best July week on record, due mainly to the big demand for funeral work. A number of moderate sized weddings added to the big demand for flowers. Stock has been scarce. Easter lilies proved to be life-savers in many cases, especially for funeral clusters. Hydrangea arborescens were used in large numbers, and although the supply of gladioli has increased substantially during the past week, there was no surplus in this line. Roses are in moderate supply, with Columbia, fast gaining in popularity.

NOTES.

The New Haven Floral Co. is cutting some fine Ophelia, Sawyer, the new rose, Columbia, and a good quantity of White Killarney. Two houses of chrysanthemums, which were planted the middle of May, are already showing buds, and they expect to be cutting Golden Glow by the latter part of August.

**Z M
E A
C & N
H N**

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

**COLUMBIA
RUSSELL**

**White Killarney
Pink Killarney**

**Milady Sunburst
Shawyer**

**Ward Ophelia
Killarney Brilliant**

MINIATURE ROSES.

Cecile Brunner

CARNATIONS.

All Colors.

MISCELLANEOUS.

LILIES

**A heavy all-the-year-round
supply of choice stock.**

GLADIOLI

**Valley Callas
Cattleyas Calendulas**

ASTERS

**White Daisies Candytuft
Feverfew
Gypsophila**

GREENS.

**Plumosus. Sprengerl.
Galax, bronze. Galax, green.
Ferns.
Adiantum. Smilax.**

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.	
Extra long stems.....	\$5.00
Stems 48 inches.....	4.00
Stems 30 to 36 inches.....	3.00
Stems 24 inches.....	2.50
Stems 18 to 20 inches.....	2.00
Stems 12 inches.....	\$1.00 to 1.50
Short stems.....	.100, 4.00 to 6.00
MRS. CHAS. RUSSELL Per 100	
Special.....	\$25.00
Select.....	\$15.00 to 20.00
Medium.....	8.00 to 12.00
Short.....	5.00 to 6.00

ROSES.	
Richmond, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	4.00
Milady, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	4.00
Killarney Brilliant, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	4.00

ROSES—Continued		Per 100
Ophelia, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		4.00
White Killarney, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		4.00
Killarney, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		4.00
Mrs. Ward, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		4.00
Sunburst, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		4.00
Cecile Brunner.....		\$2.00 to 3.00
Elgar.....		2.00 to 3.00
Baby Doll.....		2.00 to 3.00
ROSES, OUR SELECTION.....		4.00
Extra special roses billed accordingly.		

CARNATIONS.		Per 100
Fancy.....		\$3.00
GLADIOLI		Per 100
Fancy.....		\$6.00 to \$8.00
ORCHIDS.		Per Doz.
Cattleyas.....		\$9.00
EASTER LILIES.		Per 100
Select.....		\$12.50 to \$15.00
MISCELLANEOUS.		Per 100
Valley.....		\$6.00
Calendulas.....		\$2.00 to 4.00
Daisies.....		1.00 to 2.00
Snaptagons.....		.75 to 1.00
Sweet Peas.....		.75 to 1.50
DECORATIVE.		
Plumous strings.....		\$0.50 to \$0.75
Plumous.....		per bunch .35 to .50
Sprenger.....		" " .35 to .50
Adiantum, fancy long.....		per 100 1.00
Smilax.....		per doz. 2.50
Ferns.....		per 1,000 2.50
Galax.....		1.25
Mexican Ivy.....		" " 5.00 .75
Leucothoe sprays.....		75c
Boxwood, per lb.....		25c; cases 7.50

Mention the American Florist when writing.

WE HAVE 'EM Fine Roses in Quantity

Big cut of Russell-Ophelia-Montrose-Sunburst-Hearst-Double White Killarney-Double Pink Killarney-Weiland-Killarney Brilliant-Pink Killarney-Richmond-Milady and Ward Roses to offer in addition to other seasonable stock particularly Carnations-Gladioli-Valley-Sweet Peas-Daisies-Calendulas-Galax-Feverfew-Harrisii-Asparagus-Sprenger-Adiantum and other Seasonable Stock and Greens.

☛ We have the only good White Killarney to be found in this market.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO**

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality
Speaks
Louder
Than
Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE
Grower of

CUT FLOWERS

Prices
As
Low
As
Others.

☛ SHIPPING ORDERS GIVEN CAREFUL ATTENTION. ☛

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits

Mention the American Florist when writing.

Summer Business Booster



25
25
12

IN CUT FLOWER BASKETS

Tumbler Baskets with paraffine liners, all colors.....	\$6.50
Tumbler Baskets in all colors, complete with tin liners.....	\$8.50
Baskets, 9 to 11 inches deep, 24 to 32 inches over all; with liners, all complete...	\$9.50

WRITE FOR CATALOG.

RAEDLEIN BASKET CO., 713 Milwaukee Ave., CHICAGO, ILL.

Mention the American Florist when writing.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Frank J. Knecht reports business fine, with not half enough stock with which to meet the big demand. He is cutting excellent Russell and Shawyer roses. Walter Knecht, a son, has been called to service in the National army, and will leave for Camp Taylor, Louisville, Ky., July 25.

The Flick Floral Co. reports trade for the week very satisfactory, with gladioli and roses leading in the demand. Transplanting on a large scale is being done at the greenhouses, new benches are being built, and the houses generally renovated.

The store force worked all day at A. J. Lanternier's, Sunday, making up funeral work. Corsages met with a good demand here. Some fine gladioli and Shasta daisies are specialties.

Edgar Wenninghoff is showing fine Russell roses and hardy phlox. Funeral work has made heavy inroads upon the stock here.

The Freese Floral Co. is showing some fine Columbia roses and gladioli. They report a daily clean-up in all lines of stock.

The Doswell Floral Co. is having its share of funeral work and weddings. This firm is showing some fine outdoor asters.

W. J. & M. S. Vesey are cutting some fine roses for this season, and outdoor asters are coming in in large numbers. H. K.

Cincinnati.

ACTIVE DEMAND AT GOOD PRICES.

The demand is steady and active, but there is not enough stock to go around and everything that comes in to the market cleans up readily. Prices are good and are higher than they were. Roses are very scarce. The carnation cut has shortened greatly. Those that do arrive are proving good property and are selling readily. Gladioli are a little more plentiful than they were, but more of them could be used if they were available. The lily supply has shown a substantial increase during the past week. All that arrive meet with a good demand. Rubrums are fairly plentiful. Other offerings include snapdragons and

OVER THE TOP!

See Wittbold's Ad., Page 37.

feverfew. Asters are in the market, but up to the time of this writing, have come in only in limited quantities. CLUB MEETING.

At the annual meeting of the florists' society at E. A. Forbes' place. Wm. Schumann was elected president, James Allen, vice president, Alex Ostendorf, secretary, Frank Volz, treasurer, and Gus Adrian, director.

NOTES.

P. J. Olinger has been cutting excellent Harrisii lilies during the past few weeks and they have met with quick sales.

A baby girl arrived at the home of Mr. and Mrs. Philip Popp via the stork route last week.

C. E. Critchell has been getting in some excellent Harrisii lilies that have sold well.

Edward Kavanaugh is spending his vacation on a canoe trip to Louisville, Ky.

L. H. Kyrk has been receiving some early cosmos from Geo. Klotter.

Visitors: H. F. Winter and son, of the Winter Floral Co., Charlestown, W. Va.; Gus Kohlbrandt of the E. C. Amling Co., Chicago; Joseph Hill, Richmond, Ind.

C. H. H.

DETROIT, MICH.—A. R. Gross has dropped the landscape art to become a steel salesman.

OTTAWA, ONT.—Joseph Rowley, one of the best known gardeners in this vicinity, employed in the government greenhouses, died June 3.

WESTBORO, MASS.—The Westboro Conservatories, P. F. Brigham, proprietor, will close half of the establishment to conform to the fuel order.

EVANSVILLE, IND.—The Wm. Blackman Floral Co. reports good business with a heavy run of funeral work. George H. Blackman, of this firm, expects to leave on a trip in the near future.

THE BOOK OF GLADIOLUS



THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

UTICA, N. Y.—Jacob Spencer, for a number of years a florist in this city and a resident for more than 40 years, died June 29, age 72 years.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
 L. D. Phone Central 8016-8017.
CHICAGO, ILL.

W. F. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
 Long Distance Phone, Randolph 6784
CHICAGO

HOERBER BROS.

 Wholesale
 Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave. **Chicago**

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists179-181-183 North Wabash Avenue, **CHICAGO**

Mention the American Florist when writing.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.
PERPETUATED SHEET MOSS
 Per bag (100 square feet).....\$3.5

NATURAL LOG MOSS
 Per bag (100 square feet).....\$1.75
E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

A. L. Randall Co.,

 Wabash Ave. and Lake St.,
CHICAGO, ILL.
**Wholesale Cut Flowers,
 Florists' Supplies.**

Mention the American Florist when writing.

WEILAND-RISCH CO. FLOWER GROWERS

 TELEPHONE
 CENTRAL 679 **154 N. WABASH AVE. CHICAGO ILLINOIS**

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

 The Largest, Best Equipped,
 Most Centrally Located
WHOLESALE**CUT FLOWER HOUSE****IN CHICAGO****169-75 N. Wabash Ave., CHICAGO**
 L. D. Phones
 CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.**CURRENT PRICE LIST.**

	Per doz.	
Roses, Beauty, specials.....	\$5.00	
" " 48-in.	4.00	
" " 36-in.	3.00	
" " 30-in.	2.50	
" " 24-in.	2.00	
" " 18-in.	1.50	
Mrs. Chas. Russell.....	1.00 @ 4.00	

100

" Hoosier Beauty	4.00 @ 10.00
" Killarney Brilliant	4.00 @ 10.00
" Columbia	4.00 @ 25.00
" Killarney	4.00 @ 10.00
" White Killarney	4.00 @ 10.00
" Richmond	4.00 @ 10.00
" My Maryland	4.00 @ 10.00
" Mrs. Geo. Sawyer	4.00 @ 10.00
" Milady	4.00 @ 10.00
" Sunburst	4.00 @ 10.00
" Mrs. Aaron Ward	4.00 @ 10.00
" Hadley	4.00 @ 10.00
" Ophelia	4.00 @ 10.00
" Double White Killarney	4.00 @ 10.00
" Mrs. Moorfield Storey	4.00 @ 10.00
" Champ Welland	4.00 @ 10.00
" Stanley	4.00 @ 10.00
" Tipperary	4.00 @ 10.00
" Francis Scott Key	4.00 @ 10.00
" Cecile Brunner	2.00 @ 3.00
" George Elgar	2.00 @ 3.00
" Baby Doll	2.00 @ 3.00
" Nesbit	2.00 @ 3.00
" Our Selection	2.00 @ 3.00
" Carnations	2.00 @ 3.00
" Cattleyas	6.00 @ 7.50
" Daisies	1.00 @ 2.00
" Lilium Harrisii	10.00 @ 15.00
" Valley	6.00
" New Pans. per 1000	\$5.50
" Snapdragons	50 @ .75
" Calendulas	2.00 @ 3.00
" Gladioli	8.00 @ 8.00
" Candytuft	50 @ 1.00
" Asters	2.00 @ 4.00

**IN CHICAGO****KENNICOTT BROS. CO.****WHOLESALE CUT FLOWERS**

H. B. KENNICOTT, President.

J. E. POLLWORTH, Sec'y and Gen'l Mgr

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.**EVERGREEN, ALA.**

Mention the American Florist when writing.

PLAIN CHIFFON

 (About 35 to 40 yards to bolt.) Can be
 had in any color.

 2 in. wide, per yd., 3/4c 6 in. wide, per yd., 7c
 4 in. wide, per yd., 8c 10 in. wide, per yd., 10c
Geo. H. Angermueller Co.

Wholesale Florists, 1324 Pine St., St. Louis, Mo.

Mention the American Florist when writing.

One Piece Flower Boxes

 One piece; one size; One price.
 24x13.....\$2.00 per 100

Sample box sent on request.

THE JOHN HENRY CO.**LANSING, MICH.**

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS**30 E. Randolph St., CHICAGO**

Telephone Central 3284

Mention the American Florist when writing.

SPHAGNUM MOSS

\$2.50 per bale; 6 bales for \$13.50. This is the time of the year you should stock up in moss for next season. In winter, transportation may be such that we cannot get the cars to move our moss in from the country. That was the condition last winter. We believe that you will affect a saving by stocking up now.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

STOCK SHOWING FINE CONDITION.

Conditions continue, as far as demand, much the same as last week; not quite so much doing and more stock, but nevertheless, a very good summer business. The quality of stock for the season, has never been better, some say, take it all through, never as good. Easter lilies sell at sight, there not being enough for the demand. The cool weather, which by the way, is almost record breaking, for low July temperature, brings them along slowly, giving them a splendid size and finish. Prima Donna is giving Russell a run for first place at this time, proving it to be all right for summer. Its sporty sister, September Morn, is not so good. Ophelia, Victory, Shawyer and Mrs. Ward are all seen in fair shape. There are still a few good carnations, but they are on the wane. They still bring record-breaking prices for the season. The cool weather suits the sweet peas, which are often down and out by this time. They have brought good money. The Hydrangea arborescens is about out. *H. paniculata* is now showing buds of good size which will be in a couple of weeks. Outdoor asters are being rushed in to help out the scarcity, but growers should hold them for another week, as most of the stock is only half open. Gladioli in good varieties are now coming in from local growers, so that in another week the scarcity of flowers will be about over. It is still possible to get lily of the valley. It is really astonishing how those old pips hold out. Cattleyas are a trifle more plentiful.

FERNS.

Growers who have a stock of ferns of the Boston type coming on, should be able to cash in handsomely the coming fall and winter, as the stock of young plants for growing is practically exhausted all over the country. Plants in large sizes that are scraggy and old, can, if carefully divided, be planted out on tables and will make pretty fair clumps by November. They should not be torn apart, but the ball divided from the bottom of the pot or pan with a good sized knife, up to within an inch of the top, when they can then be loosened and pulled apart without breaking the crowns. Gather all the old stock together and fill up that empty house. It will not require much care except the watering, and be potted up and sold before danger from frost.

CARNATIONS.

Samuel Lilley is a carnation expert. His knowledge began with their sale over the retail store counter. Later, as a wholesale dealer, he obtained another angle, and finally when he founded the Chalfonte Carnation Co. and erected two large houses he was initiated into the intricacies of their production. "That hot spell in May cooked the crop, for many growers, who did not take the precaution to whitewash their glass," he reports. "We saved ours and have had the best summer cut and received better prices than ever before. We are now commencing to replant from the field, but slowly, taking out one bench at a time, so as to get all we can out of the old plants while the flowers are in such good demand."

EDWARD REID

American Beauties, Orchids, Valley, Peonies. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, July 17. Per 100	
Roses, Killarney	2.00@ 6.00
" Mrs. Chas. Russell	4.00@12.00
" Ophelia	3.00@ 8.00
" Richmond	2.00@ 8.00
" Sunburst	2.00@ 8.00
Lilium Giganteum	8.00@10.00
Gladioli	3.00@ 8.00
Sweet Peas	5.50@ 6.00
Carnations	1.00@ 2.00
Antirrhinums	2.00@ 4.00

BOSTON, July 17. Per 100	
Roses, Beauty	12.00@25.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney	4.00@ 8.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	4.00@12.00
" Mock	2.00@ 6.00
" Mrs. Chas. Russell	4.00@12.00
" Taft	2.00@ 6.00
" Milady	2.00@ 6.00
" Mrs. Ward and Hillinodon	2.00@ 6.00
" My Maryland	2.00@12.00
Carnations	1.00@ 2.00
Easter Lilies	8.00@12.00
Valley	9.00@10.00
Gladioli	6.00@10.00

BUFFALO, July 17. Per 100	
Roses, Beauty Special	\$20.00@30.00
" Fancy	15.00@ 20.00
" Extra	10.00@ 15.00
" 1st	5.00@ 10.00
" Killarney	3.00@ 8.00
" My Maryland	3.00@ 8.00
" Sunburst	3.00@ 8.00
" Ward	2.00@ 4.00
" Ophelia	4.00@ 8.00
" Russell	4.00@10.00
" Stanley	3.00@ 8.00
" Mock	2.00@ 4.00
" Shawyer	3.00@ 8.00
Lilies	8.00@10.00
Cattleyas	40.00@ 50.00
Carnations	1.50@ 2.00
Asparagus Sprengeri .35@ .50	
Ferns	per 1,000 2.00
Smilax	20.00
Sweet Peas50@ 1.00
Calendulas	1.00@ 2.00
Paisies	1.50@ 1.00
Gladioli	6.00 10.00

WITH THE WHOLESALEERS.

"A good summer business, but they do not throw it at us like they did for the past week or two," is the way Stuart Miller of the Philadelphia Wholesale Florists Exchange puts it. High grade gladioli, a good assortment of roses and sweet peas are leading stocks. "Stock in all lines is scarce. The demand is a little better than last year; because we have so much trouble to secure flowers we seem busier than we really are," is the Berger Bros. report. Snapdragons, Maryland roses and carnations are prominent here.

"We have a steady demand for all good stock. We are handling a lot of Easter lilies, but could sell many more." This is the report of the Leo Niessen Co. Gladioli, asters and roses were features of their large stock.

The Jos. Heacock Co. is selling out clean every day. That house of the new rose, Columbia, is looking very well. They will not cut from this until early fall.

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing.

BERGER BROS.

Central Market

Roses, Orchids, Peonies

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

Mention the American Florist when writing.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

Mention the American Florist when writing.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Philadelphia, Pa.

Edward Reid's stock increased perceptibly the past week, there being a good supply of roses, Victoria, Ophelia and Prima Donna are features.

Eugene Bernheimer finds a good demand for all his Florex Garden rose stock. Prima Donna specials are favorites in the best stores.

NOTES.

The Jos. G. Neidinger Co. is making preparations for a good fall trade. Mr. Neidinger says the florist that gets cold feet and does not keep up his stock, will be beaten out by his more progressive neighbor. People, he says, will want flowers, and it is up to the storekeepers to keep attractive stores and

CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.

Send list in for quotations.

invite business. The men who let their stock run down, will surely lose out.

Wm. Potter, federal fuel administrator for Pennsylvania, July 13, issued instructions to all county chairmen in the state authorizing them to exempt all greenhouse establishments, using not more than 40 tons of coal a year from the previous ruling which restricted each house to 50 per cent of its annual requirements.

The King construction Co. has closed its Philadelphia branch office in the Harrison building. Wm. J. Muth, who has directed this business so efficiently since the office was opened, will manage his own affairs for the present.

Robert Craig is proud of their large blocks of cvclaments, which are looking fine. Ten young women are now doing very satisfactory work in the greenhouses at Norwood, replacing men who have gone into war industries.

H. Bayersdorfer is afraid that many customers will wake up too late; the time to stock up with all staple goods is right now. In every line there is an increasing scarcity. The summer business is excellent.

John Westcott reports fishing at Barnegat is nothing to brag about, the weather being too cool for the weak fish to be running good. K.

Providence, R. I.

GOOD SUPPLY OF HIGH QUALITY.

The stock seen in this market at present is very satisfactory, very little of inferior quality being received, with the supply equal to an unusually heavy demand during the past week owing to numerous funeral orders and cut flower sales. Lilies are fine but somewhat scarce. Carnations are also limited in supply and the quality grades poor. In sweet peas, the outdoor stock was never better with long stems and large flowers. Gladioli are on the short side and prices are good. From all reports the month of June was excellent for business.

NOTES.

J. Kopelman & Co. and M. J. Leach have the best offerings in carnations seen in this vicinity, although the supply is about at an end.

T. J. Johnston & Co. have rearranged the lighting of their window, the clusters instead of one unit showing to excellent advantage.

The S. S. Kresge Co. has permanently discontinued its flower department.

H. A. T.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245.

P. O. Box 206

444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, July 17. Per 100		
Roses, Beauty, special	30.00@40.00	
" " fancy	10.00@20.00	
" " extra	5.00@10.00	
" " shorter grades.	2.00@ 5.00	
" Mrs. Chas. Russell	6.00@20.00	
" Killarney	2.00@ 6.00	
" Hadley	4.00@10.00	
" Sunburst	3.00@ 8.00	
" Wards	2.00@ 4.00	
" Ophelia	3.00@ 5.00	
Carnations	2.00@ 3.00	
Cattleyas.....each \$0.75@1.00		
Valley	8.00@ 8.00	
Lilium Rubrum	5.00@ 6.00	
Easter Lilies	10.00@15.00	
Snappdragons	4.00@ 8.00	
Calendulas	1.00@ 2.00	
Sweet Peas.....string or bunch.	.50@ .75	
Asparagus.....string or bunch.	.35@ .50	

PITTSBURGH, July 17. Per 100		
Roses, Beauty, special	20.00@25.00	
" " fancy	12.00@18.00	
" " extra	6.00@ 8.00	
" " No. 1	2.00@ 4.00	
" Killarney	2.00@10.00	
" My Maryland	2.00@10.00	
" Sunburst	2.00@ 8.00	
" Mrs. Aaron Ward	2.00@ 6.00	
Cattleyas	40.00@50.00	
Lilium Giganteum	8.00@10.00	
Adiantum	1.00	
Asparagus Sprengel, bunch.	35@40	
New Crop Green Galax	per 1000 \$1.25	
Carnations	2.00@ 3.00	
Valley	4.00	
Delphinium, per doz.	1.00	
Gaillardia	1.00@ 1.50	
Asters	1.00@ 2.00	
Coreopsis	1.00	
Gladioli, per dozen	.50@ 1.00	
Sweet Peas	.50@.75	

MILWAUKEE, July 17. Per 100		
Roses, Killarney, W. Killarney	\$3.00@18.00	
" " Ward	2.00@ 6.00	
" Mrs. Chas. Russell	5.00@20.00	
" Ophelia	3.00@ 8.00	
" Hoosier Beauty	3.00@ 8.00	
" Bon Silence, per bunch.	35	
Carnations, assorted	2.00@ 3.00	
Valley	5.00@ 6.00	
Sweet Peas	.50@ .75	
Cattleyas	9.00	
Lilies	15.00	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Mention the American Florist when writing.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,

Up-to-the Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

St. Louis, July 17. Per 100		
Roses, Hadley	2.00@ 5.00	
" Killarney	2.00@ 4.00	
" White Killarney	2.00@ 4.00	
" Hoosier Beauty	3.00@10.00	
" Russell	4.00@15.00	
" Sunburst	3.00@10.00	
" Ward	3.00@ 6.00	
" Mrs. Sawyer	2.00@ 8.00	
" Ophelia	4.00@10.00	
Ferns	1.00	
Carnations	2.00@ 3.00	

New York.

BUSINESS CONTINUES QUIET.

Business has been very quiet since the Fourth of July; even funeral work, which is about all the retail stores have to depend on at this season, has been light. The supply of roses has not been heavy, but there has been more than enough to supply the demand. In special American Beauties, a few sales have been higher than the rate of \$25 per 100, but as a whole they have not averaged that figure, the demand being light with considerable poor stock. Although but a limited supply of the new rose, Columbia, is on the market, it is winning golden opinions. It is known to be a fine pink and does not fade, and the special stock arriving has good stems and clean foliage. Retailers report that it is a fine keeper. At this season, Mrs. Chas. Russell is the ranking pink rose among the older varieties, but the indications now are that Columbia will greatly exceed it in productiveness. Ophelias continue to arrive in considerable quantity and are yet popular. On account, we assume, of the cold nights of June, considerable mildew is noticed in roses. Cattleyas continue scarce and C. gigas wholesale at the rate of \$1 per flower. The volume of the aster crop, if there is to be any volume, has not arrived though there are scattered lots of fair stock. Another week is likely to greatly increase the supply and finish the carnations, though it must be acknowledged that the latter have been "stayers" this season. The most noteworthy increase in stock during the past week has been in gladioli. Everybody has them, and we judge that this is only the beginning, as America and Panama are yet to come. Pink Beauty has been on the market for several weeks and are good, as are other varieties, but with the light demand for all stocks, it is particularly hard to clean up on gladioli. In addition, to a good supply of sweet peas, delphiniums and minor stocks, there is on the market—strictly speaking on the curbs—a considerable supply of flowering weeds, which the inquisitorial "collectors" always manage to find at this season of the year. The boys, or young men, who in former years peddled flowers on the streets, have this year been put out of business by the draft and the state law. The retailers, who always considered them a nuisance, do not seem to have been greatly benefited by their elimination, while the wholesalers actually miss them as a help to cleaning up.

July 15.—There is some call for flowers this morning. The celebration of "Bastille day" is being continued, which helps out on red, white and blue flowers. In this connection it may be stated that over zealous people have been writing to the newspapers and condemning the use of cornflowers (Centaurea cyanus), because, they say, it is the Kaiser's flower. As the Kaiser has already claimed the earth and the fullness thereof, it is not worth while to argue over a little blue flower; but we will state that the visiting French soldiers do not consider it a German flower as they placed a bunch of them on the late Major Mitchell's coffin. There is an increased supply of outdoor stock on the market, such as marigolds, phlox, cut hydrangeas, and hardy pinks.

NOTES.

A fishing party, composed of prominent florists, left 28th street for the fishing grounds on the morning of July 16. In the party were: C. H. Totty, William Duckham, J. S. Fenrich, John Donaldson, Alexander Donaldson, John Miesem and C. W. Scott. At this writing the results of the trip cannot be stated. Friends have been somewhat uneasy for fear their craft might be blown off to the submarine infested zone, but are partly reassured by the

reflection that they probably took a good supply of "depth charges" with them.

George Golsner, a well known grower of College Point, and member of the Cut Flower Exchange, was injured in an automobile accident on the morning of July 15, how seriously has not yet been determined. He was on his way to market, accompanied by his son, when, as near as we can learn, something went wrong with the steering gear of the machine, which swerved and struck a pole. Mr. Golsner was cut about the head and face and was taken to a hospital.

Phil Ditzenberger, foreman, and Miss Mabel Conkling, bookkeeper for H. E. Froment of 148 West 28th street, are both on vacation, and between filling both positions, doing his own work, and attending patriotic celebrations, he is a very busy man. Though a New Yorker by birth, he came of good French stock, and it was but natural that he should attend the great celebration of the Fall of the Bastille, held in Madison Square Garden on the night of July 14.

James Dean, of Freeport, N. Y., prominent in the profession for many years, past president of the Society of American Florists and also of the New York Florists' Club, died at his home, July 16. Further particulars will be found in the obituary column.

John Howell, who for the past eight years has been a valued and popular employee of the Noe department of the New York Cut Flower Co., was married on the evening of July 13 to Miss Katherine M. May at the home of the bride's parents, Elizabeth, N. J.

Mr. Meles, salesman for Roman J. Irwin, is back at business after a serious illness of three months' duration, but he is now all right. Roman J. says he is too busy to attend the St. Louis convention.

We are pleased to learn that James McHutchison, who is on vacation, is improved in health. C. B. Knickman, of the firm, is on the road, and F. C. Harrison is in charge of the office.

George Meyer, shipping clerk for the Kervan Co., has returned from a two weeks' vacation, spent at Atlantic City, which he thoroughly enjoyed.

Jack Gunther, of Gunther Brothers, 110 West 28th street, is spending his week ends at his cottage at Midland Beach, Staten Island.

Jno J. Foley, for a number of years a retailer at 230 the Bowery, is now with the Colonial Florist at Broadway and 15th street.

Traendly & Schenck are receiving from Robert Simpson, of Clifton, N. J., fine stock of the new rose, Columbia.

The United Cut Flower Co., 111 West 24th street, is receiving good carnations of the old variety, Victory.

Joseph A. Millang, of the Pierson department of the New York Cut Flower Co., is on his vacation.

Reidel & Meyer, 49 West 28th street, are receiving a fine quality of gladioli and asters.

Frank H. Traendly and family are summering on their farm at Rowayton, Conn.

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY, - - NEW YORK

Mention the American Florist when writing.



Mention the American Florist when writing

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK

Mention the American Florist when writing.



Mention the American Florist when writing

Summer Attraction!

See Witthold's Ad., Page 37.

Visitors: F. H. Riegelmeir, Pittsburgh, Pa.; Thos. J. Wolfe, Waco, Tex. A. F. F.

BUFFALO, N. Y.—The business of Wm. Legg, well-known florist of this city, notice of whose retirement was made in a previous issue, has been purchased by Wm. Poore, formerly of 1835 Delaware avenue.

TAYLORVILLE, ILL.—Henry Schrodt, local florist, states that unless the present fuel order is amended, he will be compelled to close his establishment during the coming winter.

TORONTO, ONT.—G. W. Warren, formerly in charge of the Eaton Co.'s flower department, has opened a flower shop at Bloor and Lippincott streets.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

NEW YORK CITY

Telephone:
8864 Farragut.

GEO. J. POLYKRANAS

Wholesale Commission Florist

CONSIGNMENTS SOLICITED

104 West 28th St.,

NEW YORK

Telephone No. 2884 Farragut.

William Mackie

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.

Walter F. Sheridan

WHOLESALE FLORIST

Telephone Call:
3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers

HORACE E. FROMENT

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.

148 West 28th St., NEW YORK CITY

Telephones: Farragut 300 and 301

Mention the American Florist when writing.

JOHN YOUNG & CO.

Wholesale Commission Florists

53 W. 28th St., NEW YORK

Telephone Farragut 4386.

Mention the American Florist when writing.

WILLIAM P. FORD

WHOLESALE FLORIST

107 W. 28TH ST., NEW YORK

Telephone 5335 Farragut.

Mention the American Florist when writing.

Geo. C. Siebrecht

Wholesale Florist

109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut.

CONSIGNMENTS SOLICITED

Mention the American Florist when writing.

Telephone Farragut 9781.

Goldstein & Futterman

Wholesale Florists

The Right People to Deal With.

102 West 28th St., New York

Mention the American Florist when writing.

Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, July 17. Per 100		
Roses, Beauty special	15.00@	20.00
" " extra and fancy	8.00@	10.00
" " No. 1 and No. 2	3.00@	5.00
" Columbia	2.00@	15.00
" Hadley	4.00@	10.00
" Francis Scott Key	4.00@	20.00
" Prima Donna	1.00@	8.00
" Alice Stanley	1.00@	6.00
" Mrs. Geo. Shawyer	1.00@	8.00
" Double White Killarney	2.00@	8.00
" Killarney	1.00@	4.00
" Queen	1.00@	6.00
" Brilliant	1.00@	6.00
" Aaron Ward	1.00@	6.00
" J. L. Mock	2.00@	10.00
" Ophelia	1.00@	8.00
" Mrs. Chas. Russell	2.00@	15.00
Cattleya Orchids, special	75.00@	100.00
Rubrum	3.00@	8.00
Lilies, Longiflorum and Formosum	3.00@	8.00
Lily of the Valley	3.00@	8.00
Adiantum Croweanum and		
Hybridum	.50@	.75
Asparagus Plumosa	1.50@	3.00
Smilax	1.00@	2.50
Carnations	1.00@	2.50
Sweet Peas	.30@	.75
Daisies, Shasta	1.50@	2.00
Larkspurs	.50@	.60
Gladioli	.30@	.50
Asters	.30@	.55
Bouvardia, white	.75@	1.00

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other
best products of the leading growers.

CONSIGNMENTS SOLICITED

Mention the American Florist when writing.

Phones, 3310-11-12 Farragut

Henshaw Floral Co.

(Incorporated)

Wholesale Commission Florists

127 W. 28th St., NEW YORK

Mention the American Florist when writing.

Trade Directory

Price: \$3.00 Postpaid

AMERICAN FLORIST CO.

440 S. Dearborn St.,

Chicago

Telephones: 4422 Farragut D. J. Pappas, Pres
4423

United Cut Flower Co., Inc.

WHOLESALE

111 W. 28th St., NEW YORK

Mention the American Florist when writing.

PHONE 2335 FARRAGUT
2336

WM. KESSLER,

WHOLESALE FLORIST

113 WEST 28TH STREET

Bet. Sixth and Seventh Aves. NEW YORK

Mention the American Florist when writing.

N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

V. S. DORVAL, Secretary

Mention the American Florist when writing.

The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

119 West 28th St., NEW YORK

GEO. B. HART

WHOLESALE FLORIST

24-30 STONE STREET,

ROCHESTER, NEW YORK.

Mention the American Florist when writing.

M. C. FORD

121 WEST 28TH STREET

NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing.

D. FEXY

Wholesale Commission Florist

106 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing.



Copyrighted and Patent Pending

FRAT-M'S GET BUSINESS

WHAT ARE THEY?

They are the different Fraternal Emblems fancifully and artistically embossed in gold on 4-inch heavy paper circles.

HOW ARE THEY USED?

The gummed backs are attached to chiffon, ribbon, door sprays, sprays, pillows, wreaths, casket covers or any floral piece.

WHAT ARE THE ADVANTAGES IN THEIR USE?

They save time, freight, express, space and expense of fraternal wire designs. Any Fraternal Order can give a floral piece of any price, and yet convey the fraternal spirit by the use of FRAT-M. Fraternal Orders are buying them to place on the door badges of deceased members. FRAT-M'S will get you some of the millions of dollars that fraternal orders are spending annually.

WHAT DO THEY COST?

They cost you 20c each or \$2.00 per dozen, cash with order. An order of two dozen will get the exclusive use of FRAT-M'S for you for one year if you live in a town of less than 25 000 population. The put you ahead of the "Come and Get Me" competition and create no end of favorable comment.

A SPLENDID SIDE LINE FOR SALESMAN.

ORDER DIRECT FROM THE

State Fair Floral Co., 318 Ohio Street, Sedalia, Mo.

FRAT-M

FRATERNAL * EMBLEMS.

THE FLORISTS' SUPPLY HOUSE of AMERICA

Transportation is failing, prices are advancing. We urge immediate purchases of all standard stocks. Let us quote prices. Send for Illustrated List.

Magnolia Leaves, Cape and Waxed Crepe Flowers, Wheat Sheaves, Match Sticks and Wired Tooth Picks. Make up Christmas Wreaths Now.

METAL WREATH FACTORY, 709 FIRST AVENUE, NEW YORK.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

Washington, D. C.

WOMAN'S FIELD OF LABOR DEFINED.

Resolutions embodying the government's attitude toward the employment of women in industry have been adopted by the war labor policies board of the department of labor.

"The existing shortage of labor, aggravated daily by the military and naval demands of the government which require a greatly increased production of war materials, and at the same time the withdrawal from civilian occupations of about a quarter of a million additional recruits each month, necessitates widespread recourse to the labor of women in the United States," points out the board in its resolutions.

"In order that their services may be fully utilized and their working power conserved, a clearly defined policy is needed which shall determine what kinds of work women should perform, how they should best be introduced, under what conditions they should be employed, and what work should be prohibited."

War industries should be met in part by the shortage of labor in essential by further introducing women into occupations easily filled by them," continues the board, "such as clerical and

cashier services, sales clerks and similar work in mercantile establishments, including, among others, department stores and florists' shops."

NOTES.

William F. Gude, of Gude Bros. Company, was one of the mounted aids in the Elks' parade held on the Boardwalk at Atlantic City, N. J. In the District of Columbia delegation was a large number of members of the House of Representatives who belong to the B. P. O. E.

J. W. Mestler, who has been in the employ of Will Rehder, of Wilmington, N. C., until recently, when he went to Atlantic City to work during the summer months, was a visitor. He was on his way back to Wilmington to join the colors.

The local store of the S. S. Pennock Company, 1216 H street, N. W., closes Saturdays at one o'clock. Out-of-town retailers should bear this in mind when sending in their orders to this wholesale house.

J. A. Sullivan, who is with the Van Praag Florist Co., New York, visited a number of the local stores recently.

B. F. L.

:: BIG BARGAIN ::

See Wittbold's Ad., Page 37.

AKRON, O.—The Heepe Co. will soon take possession of its new store.

HASTINGS, NEB.—C. B. Tanner is planning to increase his glass area.

MT. TABOR, ORE.—George Ellingham has closed his range on Stark street.

STAMFORD, CONN.—The Stamford Horticultural Society scored a success with its interesting exhibition and meeting, July 5.

NORWALK, CONN.—H. Fred Byxbee, well-known as a successful grower in this vicinity, died June 28, at the age of 63 years.

BALTIMORE, MD.—Professor T. B. Symons, who has been in charge of extension work in agriculture in this state for some time, has been honored with the degree of Doctor of Agriculture by the Maryland State College.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857



745 Buckingham Place,
L. D. Phone, Graceland 1112
Send us your retail orders.

We Have the Best Facilities in the City

Bangor, Me.

Adam Sekenger
FLORIST
No. 32 NEWBURY STREET
We cover all points in Maine.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing.



WASHINGTON
D. C.

Gude's
4000 BROS. CO.
FLORISTS
1214 F ST NW
WASHINGTON D.C.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Milwaukee, Wis.



J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph
Delivery Association.

Mention the American Florist when writing.

San Francisco, Calif.

J. B. BOLAND

Successor to Slevers & Boland

FLORIST

60 KEARNY STREET

**ORDERS
IN OR
AROUND**

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service THE BELLEVUE-STRATFORD,
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing.

Max Schling

NEW YORK
785 Fifth Ave.

Member of Florists' Telegraph Delivery

Mention the American Florist when writing.

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTEL

KOTTMILLER

426
Madison Ave.,
NEW YORK

Mention the American Florist when writing.

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing.

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Young & Nugent

Telephone 4265-4266 Farragut
42 West 28th Street.

We are in the Heart of
To out-of-town Florists; New York

And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery
in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing.

Galesburg and Central Ill.

I. L. PILLSBURY

CHOICE CUT FLOWERS AND DESIGNS

Patentee and Manufacturer of

PILLSBURY'S CARNATION STAPLE

Member of Florists' Telegraph Delivery.

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.
NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.

Code Address: Alexconnell.
Western Union Code.

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

Mention the American Florist when writing.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

For St. Louis

WIRE

Grimm & Gorly

DESIGNS OR CUT FLOWERS

Established 1874

DARDS

341 Madison Ave., New York

Help do your bit to-day by selling
Thrift and War Saving Stamps

Stand behind

The Food Conservation Laws

Display prominently patriotic posters.

DO IT NOW

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Holm & Olson

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The Rosery Floral Co.,

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Everything in Flowers

Prompt Deliveries to any town or city

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Market 494.

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"Up-to-the-minute" Service and Execution.

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Established in 1883.

Greenhouses and Nurseries in Riverdale.

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The Seed Trade

American Seed Trade Association.

F. W. Boigiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1919.

A NEW infection of onion sets called soft stem has appeared.

LETTUCE seed crop is reported short and the price likely to advance.

A. J. BROWN, Grand Rapids, Mich., is rejoicing in the arrival of a granddaughter July 10.

VISITED CHICAGO: A. J. Pieters, of the seed bureau, department of agriculture, Washington, D. C.

CARL CROPP, JR., of Chicago, now en-sign in the Transport and Convoy Service, is at home on furlough.

TRIMBLE McCULLOUGH, of Cincinnati, O., recently passed through Chicago, enroute to Sacramento, Calif.

KAFFIR CORN prices have advanced materially on account of drought on the Pacific coast and in the northwest.

CALIFORNIA onion seed in spite of damage by heat will likely sack above a normal crop. Flat yellows seem least plentiful.

SWEET PEAS, at Watsonville, Calif., have done well this season and will afford a good yield, but elsewhere in the state the aphid appears to have made a clean sweep of the plants.

SEPTEMBER flax selling at \$4.70 in Duluth represents the effect of dry weather in the northwest, particularly in Montana, as well as restriction of imports from Argentina. On the first of the month, the highest point was \$3.92.

TOLEDO, O.—December clover gained 40 cents July 15, closing at \$14.15. Cash timothy was five cents higher, at the following prices: Cash, \$4.35; September, \$4.90; October, \$4.50; December, \$4.52½; March, \$4.70; April, \$4.55.

VISITED CALIFORNIA: Recent visitors included Watson S. Woodruff, Orange, Conn.; Geo. C. Thompson, of Northrup, King & Co., Minneapolis, Minn.; Arthur L. Deal, of W. W. Johnson & Son, Boston, Eng.; W. A. Wheeler, Bureau of Markets, Dept. of Agriculture, Washington, D. C.

LOS ANGELES, CALIF.—W. D. Fraser, for the past year sales manager of the Aggeler & Musser Seed Co., Inc., who has been identified with the trade on the Pacific coast for 10 years and is also well known in the East, is now in the United States service, stationed at Camp Kearney, Calif.

It is thought too many American grown vegetable seeds have been exported to alleged neutral countries this year. Steps should be taken with regard to the coming crop that will insure their delivery into only friendly hands. So far as known, neither Denmark nor Holland have permitted vegetable seeds to come this way, and the conclusion is inevitable that their usual surpluses have gone to enemy countries.

ONE hundred pound containers of 10-ounce burlap or jute sacking, such as are used for exporting peas or beans, are now selling at 32 cents.

Bermuda Onion Seed in Southwest.

Recommending that American seed growers should supply the home demand for Bermuda onion seed, the United States department of agriculture states that it may be profitably grown in certain regions of the southwestern United States.

In 1916, the United States imported from Teneriffe, Canary Islands, about 75,000 pounds of Bermuda onion seed. The usual retail price is from \$2 to \$2.50 a pound, though in years of scarcity the price has gone as high as \$6 a pound. Until recently this country produced no Bermuda onion seed at all; and though good yields of the seed have been obtained at Laredo, Tex., the yield has not been wholly dependable from year to year. While in 1916 and the past year considerable California-grown Bermuda seed has been offered to the trade, the importance of producing a supply of seed from carefully selected mother bulbs was given special prominence by the results obtained through work of the department of agriculture, begun at Sacaton, Ariz., in 1913 and 1914.

A few years ago the bureau of plant industry co-operated with the office of Indian affairs in an experimental growing of Bermuda onion seed on the Pima Indian reservation at Sacaton, Ariz., and the results show that there, and in similar localities, reliable supplies of onion seed, equal to the best imported from Teneriffe, can be grown. It is further stated by the department of agriculture that seed from carefully selected stock has been uniformly superior to the run of imported Bermuda seed, since onion growers in the Coachella valley of California have achieved results similar to those at Sacaton.

The department states that it feels justified in saying that the American demand can soon be supplied with home-grown seed. Furthermore, the home seed when grown from mother bulbs of carefully selected strains promises a 25 per cent better yield than that from the imported seed. In 1917, the Bermuda onion crop of the United States, largely from Texas, was nearly 3,000,000 crates. An increase of one-fourth means, therefore, says the department, that the incentive for a home-grown seed industry goes far beyond the mere question of replacing the volume of imported seed with an equal quantity raised at home.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish,
Correspondence
Solicited.

Corn and Vine Seed Crops.

Fremont, Neb., July 12, 1918. The acreage and condition of sweet corn, so far as reported, is fair to good; the plantings being a little short on Golden Bantam, Burpee's First of All, White Cory, Champion Early, Early Minnesota, Shaker's Early, Potter's Excelsior and ZigZag Evergreen, while it was impossible to obtain any acreage of Premo and Howling Mob. Providing the balance of the season, however, is favorable, it is hoped to be able to fill requirements for other varieties in full. As to field corn, white and yellow dent acreage is limited, owing to insufficient stocks of high test planting seed and a scarcity is looked for in choice named varieties. The acreage of white and yellow flints is limited for the same reason, and there may be a shortage of King Philip, Vick's Genesee Valley and Angel of Midnight, with possibly small surplus stocks of other varieties.

There is very little cucumber acreage, and it is estimated there will be a shortage of Chicago Pickling, Vaughan's Arlington White Spine, Klondike White Spine, Cumberland, New Davis Perfect, New Century, Fordhook Famous, Improved Long Green and Long Green Turkey. There may be a limited surplus of a few varieties. In muskmelon, it is believed there will be a shortage of Extra Early Hackensack, Emerald Gem, Surprise, Montreal Market and Garden Lemon. It was impossible to place any acreage whatever of Large Early Hackensack, Prolific Nutmeg, Extra Early Green Citron, Osage, Long Yellow Cantaloupe, Hoodoo, Burpee's Champion Market, Long Island Beauty and Paul Rose, and it is a question whether it will be possible to furnish any of these varieties. Watermelon is fairly well covered with good prospects, excepting Colorado Green Seed Citron. Pumpkin is also in good shape with the exception of Connecticut Field, one 50-acre crop of which may have been destroyed by frosts, although there have been no reports thus far to that effect. It is understood, however, this crop is in one of the districts affected by frost. June 23. Summer squash is fairly well covered, but few reports have been received to date. Winter varieties are

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSLEY, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

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Company

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LONDON, - - ENGLAND

The Premier British Wholesale
and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION.

also well placed and good reports have been received thus far. Quite a large acreage, however, remains to be heard from. Boston Marrow, Early Prolific Marrow and a fairly good acreage of Golden Hubbard are mainly in the district visited by frost on the above date. Gourds are generally short, it being impossible to obtain any acreage.

E.

Danish Seeds.

Inasmuch as the United States government will not allow importation into Denmark of any of the most needed American grown seed, such as cannot be produced in that country, the Danish government is holding back and not granting any export permits until further arrangements are made, according to a representative of the Danish seed trade in this country. It is said, however, that the Danish government has a commission of five men in Washington at present, and it is hoped the negotiations may result favorably.

Fertilizers Should Be Bought Early.

The United States department of agriculture is urging the placing of orders for fertilizers at once, as it is necessary that manufacturers and dealers know farmers' needs as soon as possible in order that car space can be used to the best advantage by combining shipments. The use of 200-pound sacks is also being urged by the department in order to conserve burlap, bring about a more economical distribution of fertilizers and effect a saving to the farmer.

Flaxseed Prices Higher.

Minneapolis—Prices of \$4.16 to \$4.18 for cash flaxseed in Minneapolis resulted from persistence of dry weather in northern Montana, western North Dakota and especially the Goose Lake region of Saskatchewan, where there is a heavy Canadian acreage. The general feeling is that unless rains come soon recent estimates will have to be lowered materially.

Catalogues Received.

Vaughan's Seed Store, Chicago and New York, florists' seeds, bulbs and plants; Henry F. Michell Co., Philadelphia, Pa., seeds, bulbs and plants.

F. Cooper, Ltd., Wellington, New Zealand, seeds.

WARNING has been issued by the United States department of agriculture that the European cornstalk borer has been discovered in eastern Massachusetts and is spreading to other localities.

Lily Bulbs FOR AUTUMN AND WINTER From Storage



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11 to 13 in. (90 to case)... 17.00

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Per 100
8 to 9 in. (160 to case)... \$10.00
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Above prices F. O. B. Chicago.

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 Vulcan..... 10.00
 Rocco..... 12.00
 Butterfly..... 12.00

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Special Giant Mixture.....\$6.00
 Giant Non Plus Ultra..... 6.00
 Giant Trimarceau..... 2.50

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Giant Trimarceau, Mixed. Large flowering and choice colors. Tr. pkt., 30c; \$1.25 per oz. Also Giant Prize and Regular sorts in separate colors.

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Trade Packets contain $\frac{1}{4}$ oz.

	Trade pkt.	Oz.	Lb.
Apricot Orchid. A delightful and charming shade.	\$0.25	\$0.80	\$10.00
Asta Ohn. Identical in color and size of blossom to the popular late flowering Asta Ohn. This is sure to be the most popular lavender.	.30	1.00	14.00
Bohemian Girl. Deep pink, standard orange blush Cream. Identical in color and size of blossom to Dobbie's Cream. It has immense blossoms very frilled and duplexed.	.20	.65	8.00
Fordhook Pink and White.	.30	1.00
Heather Bell. The color is a rich but pleasing mauve, but after standing in water the color becomes a beautiful mauve lavender. Takes the place of Anita Wehrmann, and is much better than that variety.	.20	.65	8.00

	Trade pkt.	Oz.	Lb.
Helen Lewis. Very fine shade of salmon pink.	\$3.50	\$0.90	\$12.00
Hercules. Of the same lovely shade of pink as Countess Spencer, but later.	.30	.90	12.00
Lavender Pink. Large flowers.	.20	.65	8.00
Melody. This is a deeper shade of pink than "Early Song Bird" on white ground, closely resembling "Countess Spencer".	.25	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard, with rich orange pink wings.	.20	.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink. Sow in late fall and winter for spring-blooming.	.20	.65	8.00
Mrs. M. Spanolin. Black-seeded white.	.20	.65	8.00
Mrs. J. Manda. Light shell pink.	.20	.65	8.00
Mrs. William Sim. Apricot pink.	.20	.65	8.00
Mrs. Woodrow Wilson. Appleblossom pink.	.30	1.00
Pink and White. Blanche Ferry type, extra choice	.20	.65	8.00
President Woodrow Wilson. Magenta rose.	.20	.65	8.00
Rose Queen. A splendid commercial pink, best seller on Chicago market. Sow in Summer for winter blooming.	.30	.90	12.00
Rose Queen. Greenhouse grown.	.85	3.00
Scarlet Emperor. Identical in color and size of blossoms to the late flowering Scarlet Emperor, which is recognized as the finest scarlet. This variety will be popular for Christmas Sales.	.50	1.50	20.00
Selma Swenson. Clear light soft pink.	.20	.65	8.00
Song Bird. The flower is the same color as "Florence Morse Spencer" and a bit lighter than "Elfrida Pearson".	.30	.90	12.00
Songster. Giant early lavender.	.30	.90	12.00
Spring Maid. Light pink on cream ground.	.20	.65	8.00
Snow Flake. This is the best early flowering white seeded Spencer. The blossoms are very large and of the best waved Spencer form.	.25	.80	10.00
Venus. Standard white, slightly blushed pink wings.	.20	.65	8.00
Warbler. Rich mauve purple.	.30	.90	12.00
Wedgewood. Identical in color and size of blossom to the late flowering Wedgewood and is a magnificent clear blue.	.50	2.00
White Orchid. White flowers of good substance.	.20	.65	8.00
Yarrowa. The color on opening is rose, changing as the flower develops to a light pink standard, tinted buff with bluish wings.	.20	.65	8.00
MIXED. Winter Flowering Spencer, many kinds	.15	.50	6.50

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14. WINTER SUN. Golden yellow eye. 16. CELESTIAL QUEEN. Light or sky blue.
15. ICE KING. Silvery white, with eye. 17. CHARM OF MARCH. Dark velvety blue.
18. MIXED. The above four colors with other shades and variations. Each color separate or mixed.
500 seeds, 25c; 1000 seeds, 40c; $\frac{1}{4}$ oz., \$1.10; $\frac{1}{2}$ oz., \$2.00; oz., \$7.50.
For description and prices of other Pansy Seed send for list.

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Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-
President; S. W. Severance, Louisville, Ky.,
Secretary; Eugene Davis, Grand Rapids,
Mich., Treasurer.

OTTAWA, ONT.—R. H. Wright and Scrim's have been having an excellent trade in vegetables following the close of the plant and bedding stock season.

Acreages Contracted for Canning.

From reports received from a number of firms by the United States department of agriculture, acreages contracted in 1918 as compared with 1917 were as follows: Tomatoes, 143,292 as against 138,093; corn, 161,320 as compared with 159,373; peas, 87,338 against 84,547; beans, 7,608 as compared with 7,111.

Canners' Credits Increase Sought.

An effort is being made through the federal reserve system to increase credits available to the canning industry, according to a recent bulletin issued by the reserve board. Food Administrator Hoover has estimated that \$50,000,000 in addition to their usual capital will be needed by the canners to carry forward the large output until the realizing period next year.

Sweet Potato Seed Selection.

The United States department of agriculture advises that sweet potato seed be selected in the fall when the disease-free hills can be located while digging. Proper storage facilities should also be provided and to this end Farmers' Bulletin No. 548 has been issued by the department. Information regarding sweet potato diseases is contained in Farmers' Bulletin 714.

Prices of Indoor Fruits and Vegetables.

Chicago, July 16.—Cucumbers, 2-dozen box, \$1.10; celery, crate, 75 cents; head lettuce, per box, 25 cents; radishes, per 100 bunches, \$1.00; tomatoes, 4 baskets, 80 cents to \$1.00.
New York, July 15.—Celery (state), per bunch, 35 to 75 cents; cucumbers, 10 to 50 cents per dozen; mushrooms, 40 cents to \$2.00 per 4-pound basket; tomatoes, per pound, 10 to 12 cents; lettuce, per package, 25 cents to \$2.00; radishes, per 100 bunches, 50 cents to \$1.00.

Vegetable and Fruit Market.

Carlot movement of leading lines of produce continued at a fairly steady rate during the period July 9-15. Shipments of early potatoes were liberal at about the average of preceding weeks. Prices are irregular and about on a par with last week. Virginia Cobblers held steady at about \$4.25 per barrel at Norfolk. Kentucky Cobblers ranged \$2.80-\$3 per 100 pounds at Louisville. Southern and southwestern Bliss Triumphs were firm at \$2.75-\$3 per 100 pounds sacked, appearing in but few markets. The onion movement continued moderate. Yellow held

generally in the larger markets at \$1.75-\$2 per crate; California stock, \$2.75-\$3.25 per 100 pounds and Virginia stock \$1.50-\$1.75 per bushel hamper. Kentucky onions sold at \$3.50 in New York. In consuming markets, Tennessee tomatoes, 4's, ranged steady at \$1.15-\$1.25. New Jersey stock brought \$2-\$3 in New York. Delaware and Virginia are still shipping cucumbers liberally. The cabbage movement is again increasing in northern shipping sections.

The movement of watermelons from Georgia continued heavy, Texas and South Carolina were also heavy shippers. Prices ranged lower than last week. Cantaloupe prices showed a firm tendency with a general average of 25 cents higher in consuming markets. While the Georgia peach movement is rapidly nearing its end other sections shipped in considerable volume. In northern markets prices were generally higher. The apple movement increased with Illinois and New Jersey leading.

Potato Seed Fallacy Ending.

For years it has been the aim of potato growers to plant only "northern grown" seed, the supposition being that potatoes grown in a colder climate were more hardy and more vigorous in germination than those grown where it is warmer. But "northern grown" has always been more or less meaningless, for what was northern grown for one region was home grown for another.

The reason for the superiority of northern grown seed seems to be not a matter of climate at all and under proper conditions of planting and culture a farmer can produce on his own field seed as good as any. It will also make it possible for the farmer to prepare his seed leisurely and still begin planting early, instead of having to wait until all danger of frost in transit was past before having his seed shipped.

In a recent lecture, Professor Frank J. App, of the New Jersey College of Agriculture, told of the success potato farmers in his state were having with the new idea of saving seed, the secret of the virility of northern grown seed not being due primarily to the latitude or the climate in which they are grown but in the fact that the season being short, the frost kills the vines before the tubers are fully matured. It has been found that a potato, when it becomes fully ripe, loses much of its germinating vitality and while the last few weeks of its growth greatly improves it for table use, its progeny are much more likely to be weaklings.

To get the best home seed, Jersey growers make a separate planting of the best and most hardy tubers they can find in their stock. Their potatoes for market are put into the ground as soon as it can be worked easily in the spring, and are allowed to ripen fully, not being dug until several weeks after the vines are dead, the tubers seasoned, and the skins dry and toughened. The seed plot is not planted until early July, so that frost catches the vines, kills them off, and stops growth just when the immature tubers are at the height of their vigor. The potatoes from this seed plot are specially stored and cared for, and are not only used for general seeding but for planting the seed plot the next season.

Added to Professor App's testimony regarding the success of the new method in New Jersey, came almost the same day a description of a method nearly identical, practiced by Lon D. Sweet of Colorado, recognized as one of the foremost potato growers in America, and advisor to Food Administrator Hoover on all questions regarding potato culture. Describing his method, Mr. Sweet said that he had come to know that to improve a potato, the principles of selection in vogue among live stock men must be adopted. He began by selecting from the best producing fields potatoes true to type and smooth.

These were planted whole, early in July, in beds prepared with the greatest care, in rows 30 inches apart and hills 10 inches apart. "When frost kills the vines in our seed plots, usually about the middle of September," he continued, "the potatoes in the hills are about the size of a hen's egg. When the vines have reached their growth and their strength begins to go down into the tubers at their roots, it is a very easy matter to detect diseased plants and those that are run-outs. When we find them we pull them up, vines and potatoes, and destroy them or feed them to our pigs. We select the best seed from this plot for the seed plot the following year."

"Market Gardening"

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Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application. ENGLISH CORRESPONDENCE.

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BULBS WELL CURED.

TRUE TYPE.

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 $\frac{5}{8}$ to $\frac{1}{2}$ -inch and up..... 6.00 per 1000 $\frac{1}{2}$ to $\frac{5}{8}$ -inch and up..... 9.50 per 1000 $\frac{5}{8}$ to $\frac{3}{4}$ -inch and up.....\$15.00 per 1000

Large Jumbo Bulbs..... 18.00 per 1000

We can also quote prices upon application F. O. B. California, shipping direct to you from our Grower. Write us for sample 100 or more, or mail us your full order with privilege of returning same if not satisfactory. We guarantee our Bulbs to reach you in good condition, which means a great deal to you. Let us have your orders.

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Sweet William, single, mixed, fine strain.

Cyclamen Seed. Finest American grown
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THOROUGHbred STRAINS. Postpaid, per oz.
 Cassier's Giant Odier, finest mixed.....\$3.50
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 Giant Trimarceau, mixed, largest..... 2.50

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 $\frac{1}{2}$ inch, good grade.....per 1000, \$ 7.50 $\frac{5}{8}$ inch, extra fine bulbs.....per 1000, 13.50 $\frac{3}{4}$ inch and up, mammoth bulbs.....per 1000, 17.00**ST. LOUIS SEED CO., St. Louis, Mo.**

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J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

FARMERS' BULLETIN 918 has been issued by the United States department of agriculture, entitled "Peach Varieties and Their Classification."

LOUISVILLE, KY.—J. E. Barton, under an act of the legislature, has been appointed Commissioner of Forestry and Geology, the two departments being combined.

KITTELL, N. C.—O. W. Blacknall, president of the Continental Plant Co., one of the wealthiest and best known men in this section, committed suicide after killing his wife and daughter, July 6.

CINCINNATI, O.—The county commissioners have under advisement a suggestion made by Otto Dieckmann, that black walnut be planted along the county highways to provide a future supply of gun stocks.

"LANDSCAPE Engineering in the National Forests" by Frank A. Waugh, collaborator, has been published by the United States forest service, treating of practical suggestions from the point of view of the landscape engineer for the management of problems that almost daily confront the supervisor or ranger in the field. The booklet contains 38 well illustrated pages.

Prunus Incisa.

This shrub has bloomed in the arboretum every spring for three or four years but has never been as full of flowers or as beautiful as it has been during the present week. This cherry is a native of Japan and is abundant on the eastern and southern slopes of Fuji-san and on the Hakone mountains. It is a large shrub or under favorable conditions a small tree 25 or 30 feet high; the flowers appear before the deeply cut leaves in drooping clusters; their calyx is bright red; the petals are white or occasionally tinged with rose color, and the anthers are bright yellow. The petals fall early but the calyx, which gradually grows brighter in color, remains for some time on the young fruit and is showy. *Prunus incisa* has been perfectly hardy here and none of the flower-buds were injured by the cold of last winter. It has the advantage, too, of flowering while still a small shrub. This cherry has remained rare in American and European gardens and appears to be still little known.—Arnold Arboretum Bulletin, May 9, 1918.

War Economy.

We have heard a good deal of war economies of late, but think one to hand beats the record so far. A customer wrote to a firm of nurserymen to name an apple for him. He pared and kept the apple, sending the peel for identification. We think this will take a little beating—for a true tale.—Hort. Advertiser.

The London Plane.

PLATANUS ACERIFOLIA.

There are only two planes with which this one can be confused. One of these, the American *Platanus occidentalis*, is distinguished by almost invariably having but one "ball" of fruits on each string; *P. acerifolia* has up to four or five. The "ball" of fruits is also much rougher and more burr-like in *P. acerifolia* than in *P. occidentalis*. More nearly allied to *P. acerifolia* is the oriental plane (*P. orientalis*). This has also a string of several "balls", rough and burr-like as in *P. acerifolia*, but it differs very much in foliage, which is deeply five-lobed, each lobe reaching half way to the midrib, and being of narrow or lanceolate shape, whereas the lobes in *P. acerifolia* are shallow and triangular. The trees are also different in habit: *P. acerifolia* forms a tall, clean trunk; *P. orientalis* a short, thick, rougher one.

DESCRIPTION OF *P. ACERIFOLIA*.—A deciduous tree frequently over 100 feet high with a tall trunk five to eight feet in thickness from which, as well as from the larger branches, the bark peels off in flakes. In old trees the extremities of the branches become pendulous. Leaves of the typical maple form, five inches to one foot in diameter, of rather hard membranous texture, covered when young with a thick layer of brown wool, which nearly all wears off by autumn. Leaf-stalk, one to four and a half inches long. Fruit-balls about one and a half inches diameter, globose, usually from two to five on a string-like, pendulous stalk.

This plane is the best of all trees for smoky cities. Even in the centre of London it thrives well, growing in paved streets. It loves the heat and succeeds much better in the south of England than in the damper, less sunny parts of the British Isles, like Scotland and Ireland. It will bear intense winter cold so long as it has sufficient summer sun to thoroughly ripen it. Probably its success in London is largely due to the baking it gets in July and August from heat reflected from pavements, etc. W. J. B.

Narcissi and Jonquils for Cut Flowers.

Will you kindly inform me as to the most desirable and profitable varieties of narcissi and jonquils for cut flowers? Also, a few words of instruction regarding the purchase of the bulbs, their culture, and when to lift them.

Indiana.

H. C. S.

Presuming that you mean, by the term jonquil, the yellow daffodil often seen labeled in our florists' windows under the term jonquil, but incorrectly so, we class these under the head of narcissi, which they really are. The true jonquil is a distinct variety of narcissus, but is not largely grown for cut flower sales.

The following daffodils or narcissi are recommended for outdoor growing or for forcing under glass:

Single large trumpet varieties—Emperor, Golden Spur, Princess, Empress, Trumpet Major, Victoria.

Small trumpet varieties—Sir Watkin, Barri Conspicuous, Cynosure, Mrs. Langtry, Duchesse of Westminster, Poeticus (common), Poeticus Ornatus.

Polyanthus or bunch-flowered varieties (for growing under glass only)—Paper White narcissus, Double Roman narcissus, Soliel d'Or narcissus.

Double daffodils or narcissi—Von Sion, Double Incomparabilis, Double Poeticus.

Jonquils (true)—Can be had in both single and double forms.

Brief cultural notes (indoors): The bulbs are usually planted during September and October in wooden flats, two or three inches apart, barely covering the bulbs. Sandy loam is to be preferred, fairly rich, with an inch or two of rotted manure in the bottom of each flat. Pots may also be used. Plunge these receptacles outside in sand or coal ashes, completely covering them, and allow them to stand for six or eight weeks, so that roots may be formed while bulbs are resting. Bring inside in batches as required and place underneath the benches in a temperature of about 45°. After six weeks or so, or when flower spikes are well advanced, they may be removed to a temperature of 55°, or even 60°. Usually, a few days before cutting they are again removed to a cool temperature, to harden off, as it were.

Outdoor culture: Thoroughly spade up the ground to a depth of 8 or 10 inches; turn under a layer of rotted manure to a depth of six inches; make up into beds four or five feet wide, and

PEONIES

30 acres. Can supply your wants. Write for Catalogue.

Gilbert H. Wild
Sarcxie, - Missouri

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Specialists in Specimen Stock FOR LANDSCAPE WORK.

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Each			Each			Each		
Boston Ferns	4 in.	\$.15	Kentia Forsteriana	4 in.	\$.35	Dracaena Indivlsa	4 in.	\$.10
" "	5 in.	.30	" "	5 in.	1.00	Jerusalem Cherry	4 in.	.12
" "	6 in.	.50	☞ Areca same price as Kentias.			Cyclamen	3 in.	.10
" "	7 in.	.75	Latania Borbonica	2 in.	.06	"	4 in.	.20
" "	8 in.	1.00	" "	3 in.	.15			
" "	9 in.	1.50	" "	4 in.	.25	to grow on	5 in.	.35
☞ The price on Whitmani			Phoenix Reclinata	3 in.	.15	after Sept. 1	5 in.	.50
Ferns is the same as Boston			" "	4 in.	.25	Cyclamen	6 in.	.75
Ferns.			Aucuba Japonica	4 in.	.20	After Sept. 1	6 in.	1.00
Kentia Belmoreana	2 in.	\$.10	English Ivy	4 in.	.15	" " 1	7 in.	1.50
" "	3 in.	.16	Vinca Vines	3 in.	.06	" " 1	8 in.	2.00
" "	4 in.	.35	" "	4 in.	.15			
" "	5 in.	1.00	" "	5 in.	.20	Hydrangea	5 in.	.40
Kentia Forsteriana	2 in.	.10	Asparagus Plumosus	3 in.	.08	"	6 in.	.60
" "	3 in.	.16	Asparagus Sprengerii	3 in.	.06	"	7 in.	.85
			" "	4 in.	.12	"	8 in.	1.25

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Better secure your stock now,
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French Freesias are uncertain this
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Size	Per 1000
Jumbo, (selected)	\$20.00
Jumbo, 3/4 in. and up	17.00
5/8 to 3/4 in., extra fine	12.00
1/2 to 5/8 in., good grade	7.50
1/2 in., plump bulbs	5.50
3/8 to 1/2 in., regular grade	4.00

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PRICES AT CHICAGO

	Per 100	Per 1000
1 1/2 to 2-inch	\$ 7.00	\$ 65.00
2 to 2 1/2 inch	9.50	90.00
2 1/2 inch and up	11.50	110.00

PRICES AT NEW YORK

	Per 100	Per 1000
1 1/2 to 2-inch	\$ 8.00	\$ 75.00
2 to 2 1/2-inch	11.50	110.00
2 1/2-inch and up	15.50	150.00

Midsummer Price List of Flower Seeds for Summer Sowing, Now Ready.

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Spring Stock

Write for List of
Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower,
PEK-N, ILL.

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Chrysanthemum Novelties my Specialty

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Field Grown Carnation Plants

Extra fine stock and a big bargain at the prices quoted. Reinberg's field-grown carnation plants are noted for their fine quality everywhere, so if you want the best stock obtainable at the most reasonable prices send in your order as soon as you possibly can, today if convenient.

	100	1000		100	1000
White Enchantress . .	\$5.00	\$45.00	Alice	\$5.00	\$45.00
Rose Pink Enchantress	5.00	45.00	Herald	5.00	45.00
Enchantress	5.00	45.00	Beacon	5.00	45.00
Thenantos	5.00	45.00			

PETER REINBERG

30 East Randolph St., Long Distance Phones: Central 601 and 2846. CHICAGO

plant the bulbs four to six inches apart and cover to a depth of four or five inches. The manure should be an inch or two underneath the bulbs. Bone manure is also recommended, raked into the beds before planting, a handful to a square yard or about 500 pounds to the acre. Plant the bulbs during October and November, covering the finished beds with a litter of dry leaves, straw or strawy manure. This litter must be removed in early spring as the bulbs begin to break through.

Harvesting the bulbs: The bulbs may be lifted when the foliage has partly or entirely turned yellow. Lifting usually commences in early June, and the bulbs are placed immediately in a cool cellar or barn. They should not be exposed to excessive sun heat, as this is injurious. Spread them out on trays or shelves until they have thoroughly dried, when the roots and withered tops may be removed and the old skin taken off. The bulbs are then replaced on the shelves or in shallow trays, and the latter can be piled up one over the other, placing a 2-inch piece of wood at either end so as to allow an air space between. The bulbs may then be replanted in October or can be offered for sale during the fall months. Replanting can be done as late as the middle of November, but for early flowers late September or early October is recommended.

Purchasing bulbs: The bulbs are usually imported into this country from Europe each year, arriving from the middle of August to the end of October, according to the variety. Of late years these bulbs have been successfully grown for sale in many parts of the United States, but the imported bulbs are preferable. As a rule, growers place their orders with reliable seed houses and bulb importers now, and the bulbs are delivered as they arrive in the fall.

H.

Columbus

SUPPLY VERY LIMITED.

Florist shop displays present a very skimpy appearance. Almost everything is scarce and of inferior quality. This is due largely to labor shortage which prevents usual care in cultivation. One large firm of growers states that its labor is more than 50 per cent below requirements. It sees in such condition, together with the fuel outlook, the temporary abandonment of some of its greenhouses as the probable remedy. The cool, dry weather has also been a handicap. Roses and carnations are both lacking in volume. Shasta daisies, larkspur, hardy asters and stockies are

DAHLIAS

A good assortment of the best all around varieties. 2 inch pot plants at prices running from \$2.00 to \$25.00 per 100. We will send 1000 in an assortment of 20 varieties, our selection for \$20.00. Cash with order.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

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Storrs & Harrison Co.

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Catalogues and Price Lists
Free on Application.

PAINESVILLE, - OHIO

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

some of the present mainstays. Easter lilies are plentiful. Gladioli, which should now be coming in freely, are confined to a small quantity grown indoors. Unless there is speedy relief from the present dry spell, outdoor growers of gladioli and asters are threatened with loss of crop. Trade is good for the time of year, and the chief concern of dealers is to get enough stock to take care of their orders.

NOTES.

Two more young men in the local florist trade are claimed by the war. E. W. Hedres, manager of the Fifth Avenue Floral Company store, goes to Camp Sherman, Chillicothe, O., July 27. As he has had some experience in mechanical engineering, he expects to be transferred soon to the University of Cincinnati, for instruction in that branch of the service. W. W. Walker, former manager of the Livingston Seed Company's cut flower department, but lately with the Munk Floral Company, has been assigned to marine service, and will go into training at Newport News, Va. He leaves July 19.

An official census just completed shows that Columbus has 5,938 vacant lot gardens, and 23,119 backyard gardens.

J.

Trade Directory

OF THE

Florists, Seedsmen and Nurserymen

United States and Canada

PRICE: \$3.00 POSTPAID

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Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist April 6, page 612. Correspondence solicited.

DAISIES

Our Stock Has Been Carefully Selected.

	Per 100
Mrs. F. Sander, 2-in.	\$2.00
Boston Yellow, 2-in.	\$2.00
Alyssum, Giant Double, 2-in.	2.00
Geraniums, Labeled, 2-in.	2.00
Vinea Variegata, 2-in.	1.75

ELMER RAWLINGS, Allegany, N. Y.

Robert Craig Co...

High - **PALMS**
Class

and Novelties in Decorative Plants.

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Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.
Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

Mention the American Florist when writing.

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FREESIAS. Improved Purity. Extra size, $\frac{3}{4}$ to $\frac{1}{2}$ -inch, per 1,000, \$12.00; $\frac{1}{2}$ to $\frac{3}{4}$ -inch, per 1,000, \$7.50; $\frac{3}{4}$ to $\frac{1}{2}$ -inch, per 1,000, \$4.00. Write for samples. **VAUGHAN'S SEED STORE**, Chicago and New York.

Freesias. Fisher's Purity, California grown. $\frac{1}{2}$ -in. to $\frac{3}{4}$ -in. large; $\frac{3}{4}$ -in. to $\frac{1}{2}$ -in., mammoth; $\frac{3}{4}$ -in. and up, jumbo. Write for prices. **McHutchison & Co.**, 95 Chambers St., New York.

Freesia Purity. $\frac{1}{2}$ -in., good grade, \$7.50 per 1,000; $\frac{3}{4}$ -in., extra fine, \$13.50 per 1,000; $\frac{3}{4}$ -in. and up, \$17.00 per 1,000. **St. Louis Seed Co.**, St. Louis, Mo.

Freesia Purity, mammoth size, also $\frac{1}{2}$ -in. and up; refractra alba, $\frac{3}{4}$ -in. Prices on application. **J. M. Thorburn & Co.**, 53 Barclay St., New York.

Freesia bulbs. For sizes and prices, see advertisement elsewhere in this issue. **American Bulb Co.**, 172 N. Wabash Ave., Chicago.

GERANIUMS.

GERANIUMS. Special this week: 10,000 Poitevine, $\frac{2}{4}$ -in., fall-rooted top cuttings, ready for 4-in. Strong, thrifty stocks, \$2.50 per 100, \$25.00 per 1,000. Other standard varieties, same price. Cash, please. **QUAKER HILL NURSERY CO.**, Monroe, N. Y.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. **R. Vincent, Jr. & Sons Co.**, White Marsh, Md.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Poitevine, \$12.50 per 1,000. **Albert M. Herr, Lancaster, Pa.**

GREVILLEAS.

Grevilleas. 4-in. from 10 to 12-in. high; fine for boxes and vases, \$15.00 per 100. **HENRY SMITH**, Grand Rapids, Mich.

HYDRANGEAS.

HYDRANGEAS. French varieties, $\frac{2}{4}$ -inch, \$4.00 per 100; 5-inch, \$20.00 per 100; Otaka, 5-inch, \$25.00 per 100. **Ernest Rober**, Wilmette, Ill.

Hydrangeas. 5-in., 40c; 6-in., 60c; 7-in., 85c; 8-in., \$1.25 each. **George Wittbold Co.**, 745 Buckingham Place, Chicago.

GREENS.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. **Caldwell the Woodsman Co.**, Evergreen, Alabama.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. **E. A. Beaven**, Evergreen, Ala.

IVIES.

English Ivy. 4-in., 15c each. **George Wittbold Co.**, 745 Buckingham Place, Chicago.

KENTIAS.

Kentia Belmoreana. 2-in., 10c; 3-in., 10c; 4-in., 35c; 5-in., \$1.40 each. **Forsteriana.** 2-in., 10c; 3-in., 10c; 4-in., 35c; 5-in., \$1.00 each. **George Wittbold Co.**, 745 Buckingham Place, Chicago.

LANTANAS.

Lantanas, mixed varieties: pink, yellow, and red, 2-inch, strong plants, \$4.00 per 100. **ERNEST ROBER**, Wilmette, Ill.

MUSHROOM SPAWN.

Swanson's Pure Culture Mushroom Spawm gives good crops. Send for price list and information about spawn and mushrooms, free of charge. **PAUL SWANSON**, 6570 Norwood Park Ave., Chicago.

ORCHIDS.

HASSALL & Co., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelia, Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. **Lager & Hurrell**, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. **Robert Craig Co.**, Market and 49th Sts., Philadelphia, Pa.

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Pandanus Veitchii, nicely variegated, large specimens only, at \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00 each. **J. A. PETERSON & SONS**, Westwood, Cincinnati, O.

PEONIES.

Peonies, 30 acres. Can supply your wants. Write for Catalogue. **Gilbert H. Wild**, Sarcotie, Mo.

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POINSETTIAS. 4-inch stock plants, \$12.00 per 100; 3-inch, \$8.00 per 100; $\frac{2}{4}$ -inch cuttings, \$6.00 per 100, \$50.00 per 1,000. **ERNEST ROBER**, Wilmette, Ill.

PRIMULAS.

Primula Obconica, assorted varieties, $\frac{2}{4}$ -in., \$4.00 per 100. **HENRY SMITH**, Grand Rapids, Mich.

Primula Obconica, $\frac{2}{4}$ -inch, \$5.00 per 100, \$45.00 per 1,000. **A. Henderson & Co.**, 211 N. State St., Chicago.

ROSES.**EXTRA FINE $\frac{2}{4}$ -INCH ROSE PLANTS.**

White Killarney	10	1,000
1,000 Sunburst	4.00	35.00
Pink Killarney	4.00	35.00
Sunburst	5.00	45.00
George Elgar	4.00	

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162 N. Wabash Ave.,
L. D. Phone, Randolph 2081.

 $\frac{2}{4}$ -IN. O. R. ROSE PLANTS.

For immediate shipment.

	Per 100	Per 1,000
3,000 Champ Welland	\$5.00	\$45.00
1,500 Sunburst	5.00	45.00
500 Milady	5.00	45.00
500 Opheelia	5.00	45.00

WEILAND & RISCH CO., Chicago.
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Roses. Own root, $\frac{2}{4}$ -in. for benching. **Aaron Ward**, Opheelia, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. **Milady** and **Richmond**, \$7.00 per 100, \$65.00 per 1,000. $\frac{3}{4}$ -in. stock, \$35 per 1,000 additional. **Foehmann Bros. Co.**, Morton Grove, Ill.

Rose Plants, $\frac{2}{4}$ -inch pots. **Champ Welland**, **Pink Killarney**, **Richmond**, \$3.50 per 100, \$35.00 per 1,000. **My Maryland**, \$4.00 per 100, \$35.00 per 1,000. **Peter Reinberg**, 30 E. Randolph St., Chicago.

ROSES.

Roses. Winter-flowering. For varieties and prices, see advertisement on front cover page of this issue. **F. R. Pierson**, Tarrytown, N. Y.

SEEDS.

ASPARAGUS PLUMOSUS NANUS SEED.
New crop. California lathouse-grown, now ready:
Per 1,000 seeds.....\$1.50
ASPARAGUS SPRENGERI SEED.
Per 1,000 seeds.....\$0.75
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Per 1,000 seeds.....\$5.00
Write for prices by the pound.
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SEED: Cyclamen. No better strain anywhere; harvested April and May, 1918. **Glory of Wandebek**, dark and light Salmon; **Christmas Cheer** (Blood Red); **Brilliant Red** (Wine Red); **Pure White**, **White-Pink**; **Red**, **Pink**, **Lavender**, **Daybreak**. \$12.00 per 1,000 seeds, net.

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Seed. Cyclamen. American grown, new crop of nice plump seed, grown by a specialist. Per 100, \$1.50; per 1,000, \$12; 5,000 for \$55.00. **Pansy.** New crop Florists' Mixture, tr. pkt., \$1.00; $\frac{1}{2}$ oz., \$2.00; 1 oz., \$7.00. **A. Henderson & Co.**, 211 N. State St., Chicago.

Seed. New early-flowering or winter-blooming **Giant Pansies**; **Winter Sun**, **Ice King**, **Celestial**, **Queen**, **Charm of March**, and mixed. 500 seeds, 25c; 1,000 seeds, 40c; $\frac{1}{2}$ oz., \$1.10; $\frac{1}{4}$ oz., \$2; oz., \$7.50. **Chas. Frost**, Kenilworth, N. J.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. **The Brown Bag Filling Machine Co.**, Fitchburg, Mass.

Seeds. Imported Cyclamen. For varieties and prices, see advertisement elsewhere in this issue. **Danish Seed Import**, **Chris Mossberg**, 210 Seventh St. N., Minneapolis, Minn.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flat, and field corn. **J. C. Robinson Seed Co.**, Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. **Edgar F. Hurff**, Swedesboro, N. J.

Seed, cyclamen. Finest American grown from the very finest strains. Prices on application. **J. M. Thorburn & Co.**, 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flat and dent corn. **The C. Herbert Coy Seed Co.**, Valley, Neb.

Seeds. **Kentia Belmoreana** and **Forsteriana**. New crop just arrived. Write for prices. **McHutchison & Co.**, 95 Chambers St., New York.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. **John Bodger & Sons Co.**, Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. **George R. Pedrick & Son**, contract seed growers, **Pedricktown, N. J.**

Seeds. Flower and vegetable. All seasonal varieties. Stocks are very complete. **James Vick's Sons**, Rochester, N. Y.

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SEEDS.

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Seeds, growers for the trade: Beans, peas, sweet corn, onions, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Elliott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohmert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds; specialties: Beets, mangoes, carrots, cabbages, celeriacs, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale field and garden. Write for samples and prices. The Mangelsdorf Seed Co., Atchison, Kan.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SNAPDRAGONS.

Snapdragons. Giant strain. Pink, white and yellow, 2 1/2-in., \$1.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum moss and green sheet moss. For florists and nurserymen. For spot shipment or contract. Write us. Vaughan's Seed Store, Chicago and New York.

VEGETABLE PLANTS.

CELERY PLANTS. Golden Self-Blanching (French strain); Giant Pascal; also The Grand, new, easy blanching, which is easy to grow; fine plants, ready for the field, \$2.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

VEGETABLE PLANTS.

Cabbage, celery and parsley plants, field grown, 50¢ per 100, \$3 per 1,000, prepaid. F. M. PATTINGTON, Sciotoville, N. Y.

VINCAS.

Vinea vines, 3-in., 6¢; 4-in., 15¢; 5-in., 20¢ each. George Wittbold Co., 745 Buckingham Place, Chicago.

Vinea vines and Sprengerii, 3-in., \$8.00, 4-in., \$12.00 per 100; heavy. HENRY SMITH, Grand Rapids, Mich.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmungee Window Glass Co., Okmungee, Okla.

Model extension carnation supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoo Bros. 61-73 Metropolitan Ave., Brooklyn, N. Y.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Fairview, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 623 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 75¢, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Wired picks and sticks, Bestbilt Brand, florist supplies. Geo. Herrmann Co., Mt. Vernon, N. Y.

One-piece flower boxes, 24x4x3-in., \$2.00 per 100. The John Henry Co., Lansing, Mich.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

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NOTES.

The greenhouses and grounds of the F. Walker Co. are surrounded on three sides by Camp Taylor. Employees have been warned on several occasions to stay away from certain parts of the 27 acres for fear of being hurt by sharp-nail being fired from the trenches.

J. D. Bettman & Son, of Jeffersonville, have been working overtime getting their stock planted in the benches. They believe that by using the better grades of coal they will get through the winter without difficulty.

Anders Rasmussen, laid in a large supply of coal, but it caught fire from spontaneous combustion. It was necessary to flood it with water for several days before the fire was put out.

Ed Hitz has finished planting chrysanthemums on the benches and their carnations are nearly all in. His strong forte is good management.

The Wm. Walker Co. is a hard firm to get ahead of for attractive window displays. Several prizes were awarded them last season.

George Schulz and Jacob Schulz are both reported as having taken war savings stamps to the amount of \$1,000 each.

Leo Zoeller is still bringing in good carnations, but he has replanted over half of his establishment.

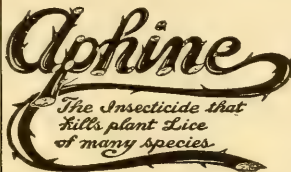
The Nanz & Neuner Co. is cutting fine roses, especially, Victoria, Russell, Radiance and Ward.

H. G. Walker has about recovered from his recent accident and is at the store again.

The Jacob Schulz Co. is doing considerable advertising in the local papers.

Fred C. Haupt reports good business for the time of the year.

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Vol. LI.

CHICAGO AND NEW YORK, JULY 27, 1918.

No. 1573

THE AMERICAN FLORIST

ESTABLISHED 1885

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SUGGESTIONS FOR PLANT GROWERS.

Alternantheras.

The propagating bed will not be full at this season, and it is one of the best times to procure a stock of that splendid carpet bedding plant, the Alternanthera paronychioides major. This plant simply refuses to grow during the winter, and it is almost impossible to procure cuttings until late, with the result that the plants are necessarily small. Any amount of cuttings can be procured now and they can be easily rooted either in flats of soil or in the propagating bed. When the cuttings are inserted give them a good watering and keep them shady for two or three weeks, and they will all root. They can then be placed in flats about one inch apart and placed in a frame outside or in the greenhouse. They can be wintered in a warm, dry house on a shelf near the glass, and potted in April, and will make fine plants. The other varieties are much more vigorous and will thrive in a lower temperature. A few old plants can be lifted and propagated in the spring in the usual manner.

Mignonette.

The plants of mignonette from seed sown in July will have to be placed in their winter quarters in the bench in September. If extra large and long spikes, that are always so much admired, are wanted, the soil will have to be very rich. To ordinary compost (that is, two-thirds loam and one-third manure) add about as much manure again, making the soil about half and half. The plants should be set about 12 inches apart. Water only around the plant until the roots begin to spread in the soil. Keep the soil free from weeds, well scratched over and loose, that it may not become sour. The tops should be pinched off until six or eight branches have been formed. The cabbage worm will soon make its appearance unless this has been

guarded against, and if a leaf is found eaten hunt for them at once. When they first make their appearance they are only about a quarter of an inch long. They are green, just the color of the foliage, but have a velvety appearance, and are generally found on the midrib of the leaf or on the stem. Hand picking is the only remedy, and it takes sharp eyes to find them, but they must be gotten rid of or they will soon ruin the plants.

Heaths.

During the hot weather the ericas will demand considerable attention. The plants should be plunged in the coolest location possible, yet where they will get the full sunlight. The pots are full of the very fine roots and if these once get dry the tender roots will burn. There is no plant the florist grows that demands closer watching and more careful watering than the heaths. They are so hard wooded that they do not show neglect as quickly as the softer wooded plants, but if they get once fully dried it means absolute disaster, with no flowers the succeeding year. The grower well posted in the culture of these plants can tell at a glance when they should be watered and never neglects them. If the plants are growing unshapely they should be pinched back, so that the form will be kept. The plants that are in small pots will need repotting in September; a fine loam with but little fibre and with no manure is to be preferred for these plants, for their fine roots do not like a coarse soil, and manure of all kinds should be omitted from the soil in which they are grown.

Geranium Propagating.

It is none too early to begin the propagation of geraniums, especially if it is doubtful about there being stock enough. Any plants that have become established and made a growth that will furnish a cutting will not be in-

jured by the taking of the growing end; in fact, they will be benefited, for they will break more shoots for the September propagation. Many growers in making the fall propagation, after trimming the cuttings, insert them in 2½-inch pots in soil, placing the pots on shelves near the glass. This is a very economical way of handling the cuttings after cool weather has set in, but for summer propagation the bench of sand is to be preferred. In making the cuttings trim off all the foliage except the small leaves at the tip. Be sure that the sand is pounded down hard, so that it will retain all the water possible. In inserting the cutting use a small round stick as a dibble, making a hole just large enough in which to place the cutting. This will disturb the bed of sand much less than drawing a knife or other tool through it. After the cutting is placed in the sand, press the sand firmly and then water heavily, so that the sand will settle firmly around the cutting. The cuttings should then be shaded from the sun either by papers or by stretching cheese cloth over them. This will prevent wilting and evaporation. No further watering will be necessary until the plants begin to root. One of the greatest mistakes made by growers in the summer and fall propagation of geraniums is the continual watering which will invariably cause damping off and rot. Never mind if the surface of the sand becomes dry, if it has been properly packed there will be moisture enough below to cause them to root. If the cuttings will a slight syringing or placing wet papers over them will revive them. A good strike can invariably be made by following this method.

Violets.

It will soon be September and time to house the plants of the double varieties of violets that are grown in the field, the more successful growers being of the opinion that the plants should be under glass before the season of heavy dews. In preparing the beds have plenty of old leaves; it is not necessary that they be rotted; in fact, leaves gathered last fall are to be preferred, for they will generate a little heat in the soil and the violet plants seem to grow and push their roots into half-rotted leaves better than in leaf mold that is finely decomposed. A layer of three inches of leaves in the bottom of the bed will prove of great advantage in violet culture. Whatever manure is used should be thoroughly rotted. The violet will not root into fresh manure at all. An old gardener, who was very successful in violet culture, once told us how he prepared his frames. They were made in a similar manner to hotbeds, only instead of manure a foot of leaves was placed at the bottom and eight or ten inches of soil placed on them. The leaves will furnish a mild heat nearly all winter, and greatly assist in keeping the frames warm. We tried that method the following fall and, thinking that the leaves would not furnish nutriment enough, we incorporated a good quantity of half-rotted manure in the soil, the manure still being more or less lumpy. The violets grew finely and produced an excellent crop of large flowers. In the spring when we lifted the plants we found the roots had all gone into the leaves, there being no feeding roots in the soil, and in making their way through the loam had

avoided all the manure, this still being in the lumps as when placed in the soil. In lifting the plants avoid allowing the roots to become dry; lift with a good clump of soil and do not keep the plants too long in the air, only lifting what can be handled expeditiously. Plant firmly, but avoid walking on the beds; water as soon as planted and water well, so that the soil will be firmed around the plants. Shade for a few days until growth starts, and then give all the air and light possible.

Genistas.

The genistas should be potted by September 1 in the pots in which they are to bloom, and a few days before potting should be trimmed into shape. It is a good plan with all soft wooded plants when growing rapidly not to cut at the top the same time the roots are disturbed, so it is better to do the pinching back before the shifting is done, and then not again until the plants are beginning to grow in the new soil, plainly showing that root action has again begun after being disturbed. The plants that are being grown in prescribed shapes should be kept tied to the form, and as soon as established in the new soil pinched back. They will stand considerable hard cutting back for some time yet, for the blooming shoots do not set until well into the winter. Keep the plants in as cool quarters as possible until the first of the year, when if a few plants are wanted early they can be brought into warmer locations, but these plants are cool-growing subjects and do not like any great amount of heat.

THE RETAIL TRADE

Conducted by Robt. Klft, Phila., Pa.

In the Store.

All new or important stocks should always be featured. A few display tables, on which a new line can be artistically arranged, with the aid of velvetine and plush coverings, make attractive centers in the store. A table of jardinières, another of flower vases and holders, one of the newest things in baskets, should be featured. If any one is in doubt as to their utility, let them visit some of the best department stores, and note the manner in which the goods are displayed. Each store has a corps of trained men whose business from one end of the year to another is to present their goods in the most inviting manner. A well written or printed card points out the merit and in most cases gives the price.

Next Week in the Flower Shop.

Just now is a good time to plan for the coming season so as to be prepared for the business opportunities as they come along. Take a look over last year's order and cash books, noting particularly the number of sales and where they increased and if due to special efforts made to secure new trade. If a daily or weekly record of the course of the business has been kept, it will be found a splendid reference at this time. In this will at once be called to mind incidents that made strong impressions at the time,



INDUSTRIAL DESIGNS.

Anvil and Hammer for Funeral of a Blacksmith.

but were since forgotten. A cheap or special rose sale was found to have been productive of good business in early October, selling well by the dozen and also in small vase or tumbler baskets. The recent inventory showed a stock of these small baskets on hand, which can be brightened up and set aside for repetition of this sale.

Write up several forms of invitation to this fall opening and special rose sale, then select the best. See your printer and choose a mailing card of a size that will show this notice and later similar invitations off to good advantage. Each event notice can be a different color at the same cost. Order a sufficient quantity for the whole season, which are to be sent home without printing. These can now be addressed in sets of six from the store mailing list one for each month of the busy season. They are carefully boxed, kept clean, and sent to the printer with matter for each notice as the months roll by. Although Uncle Sam will deliver these cards for a penny stamp, they do not have a cheap look, and if the matter is bright and snappy, and not too long, will be read from first to last. When addressed at this time of comparative leisure, it is not the task as when done in busy seasons late at night, and is work well out of the way.

Gladioli are now coming in quantity and good variety. They make very effective window displays when arranged in the English glass flower blocks in shallow bowls. Water lilies combine well with them. Asters are improving in quality, but are hardly up to their best as yet. They should be handled carefully and if well displayed are a splendid summer staple.

Prepare a handsome extra-sized wreath of magnolia leaves, on which place a spray of purple asters, tied with a purple ribbon. This will make a conspicuous window piece. The same wreath can be decked the next day with white asters or with gladioli. An occasional sprinkling will keep the flowers in good shape for a day. A crescent wreath of these leaves, feathered in the center or full part with short and medium length cypas, and the finished piece, partially or fully gilded, will make a very decorative effect, first for the window and later as a wall or case ornament in the store.

Baseball of Flowers.

The Sporting Writers' Club, of Philadelphia, Pa., has honored the memory of Harry Wright, the "father" of baseball, since his decease, by placing a baseball of flowers on his grave at each recurring anniversary of his death. The accompanying illustration is made from a photo of the emblem, which shows how well the design has been carried out. The ball is made on a frame 22 inches in diameter, the "flowers" are paper capes and the stitches are outlined with purple immortelle florets. Slender chenille is now used. The finished design stands four and a half feet in height. The artist is E. W. Gaehring, Philadelphia, Pa.

Industrial Designs.

There is a persistent demand for funeral designs of an industrial character, which are ordered for the most part by fellow employes of the deceased. Something symbolic of their occupation or trade is thought necessary. The accompanying illustration of an anvil and



BASEBALL OF FLOWERS.

hammer was the emblem selected to voice the sympathy of the associates of a deceased worker of the blacksmith force at Cramp's shipyard, Philadelphia, Pa.

The design is well carried out, the anvil of white carnations being of good proportions and having a handsome setting in the foundation of Easter lilies and callas, which, with the large arch and star at top, make quite an elaborate emblem. The hammer is of wrapped purple chenille. For such a large piece, the ribbon, which contains the lettering, is rather narrow, but take it all in all, it is well carried out and much admired by all who saw it. This is a specimen of the handiwork of E. W. Gaehring, Philadelphia, Pa.

Penn's Card.

When you think of Flowers—

Think of Penn!

This is the Slogan Now Used by Henry Penn of Boston, Mass., as a Copyrighted Card.

German Potash Not Needed.

Statements that agriculture in New York state is bound to suffer for lack of German potash can only be considered as another form of German propaganda. This is the belief of the authorities on soils and agricultural chemistry at the State College of Agriculture at Cornell University. Those who spread these stories are not worried about agriculture, but about keeping up a demand for German potash. The soils of western and central New York are not deficient in this element and need only some attention to make available the latent chemical which is already present. Recently analysis of eight samples of typical western New York soils showed that they contained from 32,000 to 45,000 pounds of potash per acre to the depth of eight inches. Decaying humus, stable manure or stable sweepings, with lime and phosphoric acid, form the elements most needed.

SPRINGFIELD, ILL.—A. C. Brown, florist, 217 Fifth street, escaped serious injury, July 14, when his automobile collided with a street car.

Fuel Conservation.

Paper by R. E. Moore, Vice-president of the Carstock Engineering Co., Chicago, read at the meeting of the Chicago Florists' Club, July 18, 1918.

The conservation of coal is at this time almost as important as the manufacture of munitions. In the campaign against fuel waste, now countrywide, every feasible agency should be utilized. Advisory fuel engineers have been appointed to assist each state fuel administrator in such a campaign, and it is gratifying to see the cooperation between the various state fuel administrations and local engineering authorities, power-plants operating staffs and owners, which is beginning to make itself felt, but the task ahead is a big one and cannot be completed in a few weeks or even a few months.

Constant vigilance is essential to the maintenance of high power plant efficiency, especially in the face of the present coal supply conditions. From the coal passer to the federal administrator himself, there can be no relaxation in effort if this country is to go through the coming winter without serious disaster to its industries. This means, of course, that all possible ways must be taken to save coal, and advantage should be taken wherever expert knowledge of combustion processes exists. To burn a bit of coal needlessly, to waste or destroy anything that it requires the burning of coal to make, is a crime. We are at war and coal is scarce. It is time that the owners and operators of power plants were taking drastic steps to conserve fuel.

My message is to owners and operators of power plants who are looking for a method of reducing fuel consumption. The cost of coal is the largest single item of expense in the production of power, and it is to the unwarranted waste, and to the way in which fuel is burned, that I am calling your attention. Few managers realize that large reductions can be made in the cost of producing steam. Not one manager in a hundred knows whether or not he is getting the full value of the money that he spends for coal. The reasons for this condition are obvious. The opportunity in the average plant for comparing costs of steam production with those of plants having efficient furnace equipment is rarely possible. The facilities for investigating conditions in their own plants are not often at hand. It is their duty to have an investigation made of their furnace conditions to determine how they compare with economical plants and to take steps to remedy the faults.

Until recently little importance has been attached to furnace designs. The plant owner purchases a boiler from a boiler manufacturer, sets it up with no particular thought as to the design of setting, grates or draft. As long as he gets sufficient steam, he is satisfied. When approached, he says, "Well, my plant is doing good enough," and follows the policy of "Let well enough alone."

A combustion engineer should be consulted, or some person who is familiar with proper furnace design, proper design of grates or stoker, to fit your special conditions. However, the more important problem at this time is to raise the efficiency of plants now existing without involving great expense and labor. Much coal can be saved at only a slight, and in some cases, at practically no expense. The plant owner, as previously stated, should first determine the efficiency of his boiler

plant. If he does not have the knowledge nor the time, he should have a first class combustion engineer spend a few days at his plant.

The owner or operator should determine whether his boilers are kept clean inside from scale and mud, and outside from soot and whether the feed water is properly heated. The grates should be in good repair and of the proper design. The setting should be tight, so that there is a minimum of air infiltration. If possible, the coal should be weighed for each shift and the firemen checked one against the other. The most important factor in the burning of coal is the control of the air supply. This above all other things should not be left to the fireman entirely. Automatic regulation of air supply is an essential to the highest furnace results, and this is especially true where the class of labor employed in the boiler room is of a low standard.

The air supply should be automatically controlled, and where mechanical stokers are employed, the feeding of the coal should also be automatically controlled. The method of controlling draft ordinarily employed by the fireman, is to kick the ash pit doors shut when the steam is high. The more careless one permits the boilers to blow off. One method is about as wasteful as the other. When the ash pit doors are closed, a vacuum is created over the fire, and air leaks in through every opening in the front as well as through the brick work. Very few firemen will bother to close the uptake or breeching damper.

The owner should take this most important duty in his own hands by installing an automatic control. A high class control will pay for itself in fuel economy several times over in one year.

National Publicity for Flowers.

The secretary reports a good reception by the trade in Butte, Mont. Practically all of the florists there are now within the membership fold of the society and generous subscriptions to the publicity fund have been made.

In Spokane, Wash., he was also cordially received and a banquet given in honor of his visit. The florists there have organized for mutual benefit and the spirit of co-operation is very apparent. As a result of this visit interest in our society has been greatly stimulated and new members secured. The secretary expresses a great indebtedness to State Vice-President J. W. Duncan, who is superintendent of parks, for many courtesies extended, and also to John F. Austen and C. T. Kipp for help and assistance cheerfully rendered.

Our promotion bureau in the past few days has been dealing with two problems which are of interest to all florists. One is an attempt made through the public press to "Germanize" our useful cornflower, and have it eliminated from the list of florists' flowers; the other is a movement to ban the presentation of flowers to hospital patients, because "nurses are scarce, and the time required for caring for flowers daily cannot be spared." This last problem might become serious, were it not for the fact that our bureau is sufficiently well organized to check the movement at the outset.

And yet there are hundreds of florists throughout the country who do not see the value of our publicity campaign and therefore fail to support it. Let one of these florists, who may be located in communities where there are hospitals, just figure how many sales



HOUSE OF BOSTON FERNS AT THE GEORGE WITTBOLD CO.'S RANGE, CHICAGO.

The poorly paid fireman cannot be expected to control or regulate a furnace properly, unless the owner shows him that he is in earnest by assisting himself in every way possible through the installation of a few simple fool-proof devices.

In conclusion, I want to state that if the managers of power plants will take a little trouble to see that their boilers are kept clean, that they have their boiler settings in good shape, and that the air is supplied in the proper amount and properly controlled, they will not only be ahead financially, but will show the proper spirit consistent with these times.

he makes in a year where the flowers are known to be for hospital presentation, and he will be sure to admit that something should be done to prevent the prohibition of flowers in hospitals. He will realize the little he could do individually to stem the tide of adverse opinion, and, consequently, the need of organized effort, such as is presented by our publicity campaign. This is only an instance of the work taken up, but should alone be sufficient to break down that barrier of doubt which seems to exist in regard to the far-reaching benefit accruing to the entire trade through our campaign work.

Can the trade afford to have the campaign minimized, or, perhaps, aban-

doned, for the want of just a little more support than has, so far, been given? The publicity committees are only asking for \$50,000 per year. Nearly four-fifths of this has been subscribed for the current year. The remainder is coming slowly—very slowly.

Now, to be plain, Mr. Nonsubscriber, the fall season is approaching and the committees want to close now for the magazine publicity covering the season ending at Christmas. If you are going

to the public the use of flowers, and the more you talk about them the more you make them think and use them.

Then will flowers dominate, and then will we come, too, a bigger and better business so that the publicity committee, when funds are needed to do nationally, together with what you are expected to do locally, will have no difficulty in accomplishing their task.

HENRY PENN,

Chairman, National Pub. Committee.



HOUSE OF CYCLAMEN AT THE GEORGE WITTBOLD CO.'S RANGE, CHICAGO.

Louis Wittbold at the Left.

to help at all, your assistance is worth more at this time than, perhaps, it ever will be. Will you not send along that little subscription which your conscience prompts you to contribute, so that the publicity committee may report at our August convention that our goal has been reached, and we can continue to spread the propaganda of the flowers which means so much for you and for everyone in the business?

JOHN YOUNG, Secretary.

Let Flowers Dominate.

When will the grower realize higher prices for his product? This seems to be the prevalent query to the ruine welfare of the producer to enable him to carry on in spite of the government restriction of coal supply, so necessary to help win the war, and with which the trade want to co-operate by assisting in every way possible.

Let us assume that we were not connected with the flower business at all, and we had to send a gift to somebody for certain anniversaries, weddings, birthdays, motherhood, and many other occasions where remembrances were in order, how often would you think of flowers? Well, perhaps you might think of flowers. Why not make the gift of flowers dominate in the mind of everyone when there is a doubt as to what to send? If we succeed in partly doing this, the demand for flowers ought to automatically increase in price, and if it does, may not the grower expect his proportion also?

If it were possible to make everyone in your city or town see your floral display, that would be one way, but as this is almost impossible, the next method should be by publicity, newspapers preferably, thereby calling attention to the flowers. By this manner and means you have the most effective and quickest method to bring

Coal In Canada.

Brampton, Ont.—The Dale Estate is dismantling some of its glass and taking out pipes to guard against loss this winter when the 30 per cent reduction in coal consumption is enforced. Although Pennsylvania anthracite is used by Canadian greenhouse operators, the allotment is 70 per cent of the average supply instead of 50 per cent as in the United States.

Edmonton, Alta.—No limit has been placed as yet on the local supply of greenhouse coal which comes from within 30 miles of this city, and it is believed the average amount will be available. Trade has been good, with geraniums bringing 25 cents as against a former price of 15 cents.

TORONTO, ONT.—Miss Cotterill and George Hatcher have closed their establishment for the summer months.

Chicago to St. Louis.

The Chicago & Eastern Illinois railroad has been chosen for the trip of the Chicago Florists' Club members and friends to the annual convention of the Society of American Florists at St. Louis, Mo., August 20-22, leaving Dearborn Station, Monday, August 19, at 11:30 P. M., due St. Louis the following morning at 7:37 o'clock. The rates of fare one way, including tax, are: In coach, \$9.41; in sleeping car or parlor car, \$10.97. There is no party rate and no reduction for round trip. Pullman fares, tax included, are as follows: Lower berth, \$2.20; upper berth, \$1.70; drawing room, \$7.70; parlor car seat, \$1.10.

Regarding sleeping car accommodations, and all further particulars, address Sam M. Childs, General Agent Passenger Department, 108 West Adams street, Chicago. Telephone Harrison 5100.

Parties from other points passing through the city are invited to join the Chicago delegation on this train.

MICHAEL BARKER,

Chairman Transportation Committee.

New York to St. Louis.

The transportation committee of the New York Florists' Club has made the following arrangements for the trip of its members and friends to the annual convention of the Society of American Florists at St. Louis, Mo., August 20-22:

The party will proceed over the Pennsylvania Railroad, Sunday, August 18. Arrangements have been made for accommodations on the Keystone express No. 21, leaving the Pennsylvania Terminal Station, 33rd street and Seventh avenue, at 2:04 p. m., due in St. Louis 5:25 p. m. the following day (Monday).

Under existing traffic conditions it has been impossible to secure any rebate in the regular rates, which for the train selected are as follows: Fare, one way, \$31.68; war tax, \$2.53; additional fare for Pullman train, \$5.28; war tax, 42 cents; lower berth, \$6; war tax, 60 cents; upper berth, \$4.80; war tax, 48 cents, or, inclusive, the fare one way will be: Upper Pullman berth, \$45.19; lower berth, \$46.51.

In view of the limited passenger service available, all who wish to join the club party should make early reservations to A. L. Miller, chairman transportation committee, Sutphin road and Rockaway boulevard, Jamaica, N. Y., stating the persons for whom transportation is desired and the number of upper and lower berths.



HOUSE OF PALMS AT THE GEORGE WITTBOLD CO.'S RANGE, CHICAGO.

SOCIETY OF AMERICAN FLORISTS.

Preliminary Programme of the Thirty-Fourth Annual Meeting and Exhibition to Be Held in Moolah Temple, St. Louis, Mo., August 20-22, 1918.

PROGRAMME DAY BY DAY.

This recapitulation of the programme proper is intended to make prominent the hours of meetings.

TUESDAY, AUGUST 20.

FIRST DAY.

- 10:00 A. M.—Meeting Florists' Telegraph Delivery Association.
10:30 A. M.—Office of the Ladies' Society of American Florists opened for registration in Convention hall.
2:00 P. M.—S. A. F. Opening session.
8:30 P. M.—President's Reception. Voting on amendments to by-laws; and convention city for 1920.

WEDNESDAY, AUGUST 21.

SECOND DAY.

- 9:00 A. M.—Meeting of the Florists' Hail Association of America.
10:00 A. M.—Annual meeting of the Ladies' Society of American Florists.
10:00 A. M.—Morning session S. A. F.
2:00 P. M.—Afternoon session S. A. F.

THURSDAY, AUGUST 22.

THIRD DAY.

- 10:00 A. M.—S. A. F. session, Election of officers.
2:00 P. M.—Afternoon session S. A. F.

FIRST DAY—OPENING SESSION—2:00 P. M.

Opening exercises in Convention hall.
Convention called to order by August H. Hummert, vice-president St. Louis Florists' club.
Address of welcome by L. Jules Bourdet, vice-president S. A. F.
Address of welcome by Hon. Henry Kiel, Mayor of St. Louis.
Response, J. Fred Annmann.
President C. H. Totty's address.
Reading minutes of executive board.
Report of the secretary.
Report of the treasurer.
Report of the Washington representative.
Reports of state vice-presidents.
Reports of standing committees.
Reports of special committees.
Discussion of amendments to be voted on at evening session.
Miscellaneous business.
Judging of trade exhibits.
Consideration of place of meeting for 1920.

FIRST DAY—EVENING SESSION—8:30 P. M.

President's Reception—The reception will be held in the Jefferson hotel. President Totty wishes it to be distinctly understood that the reception will be informal and that the most comfortable clothing will be the most appropriate for wear.
Amendments to constitution and by-laws to be voted upon.
To amend the portion of Article II, Section 2 (b), Elections and Appointments, reading:

"Clubs, societies or kindred organizations of professional florists, gardeners and horticulturists, having paid-up membership of 100 or more members in the S. A. F. and O. H. shall be entitled to one representative on the board of directors. Such representative shall be the president of such organization and must be a member of this society. Any elective officer or appointed director shall not be eligible as a representative of such organization. When the president of any such organization is already a director, the vice-president shall be eligible for the office."

By inserting in the sentence "Such representative shall be the president of such organization and must be a member of this society," the following sentence:

"Should the president of such organization be or become unable to serve as its representative, through sickness, or for any other reason which is acceptable to the president of the society, then the vice-president shall act in his place and stand during the period of such inability."

and at the end of paragraph (b) of the same section, adding: "The chairman of the Publicity Committee, the Publicity Finance Committee, and the National Flower Show Committee, respectively, shall act and serve as directors for and during their terms of office as the same appear upon the records of the society; but if any such chairman shall be already a director, then the committee of which he is a chairman shall have no further or separate representation upon the board."

To amend Article VI, Plant Registration:

"A registration book shall be kept by the secretary, in which shall be inscribed names and descriptions of new plants, as furnished by the owners thereof, under the rules of the society. Names so inscribed shall be recognized, officially, as the proper and permanent titles, respectively, of the varieties as registered and this society shall do all in its power to prevent the subsequent application of any name thus registered to any other plant in the same special class, or the distribution of plants so recorded, under any title other than the one thus given it."

"On receipt of application for registration it shall be the duty of the secretary to give public notice thereof, and if, after the lapse of three weeks from date of said application, no protest shall have been filed with the secretary, due announcement of registration shall then be made; but where there exists a permanent committee or affiliating society especially devoted to the interest of any distinct class of plants or flowers, the secretary shall, on receipt of application for registration of a plant belonging in such class, refer

such application to the duly constituted authorities of such committee or society, in lieu of public notice, and, upon the return of said application regularly approved by such authorities, shall make public announcement accordingly. Failure to return such application to the secretary within a period of three weeks shall be construed as approval and announcement made accordingly.

"Any protest under the above provisions shall be referred to a committee of three especially appointed by the president of the S. A. F. for this purpose. The committee shall act promptly, and their decision shall be accepted as final."

By striking out the first two paragraphs and substituting: "Any member organizing or acquiring a plant which is believed to be new to commerce, or which embodies a varietal difference sufficient to make it distinctive and separate from any existing variety, may register the same with the society both as to description and name, provided such plant is not covered by any society or organization devoted to the interest of its species, in which case any application for registration, will be referred to such society or organization. The secretary shall, on receipt of an application for registration, and a description of the plant, with the name proposed for it, give public notice of such application in the trade papers; and if, after the lapse of three weeks from the date of such application, no protest shall have been filed with the secretary, he shall issue a preliminary certificate of registration, confirmation of which, by final certificate, can only follow after such plant, or flowers from the same, has been exhibited at a meeting or exhibition held by any organized florist club or horticultural body, when the exhibit shall be judged by a special committee appointed by the president of the society; 10 days' notice of such exhibition having previously been given to the secretary. Any plant for which registration is sought must show an improvement over existing varieties; a mere varietal difference is not to be considered sufficient to entitle the exhibitor to a final certificate."

The following recommendation of the board of directors is to be voted upon:

"That an appropriation of \$250 be made to the use of the committee on school gardens."

Balloting for meeting place for 1920.

Polls open from 8:30 p. m. to 9:30 p. m.

WEDNESDAY, AUGUST 21.

SECOND DAY—MORNING SESSION—10:30 A. M.

Nominations of officers for 1919.
Report of committee on president's address.
Report of committee on national credits and collections bureau. By R. C. Kerr, chairman.
Discussion.
Address, "National Credits and Collections." By F. S. Webb, Chicago.
Discussion.

AFTERNOON SESSION—2:00 P. M.

Report of committee on publicity. By Henry Penn, chairman.
Discussion.
Address, "Publicity." By Major P. F. O'Keefe, Boston, Mass.

THURSDAY, AUGUST 22.

THIRD DAY—MORNING SESSION—10:00 A. M.

Election of officers for 1919.
Polls open from 10:00 a. m. to 11:00 a. m. or until all in line have voted.

Voting will be done under the new system. There will be four voting places, "A" to "D" inclusive—"E" to "K" inclusive—"L" to "R" inclusive—"S" to "Z" inclusive. Please vote promptly.

Report of judges of trade exhibition.
Discussion. "Present-day Cost of Production." The discussion will be opened by President Totty.

Question Box.

Deferred business.

THIRD DAY—AFTERNOON SESSION—2:00 P. M.

Address, "The Coal Conservation Order as it Applies to Florists." by a United States fuel administration representative.
4:00 p. m. Report of committee on convention garden, by Theodore Wirth, chairman.
Report of National Flower Show Committee, by George Asmus, chairman.
Discussion.

FLORISTS' HAIL ASSOCIATION OF AMERICA.

WEDNESDAY, AUGUST 21—SECOND DAY—9:00 A. M.

Annual meeting, Florists Hail Association of America.

LADIES' SOCIETY OF AMERICAN FLORISTS.

TUESDAY, AUGUST 20—FIRST DAY.

The headquarters of Secretary Mrs. Albert M. Herr, will be located near S. A. F. Secretary Young's office in Moolah Temple, and will be open from 10:30 a. m. until 4:00 p. m. for the purpose of registration and payment of dues.

SECOND DAY.

WEDNESDAY, AUGUST 21—10:00 A. M.

Annual meeting of the society.
The American Carnation Society and the American Rose Society will not hold special meetings during the period of the convention.

SPECIAL MEETINGS.

TUESDAY, AUGUST 20—FIRST DAY.

10:00 a. m. Meeting of the Florists' Telegraph Delivery Association in convention hall, Moolah Temple.

The Late John Berry.

John Berry, one of the most prominent figures in floricultural and horticultural circles in the middle west and Rocky Mountain states, and for several years superintendent of parks at Colorado Springs, Colo., and later in a like position at Denver, passed to his last rest, May 29.

Mr. Berry was born in Ireland more than 70 years ago, where after receiv-

ing a fair school education, he began his apprenticeship in floriculture and landscape work and finished his training at Kew Gardens in England, well qualified to fill responsible positions in that country. His ambition, however, prompted him to leave the narrow confines of the British Isles, and in 1871 he came to America, traveling extensively in his early years and gathered much valuable data on the native flora in practically every state in the Union.

He finally made the Rocky Mountains his experimental ground with his permanent home in Denver, Colo., where he held numerous positions of importance, both municipal and private. He was instrumental in planning and planting the beautiful Wolcott estate in the early '80's, and there are few public parks or private estates in that section that have not been improved by his introductions of valuable mountain shrubs and perennials.

SOCIETY OF AMERICAN FLORISTS.

Preliminary Programme Continued From Preceding Page.

OFFICERS FOR 1918.

President Charles H. Totty, Madison, N. J.
 Vice-President Jules Bourdet, St. Louis, Mo.
 Secretary John Young, 1179 Broadway, New York
 Treasurer J. J. Hess, Omaha, Neb.

BOARD OF DIRECTORS.

Term Expiring 1919. Geo. W. Hess, Washington, D. C.
 Angelo J. Rossi, San Francisco, Calif.
 Charles L. Baum, Knoxville, Tenn.
 Term Expiring 1920. W. F. Gude, Washington representative.
 Frank X. Stuppy, St. Joseph, Mo.

DIRECTORS UNDER AFFILIATION.

To Serve One Year
 Philip Breitmeyer, Detroit, Mich., vice-president Florists' Telegraph Delivery Association.
 Benjamin Hammond, Beacon, N. Y., president American Rose Society.
 W. J. Vesey, Jr., Fort Wayne, Ind., president American Carnation Society.
 E. G. Hill, Richmond, Ind., president Florists' Hall Association.
 Chas. Schenck, New York, president New York Florists' Club.
 A. Farenwald, Roslyn, Pa., president, Florists' Club of Philadelphia.
 Frederick Lautenschlager, Chicago, president Chicago Florists' Club.
 Robert Weeks, Cleveland, O., president National Association of Gardeners.

Ex-officio: R. C. Kerr, Houston, Tex.

OTHER OFFICERS.

Botanist—John Dunbar, Rochester, N. Y.
 Pathologist—George L. Peltier, Agricultural Ex. Station, Auburn, Ala.
 Entomologist—Dr. T. F. Headlee, Agricultural Experiment Station
 New Brunswick, N. J.
 Superintendent of Trade Exhibition—John Young, New York.

NATIONAL FLOWER SHOW COMMITTEE.

George Asmus, Chicago, chairman. Term expires Dec. 31, 1918
 A. Farenwald, Roslyn, Pa. Term expires Dec. 31, 1919
 W. H. Duckham, Madison, N. J. Term expires Dec. 31, 1920
 Patrick Welch, Boston, Mass. Term expires Dec. 31, 1921
 Thomas Roland, Nahant, Mass. Term expires Dec. 31, 1922
 Herman P. Knoble, Cleveland, O. Term expires Dec. 31, 1923
 John Young, Cleveland, O. Secretary
 J. J. Hess, Omaha, Neb. Treasurer

COMMITTEE ON TARIFF AND LEGISLATION

William F. Gude, chairman, Washington, D. C.
 James McHutchison, New York.
 Wm. H. Siebrecht, Jr., Long Island City, N. Y. Heber J. Ware, New York.
 Leonard Vaughan, Chicago.

COMMITTEE ON PUBLICITY.

Edwin J. Fancourt, Philadelphia, Pa. term expires Dec. 31, 1920.
 Henry Penn, chairman, Boston, Mass. term expires Dec. 31, 1921.
 Guy W. French, Morton Grove, Ill. term expires Dec. 31, 1918.
 The above committee elects its chairman.

PUBLICITY FINANCE COMMITTEE.

Geo. Asmus, chairman, Chicago.
 S. A. Anderson, Buffalo, N. Y.
 F. L. Atkins, Rutherford, N. J.
 Herman P. Knoble, Cleveland, O.
 John Young, New York.

COMMITTEE ON NATIONAL CREDITS AND COLLECTIONS BUREAU.

R. C. Kerr, chairman, Houston, Tex.
 S. S. Penneck, Philadelphia, Pa.
 Frank X. Stuppy, St. Joseph, Mo.
 Chas. L. Washburn, Chicago.
 Philip Breitmeyer, Detroit, Mich.

COMMITTEE ON CONVENTION GARDEN.

Clarence L. Brock, Houston, Tex. 31, 1919.
 term expires Dec. 31, 1918.
 Clara Wirth, chairman, Minneapolis, Minn., term expires Dec. 31, 1920.
 Philip Breitmeyer, Detroit, Mich., term expires Dec. 31, 1920.

COMMITTEE ON SCHOOL GARDENS.

Benjamin Hammond, chairman, Beacon, N. Y.
 A. J. Loveless, Lenox, Mass.
 Michael Barker, Chicago.
 Irwin Bertermann, Indianapolis, Ind.
 Leonard Barron, Garden City, N. Y.

COMMITTEE ON DEVELOPMENT OF AMERICAN PRODUCTS.

Chas. Willis Ward, chairman, Eureka, Calif.
 John H. Dunlop, Toronto, Ont.
 Wallace R. Pierson, Cromwell, Conn.
 Joseph H. Hill, Richmond, Ind.
 F. R. Pierson, Tarrytown, N. Y.

COMMITTEE ON NOMENCLATURE.

Prof. E. A. White, chairman, Cornell University, Ithaca, N. Y.
 Dr. N. L. Britton, Botanical Gardens, Bronx Park, N. Y.
 Prof. T. B. Symons, College Park, Md.

JUDGES FOR THE TRADE EXHIBITS.

Sections A. B. F.
 Adolph Gude, Washington, D. C. L. P. Jansen, St. Louis, Mo.
 W. H. Siebrecht, Chappaqua, N. Y.
 Sections B. G.
 Thos. H. Joy, Nashville, Tenn. Philip Breitmeyer, Detroit, Mich.
 Herman P. Knoble, Cleveland, O.
 Sections C. D.
 E. Allan Peirce, Waltham, Mass. Aug. H. Hummert, St. Louis, Mo.
 F. Meinhardt, St. Louis, Mo.

PAST PRESIDENTS.

*1884-86 John Thorpe.
 1887 Robert Craig.
 1888 E. G. Hill.
 1889 J. M. May.
 1890 J. M. Jordan.
 1891 M. H. Norton.
 1892 James Deane.
 1893 Wm. R. Smith.
 1894 J. T. Anthony.
 1895 Edwin Lonsdale.
 1896 William Scott.
 1897 Adam Graham.
 1898 W. F. Gude.
 1899 W. N. Budd.
 1900 E. M. Wood.
 1901 Patrick O'Mara.
 1902-03 John Burton.
 1904 F. Breitmeyer.
 1905 J. C. Vaughan.
 1906 Wm. F. Kastang.
 1907 Wm. J. Stewart.
 1908 F. H. Traendly.
 *1909 J. A. Valentine.
 1910 F. R. Pierson.
 1911 George Asmus.
 1912 F. Vincent, Jr.
 1913 J. K. M. L. Farquhar.
 1914 Theodore Wirth.
 1915 Patrick Welch.
 1916 D. MacRorie.
 1917 Robt. C. Kerr.

*Deceased.

STATE VICE-PRESIDENTS.

Alabama—W. B. Patterson, Jr., Montgomery.
 Arizona—Jno. Z. Howe, Tucson.
 Arkansas—Thos. Shelton, Fayetteville.
 California, North—Q. W. Ward, Eureka.
 California, South—Fred. Howard, Los Angeles.
 Colorado—John Edw. Johnstone, Colorado Springs.
 Connecticut—Carl C. Rick, Bridgeport.
 District of Columbia—R. Lloyd Jenkins, Anacostia.
 Florida—C. D. Mills, Jacksonville.
 Georgia—Daniel C. Horgan, Macon.
 Illinois, North—Paul Klingsporn, Chicago.
 Illinois, South—B. Joergens, Peoria.
 Indiana, North—Anders Rasmussen, New Albany.
 Indiana, South—Joseph H. Hill, Richmond.
 Iowa—J. T. Fulmer, Des Moines.
 Kansas—C. P. Mueller, Wichita.
 Kentucky—Geo. E. Schultz, Louisville.
 Louisiana—Peter A. Chopin, New Orleans.
 Maine—Jno. H. Stallford, Bar Harbor.
 Maryland—W. F. Ekas, Baltimore.
 Massachusetts, East—E. Allan Peirce, Waltham.
 Massachusetts, West—A. Montgomery, Jr., Hadley.
 Michigan, East—Eli Cross, Grand Rapids.
 Michigan, West—Robt. M. Rahaley, Detroit.
 Minnesota—O. J. Olson, St. Paul.
 Mississippi—S. W. Crowell, Acres.
 Missouri, East—W. J. Pilcher, Kirkwood.
 Missouri, West—Chas. E. Heite, Kansas City.
 Montana—J. P. Ring, Helena.
 Nebraska—Edward Williams, Grand Island.
 New Hampshire—Geo. E. Buxton, Nashua.
 New Jersey—Lyman B. Coddington, Murray Hill.
 New York, East—Emil Schloss, New York.
 New York, West—Wallace Elms, Buffalo.
 North Carolina—Wm. Rehder, Wilmington.
 North Dakota—T. D. Smedley, Fargo.
 Ohio, South—H. W. Shepperd, Cincinnati.
 Ohio, North—Frank Friedley, Cleveland.
 Oklahoma—Lon Foster, Oklahoma City.
 Oregon—H. Niklas, Portland.
 Pennsylvania, East—Arthur A. Niessen, Philadelphia.
 Pennsylvania, West—W. A. Clark, Pittsburgh.
 Rhode Island—John J. Johnston, Providence.
 South Carolina—C. A. Moss, Spartanburg.
 South Dakota—M. M. Strong, Sioux Falls.
 Tennessee—Harold Joy, Nashville.
 Texas—Wm. M. J. Baker, Fort Worth.
 Vermont—Robert Miller, Farmington.
 Vermont—Elmer E. Gore, Burlington.
 Virginia—D. C. Grillbortzer, Alexandria.
 Washington—J. W. Duncan, Spokane.
 West Virginia—B. J. Dudley, Parkersburg.
 Wisconsin—C. C. Pollworth, Milwaukee.
 Wyoming—W. W. Keefe, Caspar.
 Alberta—A. M. Terrill, Calgary.
 Manitoba—A. R. King, Winnipeg.
 Ontario—John Dunlop, Toronto.
 Quebec—Geo. A. Robinson, Montreal.
 Cuba—Antonio Martin, Havana.

INFORMATION.

The Secretary's Office will be in Convention hall to the left of the main entrance. Members should register upon arrival at the hall.
 A Bureau of Information continuously maintained, will be found adjoining the Secretary's office in Moolah Temple.

NEW MEMBERS.

Those desirous of becoming members should apply at the secretary's office. The fee is \$5.00, which covers the dues for 1918.

PAYING DUES.

Dues may be paid and membership cards obtained at the secretary's office. The better way would be to remit now!
 Only those in good standing or clear on the books will be permitted to vote.

German Fears Trade War.

Philip Heineken, director of North German Lloyd Steamship Co. in "Deutsche Stimmen," says he fears trade war at termination of hostilities. He says it is a fallacy to imagine that middle Europe will make up for lost markets abroad. He prefers resumption of economic relations with all nations.

John Berry will be missed as a progressive spirit in many organizations. He was a life member of the Society of American Florists, served several terms as president of the Colorado State Florists' Society, and since the foundation of the state horticultural society in the 80's was one of the most ardent workers in that organization and acted as its head on several occasions. He was an active member

of the American Association of Park Superintendents, being honored with the office of vice-president at the annual meeting in 1917.

A man of high character and genial unassuming manner, his passing is mourned by a host of friends and his years of useful endeavor have left a deep and lasting imprint on American horticulture.

J. E. J.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO.

"In God's name, cheerily on, courageous friends
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

THIS ISSUE 48 PAGES WITH COVER

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TIN sells for \$1 per pound, which accounts for the present high price of tinfoil.

"PEOPLE who live in glass houses should—grow flowers. That is what we do," is the slogan of H. V. Lawrence, Falmouth, Mass.

MANETTI STOCKS (English), formerly 25 shillings per thousand, are now quoted at 60 shillings, with risk of loss in delayed transportation greatly increased.

SHIPPERS of plants, bulbs, etc., should be on the lookout now for empty soap, shoe and other boxes, also barrels. These are likely to be scarce and high in price the coming season.

Society of American Florists.

ST. LOUIS CONVENTION, AUGUST 20-22.

The official program covering the convention proceedings was mailed last week to every member of the society. If any member should fail to receive his copy, a request made of the secretary will bring him another. At few conventions of the society have matters of greater importance to the trade been announced for discussion, consequently the attendance at every session in Moolah Temple should be large.

THE TRADE EXHIBITION.

This prominent feature of the convention promises to be quite as interesting as usual. A few choice locations are yet available, and intending exhibitors should lose no time in communicating with the secretary. The facilities afforded by Moolah Temple for a well-staged exhibition are splendid, allowing of plenty of light, liberal aisle room and wall space for those who need it. Floor plans may be had on application to the secretary's office.

JOHN YOUNG, Secretary.

Coal Screenings May be Used.

The modification of the fuel order telegraphed last week by Secretary John Young of the Society of American Florists, printed in our issue of July 20, page 8, was incomplete. The order includes the conditional use of screenings to full capacity in some sections. The full text of the order is as follows:

United States Fuel Administration.

July 8, 1918.

To State Fuel Administrators:

The bureau of conservation advises that greenhouses using not more than 40 tons of coal annually, may operate to their full capacity, and that any greenhouse west of the Mississippi and any in Illinois or Indiana, may, with the approval of the federal fuel administrator for its state, operate to its full capacity by the use of screenings, the approval to be withheld where the giving of it would impair the fuel supply to manufacturing plants on the war industries board's preference list.

BUREAU OF STATE ORGANIZATIONS.

By Evans Woollen, Acting Director.

COAL FOR NEW PLANTS.

Washington, D. C., July 10, 1918.

John E. Williams,

Federal Fuel Administrator for Illinois,

120 West Adams Street, Chicago.

Dear Sir:

Your letter of the 1st is before us, inquiring:

What shall be done with a man who is just beginning business, who has no record of consumption and no guide to supply?

We have given serious consideration as to how to apply the ruling on curtailed industries, to plants just coming into operation, and we find that the fairest arrangement for competitors and all concerned, is that a plant which was not in existence at the time our curtailment order went into effect, cannot be allowed fuel to operate, but plants completed on or before the date of the order, shall be allowed such fuel as would be used by normal plants of similar size.

UNITED STATES FUEL ADMINISTRATION.

By P. B. Noyes, Director of Conservation.

WOOD AND PEAT.

Washington, D. C., June 17, 1918.

Florists are also permitted the use of wood and peat when not transported by railroad. All such users, however, must at once notify the state fuel administrators of their respective states in writing of the exact time when they began the use of such wood and peat for fuel.

American Gladiolus Society.

The ninth annual meeting and exhibition of the American Gladiolus Society will be held in Elmwood Music Hall, Buffalo, N. Y., August 14-17, 1918. The business meeting will be held at 3 p. m. on the first day. A good array of prizes is offered in both the commercial and non-commercial classes. Every effort has been made to so distribute the prizes that every amateur or small commercial grower can successfully compete. It is hoped that the attractive prizes, as well as the central location of Buffalo, may bring out a large number of exhibitors. Growers east and west can easily reach Buffalo, and a large attendance of gladiolus lovers is desired.

Flowers convey messages of cheer to hearts heavily laden with the anxieties of the war, but strange as it may seem there are persons who would snatch even this boon of comfort from us. Let us cultivate and exhibit beautiful flowers for their peaceful influence. Every owner of a garden should do his part, and we hope there will be no flower slackers within reach of Buffalo.

The final premium list has been mailed, and if you have not received a copy write without delay to the secretary, A. C. Beal, 212 Kelvin place, Ithaca, N. Y.

Florists' Telegraph Delivery Association.

The above association will have a very interesting meeting at St. Louis, Mo., at 10 o'clock on the morning of August 20. President Gude says that this means 60 minutes past nine and not 65 minutes past that hour. Those who come late must take the consequences. The meeting will start on time, and will be made just as interesting as the annual meeting, which will be held at Cleveland, O., in October.

ALBERT POCHELON, Sec'y.

Holland Steamships.

A report from Amsterdam says that the United States is considering the return to Holland of some of the requisitioned Dutch shipping before the end of the war, according to the newspaper, Telegraaf. From an Atlantic port comes the report of the sinking of the S. S. Oosterdijk, recently seized from Holland after a collision with the American steamer, San Jacinto.

Express Delays Overcome.

Representatives of the Blind Floral Co. and F. C. Hinkel & Bro. of Pittsburgh, Pa., recently desired to secure some plant stock from Toledo and Cleveland but, unwilling to risk the uncertainties of express shipment, they journeyed to the Ohio cities and returned with the plants by auto.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Ads., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By general all around gardener. Western states preferred. Address

Key 906, care American Florist.

Situation Wanted—By grower of a general line of plants. Would prefer to work on shares. Address

Key 904, care American Florist.

Situation Wanted—By gardener; age 35; married; private place preferred; 20 years' experience. Any good position considered. Distance no object. Now or later. References. Address.

Key 915, care American Florist.

Help Wanted—A rose grower; wages \$20.00 per week to start.

Wm. Dittman, New Castle, Ind.

Help Wanted—Man for rose section to work under foreman. State wages expected and give reference.

C. Loveridge, Peoria, Ill.

Help Wanted—A section man to take charge of roses. Wages, \$20.00 to \$25.00 per week, depending on ability. Address

Key 918, care American Florist.

Situation Wanted—As head gardener or supt. of private place or institution; now employed; wish to change; married. Best of references as to character, habits and ability. Thoroughly understand all branches of gardening. Good reasons for leaving. Good commercial place considered where energy and ability count. Expect good salary. No objection to distance. Address

L.

Gardener, Ft Steilacoom, Wash.
Wn. Box, 29.

Situation Wanted

Good all around storeman capable of taking charge. Also understands growing business.

Key 914, care American Florist.

Situation Wanted

Good all around grower, capable of managing business, is open for engagement. Address

Key 809, care American Florist.

Situation Wanted

Expert office manager. Bookkeeper and correspondent. Have handled office end of a large commercial place. Married man with family. Chicago preferred.

Key 961, care American Florist.

Help Wanted

A good, reliable, all around grower of potplants, Carnations, Chrysanthemums, Sweet Peas and Calla-Lilies; must be a sober and industrious man. State wages and references in first letter.

Labo Florist, Hobbs' Bldg., JOLIET, ILL.

Growers Wanted

Two competent men for commercial place where Carnations and miscellaneous stock are grown. Also two assistants. Address

ANTON THEN GREENHOUSES
2219 Winnemac Ave., Chicago
Telephone Ravenswood 537

STOREMAN

Expert storeman over draft age is open for immediate engagement.

Key 810, care American Florist.

For Sale or Rent—Retail establishment and four greenhouses, in good live suburb of Chicago, annexed to city. Well stocked and doing good business. Place in first-class condition, with a new delivery car. Old established place. Proprietor wishes to retire. Applicant must be an energetic man with some means or he need not apply. There is a chance of a lifetime for someone wanting to go into business for himself.

Key 919, care American Florist.

For Sale—Two greenhouses, 25x100 ft., modern construction, hot water heat. Located in hustling town of 3,000. Excellent business.

Mrs. Adah M. Johnson,
Carey, O.

FOR SALE

10 Evans ventilating machines complete without posts, \$8.00 each. Arms, 20c and hangers, 10c each. No. 9 wire stakes, 5-ft. long, \$7.50 per 1000.

GEORGE REINBERG
162 North Wabash Avenue, CHICAGO

FOR SALE Greenhouse Glass

10x12 in., per box, \$3.50
16x18 " " " 4.50

Wire Stakes

4 ft., per 1000.....\$7.50; per 100.....\$0.75
5 " " 1000.....10.00; " 100.....1.00
6 " " 1000.....12.50; " 100.....1.25

Rafters, 1½ and 1¼ inch wrought iron piping, Gariand iron gutters and Evans ventilating machines.

—WRITE FOR PRICES—

PETER REINBERG

30 East Randolph St., CHICAGO

NOTICE

—OF—

STOCKHOLDERS MEETING

CHICAGO, July 20, 1918.

Stockholders of the American Florist Company.

You are hereby notified that the annual meeting of the stockholders of the American Florist Company will be held in the Jefferson Hotel, St. Louis, Mo., Wednesday, August 21, 1918, at 3 o'clock p. m. for the purpose of electing directors and officers for the ensuing term and for the transaction of such other business as may come before the meeting.

J. C. VAUGHAN, Pres.
M. BARKER, Sec'y.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2½x5½ inches.

FOR CUT FLOWERS: In two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 100, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

All Florists' Stocks and Supplies

Should be Shipped as Early as Possible.

There will be much congestion of freight and express this fall and all shipments will be subject to delay.

Move Seeds, Bulbs, Plants and Supplies
While the Conditions are Favorable.

Boston.

PRICES HIGH CONSIDERING SEASON.

Another week of quiet summer trade. Everywhere you go, you hear the same story—"Business very dull." The market is stocked with an abundance of flowers and prices hold up at an unheard of figure for this time of year. Carnations are selling at from \$1.50 to \$3 a hundred, Easter lilies, \$10 a hundred, sweet peas, \$1 to \$1.25 a hundred. Roses are very cheap and sell for almost any offer. Gladioli are flooding the market and selling at 50 cents to \$2 a dozen for extra fancy America.

NOTES.

Matthew Ruane, formerly salesman for Pierce Brothers, but of late years in the retail business for himself in Waltham, has been called in the selective draft. On July 13 he gave a farewell dinner at the Waltham lodge of Elks, of which he is the present ruler. A number of the Elks in the trade motored out and spent a very enjoyable evening. The florists sent their best wishes through Wm. Hastings, who represented the market.

Daniel Lamey, salesman at the Co-operative Market, is receiving large shipments daily of centaureas, sweet sultans and sweet peas. After market time, he reports for duty as deputy sheriff of Suffolk county at the Charles street jail, where he has a creditable flower garden.

Fred Pettit, of Carbone's, has entered the service, after trying several branches and losing out on account of weight. He has passed an examination as secretary for the Y. M. C. A. overseas duty. He leaves for four weeks' training at Springfield August 4.

Wm. Nicholson is still cutting good Carnations Benora, White Wonder, and Roper. This is extremely late for the above, but the cool, dark weather has kept them in good condition.

Perry Green, formerly a grower in Quincy, has opened a large hotel at West Dennis, on the tip of Cape Cod, where he caters to automobile and week-end parties.

Considering conditions and the season, business has been very good at B. A. Snyder & Co.'s. They are planning to remodel their store before the rush starts.

The bankruptcy sale of Mann Bros.' estate was held July 18 at Randolph. Everything that went under the hammer brought good prices.

P. Donohue, salesman for the Boston Rose Co., is kept quite busy with large daily shipments of Hadley, Russell and Ophella.

M. Liebman is receiving good asters which sell at \$3 a hundred; also sweet peas from H. Calder, of Norwood.

Jelle Roos, of Milton, is shipping to Harry Ward, salesman at the market, 1,000 assorted gladioli daily.

Welch Bros. have had a very good summer trade and are well pleased.

S. K. G.

Pittsburgh. Pa.

BUSINESS HITS LOW LEVEL.

The past week was the dulliest experienced this season. There is practically no business, and all offerings look very poor. As regards outdoor stock, there is not enough available to meet the demand, due to the long dry period we have gone through. The cool days kept the roses and carnations in good shape, but the high temperature during last week is having its effect. With asters arriving, the demand for carnations will wane. A good supply of gladioli is being received and prices will soon take a drop. Thus far, they have been bringing from \$4 to \$6 per 100. Lilies are plentiful at low figures. Some new American Beauties are being offered, but there is light demand. Greens are very plentiful and the call is limited.

Lily Bulbs FOR AUTUMN AND WINTER From Storage



There will be no New Crop Lilies. Secure Storage Bulbs now.

GIGANTEUM

Per case
7 to 9 in. (300 to case)...\$20.00
10 to 11 in. (180 to case)... 27.00

SPECIOSUM ALBUM

Per 100
8 to 9 in. (300 to case)...\$ 9.50
9 to 11 in. (140 to case)... 12.00

SPECIOSUM RUBRUM

Per 100
9 to 11 in. (140 to case)...\$10.00
10 to 11 in. (125 to case)... 12.00
11 to 13 in. (90 to case)... 17.00

AURATUM

Per 100
8 to 9 in. (160 to case)...\$ 7.00
11 to 13 in. (75 to case)... 17.00

Above prices F. O. B. Chicago.

Midsummer List of Flower Seeds, Plants and Early Bulbs now ready Write for it.

Vaughan's Seed Store

CHICAGO NEW YORK

NOTES.

The local craft are planning an outing to be held in the near future, time and place to be announced later.

Edward McGrath has returned from Detroit and other points.

Herschel McCallum left for Camp Sherman July 23.

Abie Krongold is at Atlantic City.

Visitor: Milton Alexander, New York.

M.

Cincinnati.

FUNERAL WORK BULK OF BUSINESS.

Business is fairly good, but practically all of the demand is for funeral work. Receipts are only moderately strong, and at this writing, clean up well each day. Roses are on the short side, but few long stems being seen. Asters are now arriving in larger quantities and are taking the place of carnations which have just gone out. Gladioli are also in fairly heavy supply and find a good market. Easter lilies have shortened up somewhat but rubrums are in good supply. A few of the late hardy hydrangeas are making their appearance. Other miscellaneous offerings include snapdragons, feverfews, Shasta daisies and a few cosmos at irregular intervals.

NOTES.

L. H. Kyrk is now receiving roses from Frank & Sons, Portland, Ind., by parcel post. The stock arrives in fine condition.

The Cincinnati Cut Flower Exchange has been getting in some excellent rubrums that are proving good property.

John Olinger, of Chicago, is visiting his brother, P. J. Olinger, at the latter's home in Bellevue.

H.

Bordeaux Mixture.

As a result of the present high cost of copper sulphate, the principal ingredient active in Bordeaux mixture, many farmers are asking the United States department of agriculture what can be used as a substitute. According to specialists of the department

there is no substitute, Bordeaux mixture being the only reliable preventative for such diseases as late-blight of potato, black-rot of grape and bitter-rot and blotch of apple. Methods of calculating the value of commercial Bordeaux mixture have, therefore, been published in Farmers' Bulletin 994.

Every package of commercial Bordeaux mixture carries a label on which is given its content of copper, usually in percentage, and by multiplying this percentage by 3.93 the result gives the amount of crystallized copper-sulphate. If the percentage is given in terms of copper oxid, multiply by 3.14; if in copper hydroxide, multiply by 2.58. In order to calculate the copper sulphate when diluted ready for application multiply the number of pounds of the concentrated Bordeaux mixture to be added to 50 gallons of water by the percentage of copper sulphate. Physical properties, such as adhesiveness, texture, spreading quality, and rate of settling, also are important factors in determining the efficiency of Bordeaux mixtures. A preparation containing a large amount of copper, but coarse and granular in texture, with poor spreading and sticking qualities, can not be expected to give good results in cases where a good fungicide is required.

Greenhouse Builders Work for Navy.

We are pleased to note that the greenhouse builders are lending a hand to help win the war. Hitchings & Co., of Elizabeth, N. J., are manufacturing quite a long list of accessories for both steel and wooden ships. This includes skylight lifting gears, iron scuttles, wood and iron ladders, chocks, cleats, bits and other necessities for sea-going craft. We believe that some of the industries that have been arbitrarily classed as "non-essential," will, before this war is over, be found to be quite essential. It is good to be able to do more than one thing well.

KANSAS CITY, Mo.—E. J. Barnes and Henry Kusik left July 24 on auto trip to Chicago.

**For the Summer We Have a Large
Supply of Good Shipping Roses.**

FINE QUALITY OF RUSSELL

**American Beauty, Milady, Brilliant,
Ophelia, Ward, White Killarney Roses**

Gladioli, Orchids, Valley, Lilies, Asters

PLUMOSUS SPRENGERI ADIANTUM

ASTERS GALAX FERNS GYPSOPHILA

PLANTS

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 4-in. pot, \$6 per doz.
Kentia Belmoreana, 4-in. pot, \$6 per doz.
Kentia Forsteriana, 5-in. pot, \$12 per doz.
Kentia Belmoreana, 5-in. pot, \$12 per doz.

Kentia Forsteriana, 6-in. pot, \$2 each.
Kentia Forsteriana, made up, 5-in. pot, 75c to \$1 each.
Livistona Rotundifolia, 4-in., \$6 per doz.
Livistona Rotundifolia, 5-in., \$9 per doz.
Livistona Rotundifolia, 6-in., \$1.25 each.
Phoenix Roebelenii, 5-in. pot, \$1 each.
Dracaena Massangeana, 4-in. pot, \$50 per 100.
Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.

Crotons, 4-in., \$4.80 per doz.
" 5-in., \$9 per doz.
" 6-in., \$1 to \$1.50 each.
Pandanus Veitchii, 6-in., \$1.25 each.
Dracaena Indivisa, 4-in., \$15 to \$20 per 100.
Dracaena Indivisa, 5-in., \$25 to \$35 per 100.
Dracaena Indivisa, 6-in., \$6 per doz.
English Ivy, 4-in., \$15 per 100.
Smilax, 2½-in., \$3 per 100.

2½-in. Own Root Rose Stock

Aaron Ward	} \$ 7.50 per 100; 70.00 per 1000.
Killarney Brilliant	
White Killarney	
Milady	} \$ 7.00 per 100; 65.00 per 1000.
Richmond	

3½-in. Own Root Rose Stock

White Killarney	} \$ 11.00 per 100; 105.00 per 1000.
Ophelia	
Aaron Ward	
Sunburst	
Killarney Brilliant	} \$ 10.50 per 100; 100.00 per 1000.
Milady	
Richmond	

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

BEAUTIES-RUSSELLS-COLUMBIA

Best Summer Roses—We are now cutting a large quantity.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Columbia, Hoosier Beauty, Ophelia and White Killarney.

CURRENT PRICE LIST

Choice Beauties from new plants 50c to \$2.00 per dozen.

RUSSELL—best in this market.

Per doz.

Good, extra long	\$2.00
Good medium	\$1.00 to 1.50
Good short50 to .75

COLUMBIA, HOOSIER BEAUTY, OPHELIA, SUNBURST.

WHITE KILLARNEY—

Per 100

Long stems	\$6.00 to \$8.00
Good medium	5.00
Good short	3.00 to 4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

LILY OF THE VALLEY, per 100..... 5.00 to 6.00

GREENS.

ASPARAGUS & SPRENGERI, per 100.....\$2.00 to \$3.00

GALAX, green and bronze, per 1,000..... 1.25

NEW FANCY FERNS, per 1,000..... 2.00

ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

WRITE FOR OUR SPECIAL QUOTATIONS ON ROSES IN 1000 LOTS.

NOTICE—We close at 5 o'clock week days and all day Sunday.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

HOT WEATHER AFFECTS BUSINESS.

The weather has been extremely hot the past week with the temperature reaching as high as 98° July 21, consequently business was not as brisk as it might have been. Stock is plentiful at this writing but some of it is showing the effects of the weather and while there is more than enough to go around a change for the better may be expected at any time. American Beauty roses are in fair supply and clean up well right along. Mrs. Chas. Russell are quite plentiful and in brisk demand. Columbia is holding its own and the same holds true for Double White Killarney. Champ Weiland is reaching the market in large supply and so are Killarney, White Killarney, Killarney Brilliant, Ophelia, Sunburst and Mrs. Aaron Ward. Hoosier Beauty, Milady Richmond, My Maryland, Mrs. George Sawyer, Hearst, Montrose, Mrs. Bayard Thayer and Mrs. Moorfield Storey are included in the list of rose offerings, together with a limited supply of the miniature varieties, Cecile Brunner, Elgar, Baby Doll and Nesbit. Orchids are scarce and the same holds true for lily of the valley and gardenias. Lilies are in fair supply but are in brisk demand with hardly ever any surplus to speak of. A few carnations are seen but are not recognized as much of a factor in the market at present. Asters are a trifle more plentiful and clean up early each day at satisfactory prices. Gladioli are seen in much larger quantities and have dropped considerably in price the past week. Calendulas are in good supply and a few sweet peas are still to be had. Water lilies are selling quite well and are seen featured in many of the leading window displays. A few Golden Glow chrysanthemums made their appearance and have sold well over

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO.

Everything in Summer Flowers, including
All the Best Roses, Asters, Gladioli, Etc.

Van 100% Service
Guarantees You Satisfaction

ing to their splendid quality. Fewer, daisies, gypsophila, cornflowers, poppies, larkspurs and a long list of other outdoor flowers give the buyer a large variety to select from. Business for July has been good so far with the sales showing a great increase over that of the same period of 1917. The S. A. F. convention to be held in St. Louis, Mo. August 20-22, is the main topic of conversation in the market and from present indications it appears as if this city will be largely represented. Many of the local people have signified their intention of making the trip to St. Louis by auto.

GOOD BUYS NOW!

See Wittbol's Ad., Page 82.

NOTES.

Anton Then has disposed of his place on Winnemac avenue to P. J. Wustenhoff. The property consists of 32 lots, on which stand 15 greenhouses and a service building. The sale includes the miscellaneous stock and fixtures, also some 16,000 seedling carnations in 20 varieties. Mr. Then leaves for Red Bluff, Calif., this week, accompanied by his son, John, and Fritz Bahr.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

BIG CROP OF ROSES:

Russell--Weiland--Ophelia--Etc.

Lilies, Valley. Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100
Specials		\$15.00 to \$18.00
Medium		12.00
Select		8.00
Short		4.00 to 6.00
RICHMOND		Per 100
Select		8.00
Medium		\$ 5.00 to 6.00
Short		3.00 to 4.00
MILADY		Per 100
Select		8.00
Medium		\$ 5.00 to 6.00
Short		3.00 to 4.00
Killarney		
White Killarney	Select	Per 100 \$8.00
Killarney Brilliant	Medium	\$ 5.00 to 6.00
My Maryland	Short	3.00 to 4.00
Champ Weiland		
Sunburst	Select	\$8.00
Ophelia	Medium	6.00
	Short	4.00

ROSES, OUR SELECTION		Per 100
		\$ 4.00
Carnations, fancy		\$ 2.00 to 3.00
Harrisii		12.50 to 15.00
Valley		6.00
Smilax	per doz, strings	3.50
Adiantum		1.00 to 1.50
Asparagus, per bunch	50c to 75c	
Boxwood	per bunch, 35c	
Galax, bronze and green, per 1,000	\$1.00	
Leucothoe Sprays		.75 to 1.00

2,000,000 FEET OF MODERN GLASS

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Randolph 631

CHICAGO

Supreme Quality Russell

\$4.00 to \$20.00 per 100

Positively the best obtainable in Chicago. Large supply.

Columbia \$4 to \$25 per 100	Richmond \$4 to \$10 per 100	Milady \$4 to \$12 per 100	Brilliant \$4 to \$12 per 100	Ophelia \$4 to \$12 per 100
White and Pink Killarney \$4 to \$10 per 100	Ward \$4 to \$8 per 100	Sunburst \$4 to \$12 per 100		
Cecile Brunner \$2 to \$3 per 100	Roses--Cur Selection \$3 per 100	Carnations \$1.50 to \$3 per 100	Valley \$6 per 100	Easter Lilies \$10 to \$15 per 100
Calendulas \$2 to \$3 per 100	Gladioli \$4 to \$8 per 100	Leucothoe Sprays 75c	Piumosus Strings, 50c to 75c Per bunch, 35c to 50c	Adiantum California Extra fancy, per 100, \$1.50
Sprengerl Per bunch, 35c to 50c	Adiantum Fancy long, per 100, \$1	Smilax Per dozen, \$2.50	New Ferns Per 1000, \$2.50	Galax Per 1000, \$1.25

Order here. You cannot do better elsewhere—often not nearly as good.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF

Roses in All The Leading Varieties

CURRENT PRICE LIST—Subject to Change
Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	\$8.00 to \$10.00
Good	5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.	Per 100
White—KILLARNEY—Pink.	
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	\$3.00 to 4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00
MINIATURE ROSES.	
Baby Doll	\$2.00 to \$3.00
Elgar	2.00 to 3.00
ROSES, OUR SELECTION	4.00
CARNATIONS.	Per 100
Fancy	\$3.00
Good	2.00

MISCELLANEOUS.	Per 100
Valley	\$6.00 to \$8.00
Lilies	12.50 to 15.00
New Ferns, per 1,000	3.00
Smilax, per doz. strings	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprenger, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb.	.35
Other Green Goods Market Rates.	

The following letter was mailed unsigned to many of the local retail florists, July 16, which leads one to believe that an effort is again being made to organize them:

We are about to bring up the subject again that has been like a pill in our ribs for years. We have made several attempts to get together and organize for the best interests of the retail trade of Chicago and all efforts so far have failed, but that is no reason why we should not try again to combine our common causes and make a success of this organization. Other branches of business have gone through the same experience as we have, organized and busted, organized again, and busted and then, organized again, until they finally accomplished what they started out to do. The crisis in our business will be here this fall. In these war-times the wholesalers are thoroughly organized and there is no reason why we should not be. We have made many mistakes heretofore in admitting everyone who called himself a florist, but I think we have struck the right method now, when we will ask only the legitimate florists to become members of this proposed organization, which we intend to organize if possible, among the leading retail florists of Chicago. The time has come when we can do more as a body, than as individuals, which has been proven in the past, even if the organizations have failed. Let us get together and see if we cannot get a perfect, harmonious retail organization to working in this city in our line as they have in all other lines all over this country. Let us not stand back and let them say that the Chicago florists are a lot of dubs. Think this over.

Ed Eisner, with Grimm & Gorly, St. Louis, Mo., returned home this week after spending a most pleasant vacation here and in Michigan. He is an old "I Will" boy and had the time of his life while in the city which favors he hopes to be able to return, when the Windy City crowd comes to the "Show-me" state next month for the convention. A number of his friends arranged a farewell party for him on Saturday, July 20, for the sake of old times and right after the eats were all placed at a nice quiet spot near the river one of his best friends accidentally tipped over the table and spoiled the whole affair. Eddie took the accident good naturedly but the rest of the crowd were so disappointed that they will never forgive the guilty one.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies

30 East Randolph St., CHICAGO

Mention the American Florist when writing.

Joe Erringer, of the Zech & Mann force, is back on the job after enjoying a two-weeks vacation. Fred Ottenbacher, who has charge of the roses at this establishment, left July 22 to enjoy a vacation to be spent at River-view Park, White City and the Municipal pier. Fred is some traveler, and has seen a good part of the country. Last year he spent his vacation in California (avenue).

C. L. Washburn says that the new rose, Columbia, will eventually replace Mrs. George Shawyer at the Bassett & Washburn greenhouses. Lieutenant E. B. Washburn, who is at present stationed at Vancouver Barracks, where he has charge of 160 recruits, writes that he is in the best of health, and that he and his men are cutting spruce for airplanes.

J. A. Budlong is cutting a good supply of particularly fine Golden Glow chrysanthemums, which are about one month earlier than last year, when the first of the season were also offered by this firm. Extra fancy gladioli and Columbia roses are included in the offerings at this house.

Paul Richmond is back on the job at Chas. A. Samuelson's store after enjoying a well-earned vacation of which he received no mention. Some of his friends say that he was in Florida and others in California but they did not specify whether they meant "street" or "avenue."

Joseph Ziska, Jr., and family are back from a pleasant vacation spent in touring the surrounding country by auto. Raymond Ziska, who expects to join the colors in the near future, is spending a well earned vacation with relatives in Iowa.

Jim Kidwell, who enlisted in the aviation branch of the United States army some time ago, has received a commission as second lieutenant. He visited his many friends here July 20, and is the picture of health.

Walter Juerjens, eldest son of Bruno Jeurjens, Peoria, who has been spending part of his vacation here, looking into the operation of various trade establishments, returned home July 23.

E. C. Pruner is in again with a bundle of new orders for Foehlmann Bros. Co. He will attend the St. Louis convention in August, making the trip by auto with Allie Zech and wife.

Mrs. Paul M. Paley, wife of the well-known florist of Little Rock, Ark., returned home this week after spending a delightful vacation with friends and relatives in this city.

A. Henderson, H. N. Bruns, A. C. Kohlbrand and Geo. Wienhoeber, who spent a few days fishing at Eagle Springs, Wis., last week, report an enjoyable outing.

John Bruckner has joined the home guards and surprised his friends in the market when he appeared with his uniform on one day last week.

O. A. & L. A. Tonner are handling a good supply of fancy asters in addition to quite a collection of other outdoor seasonable stock.

A. Lange and wife are at Mt. Clemens, Mich., for a brief vacation. Homer Lange returned from Saugatuck last week.

A meeting of the Wm. H. Kidwell creditors will be held at 53 Jackson boulevard, July 29, at 10:00 a. m.

George Mohn, representing Vaughan's Seed Store, is back from a successful out-of-town business trip.

Albert Koehler, of the American Bulb Co., and wife are enjoying a boat trip on the great lakes.

Tom Wolfe, of Waco, Tex., stopped off here a couple of days this week returning from the east.

H. J. W. Richmond and family of Sullivan, Ind., are spending their vacation in this city.

E. C. Amling and son Harold left this week for California on a brief visit.

👉 LOOK WHO'S HERE 👉

FINE YELLOW 'MUMS

Better than California stock and just as cheap,
at prices, \$1.50; \$2.50 and \$3.00 per dozen

Fine Roses in Quantity

Big cut of Russell-Ophelia-Montrose-Sunburst-Hearst-Double White Killarney-Double Pink Killarney-Weiland-Killarney Brilliant-Pink Killarney-Richmond-Milady and Ward Roses to offer in addition to other seasonable stock particularly Carnations-Gladioli-Valley-Sweet Peas-Daisies-Calendulas-Galax-Feverfew-Harrisii-Asparagus-Sprengeri-Adiantum Peas and other Seasonable Stock and Greens.

👉 We have the only good White Killarney to be found in this market.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO**

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

👉 **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** 👉

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

The following editorial, which is good advertising for the trade, appeared in the Herald and Examiner, July 23, under the heading of "Do it now": There's an old man—a nice, tender, loving and beloved old man—out at Alexian Brothers', who has been at the point of death for many weeks. Several times it has seemed that this beloved old man would pass on. If he had died we would have read with much interest his life story; we would have turned aside from the busy, war-day life to look for the last time at the pictures of him in the newspapers; we would have soliloquized something like, "It's too bad; the city needed him; he was a fine man"; our city officials and our leading citizens would have put on their long coats and high hats and the papers would have recorded, truthfully, that it was "one of the largest funerals Chicago ever witnessed." We would have spent hundreds of dollars for imposing floral pieces, and noted men left behind would have added their eloquent tributes to the story. This loving old man is fighting a game fight for his life. Why not pay him some of those tributes now? Mr. City Official and Mr. Noted Citizen, why not drop by the hospital in your car some afternoon and let those sleepless, vigilant relatives—and possibly even the tender loving and beloved old man can be told that you called—know that you are interested in learning how Herman F. Schuetzler, your chief of police, is progressing in his long, formidable battle. Why not send some of the pretty flowers out to the hospital now—today, while he's still alive? Such

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175

CHICAGO, ILL.

a tribute might sway the scales away from Death and toward that for which Chief Schuetzler is fighting so valiantly—Life! Let "the Big Fellow" know now that his city appreciates his life work, appreciates the fact that in his long, honorable life in the hazardous career he chose, he often faced death to do his duty by those whose hired servant he was.

Allie Zech's many friends here and throughout the country will be more than pleased to read that he is now a half owner of the wholesale firm of Zech & Mann, of which he has been manager since the death of his father, the late John Zech, several years ago. Mr. Zech has worked hard to place his house in the front row and everyone in the trade joins in wishing him and the firm continued prosperity. Keeping everlastingly at it brings success, and if anyone was ever entitled to the fruits of his labor Allie surely is.

Poehlmann Bros. Co. never cut such a fine supply of summer roses, particularly Mrs. Chas. Russell, as it is cutting right now and which are cleaning up nicely right along, considering general conditions. Business has been good all through July so far in the cut flower department, and in the supply department the sales are also away ahead of the same period of 1917.

Wietor Bros are booking a large number of orders for field-grown car-

Going Some Price S

See Wittbold's Ad., Page 82.

nation plants, which are in exceptionally brisk demand and reputed to be scarce in this vicinity. Roses are in good supply at this store and include a fine grade of Mrs. Chas. Russell.

Percy Jones, Inc. is handling fancy asters and gladioli in quantity in addition to his usual line. The shipping trade is keeping up remarkably well at this house with the total sales so far this month comparing most favorably with those of last year.

A. L. Vaughan & Co. are handling gypsophila in quantity again this year of the same fine quality as that offered last season. Mr. Vaughan and family are thinking seriously of attending the St. Louis convention.

Peter Reinberg reports that the early demand for field-grown carnation plants was so brisk that he is already sold out in all varieties.

E. H. Goldenstein, formerly manager of the bulb department at Vaughan's Seed Store is now a mess sergeant at Camp Grant.

Paul Amling, of Maywood, who is with the colors, is a member of Co. C, 35th infantry, now stationed at Nogales, Arizona.

F.L. WALKER & Co.

NOT INC

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave. Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.
Extra long stems.....\$5.00
Stems 48 inches.....4.00
Stems 30 to 36 inches.....3.00
Stems 24 inches.....2.50
Stems 18 to 20 inches.....2.00
Stems 12 inches.....\$1.00 to 1.50
Short stems.....1.00, 4.00 to 6.00

MRS. CHAS. RUSSELL Per 100
Special.....\$25.00
Select.....\$15.00 to 20.00
Medium.....8.00 to 12.00
Short.....4.00 to 6.00

ROSES.
Richmond, special.....\$10.00
" select.....8.00
" medium.....\$5.00 to 6.00
" short.....3.00 to 4.00
Milady, special.....\$10.00
" select.....8.00
" medium.....\$5.00 to 6.00
" short.....3.00 to 4.00
Killarney Brilliant, special.....\$10.00
" select.....8.00
" medium.....\$5.00 to 6.00
" short.....3.00 to 4.00

ROSES—Continued Per 100
Ophelia, special.....\$10.00
" select.....8.00
" medium.....\$5.00 to 6.00
" short.....3.00 to 4.00
White Killarney, special.....\$10.00
" select.....8.00
" medium.....\$5.00 to 6.00
" short.....3.00 to 4.00
Killarney, special.....\$10.00
" select.....8.00
" medium.....\$5.00 to 6.00
" short.....3.00 to 4.00
Mrs. Ward, special.....\$10.00
" select.....8.00
" medium.....\$5.00 to 6.00
" short.....3.00 to 4.00
Sunburst, special.....\$10.00
" select.....8.00
" medium.....\$5.00 to 6.00
" short.....3.00 to 4.00
Cecile Brunner.....\$2.00 to 3.00
Elgar.....2.00 to 3.00
Baby Doll.....2.00 to 3.00
ROSES, OUR SELECTION......4.00
Extra special roses billed accordingly.

CARNATIONS. Per 100
Fancy.....\$3.00
GLADIOLI. Per 100
Fancy.....\$4.00 to \$6.00
ORCHIDS. Per Doz.
Cattleyas.....\$9.00
EASTER LILIES. Per 100
Select.....\$12.50 to \$15.00
MICELLANEOUS. Per 100
Valley.....\$8.00
Calendulas.....\$2.00 to 4.00
Daisies.....1.00 to 2.00
Sweet Peas......75 to 1.50
DECORATIVE.
Plumous strings.....\$0.50 to \$0.75
Plumous.....per bunch .35 to .50
Sprenger......35 to .50
Adiantum, fancy long.....per 100 1.00
Smilax.....per doz. 2.50
Ferns.....per 1,000 2.50
Galax....." " 1.25
Mexican Ivy....." " 5.00 .75
Leucothoe sprays.....75c
Boxwood, per lb.....25c; cases 7.50
Asters.....2.00 to 4.00
Gypsophila......75 to 1.00

Herman F. Schuettler, through his attorney, filed suit in the superior court, July 23, to recover \$31,000 on notes issued in February, 1914, by Aaron T. F. Pyfer Eva G. Pyfer Peter A. Olsem and Emily L. Olsem. The notes originally totaled \$43,000. Henry E. Philpott indorsed all of them. Three of \$4,000 each have been paid.

The Chicago Flower Growers' Association is supplying its customers with a choice grade of Mrs. Chas. Russell roses, which they are featuring in large quantities each day. Manager Paul Klingsporn has signified his intention of attending the St. Louis convention.

The annual summer show of the North Shore Horticultural Society is in progress at Lake Forest as we go to press, July 24. It is understood the exhibits will be sold at auction for the benefit of the Red Cross at the close of the show.

Mrs. Horton, of the Bassett & Washburn office force, acknowledges a pleasant visit from her son, Roland, who is with the 333rd Heavy Field Artillery, now stationed at Sparta, Wis.

There is now available for use on the wind shields of the automobiles of this city, a poster offering transportation hospitality in these words: "Soldiers and sailors ride with me free."

Frank Jarel of the Zech & Mann force will join the colors in the near future, having successfully passed the physical examination before his draft board. Mrs. Charles A. Samuelson left recently for Wendell, Ida., to join Mr. Samuelson who has an extensive ranch in that vicinity and always spends the summer there.

Mrs. Geo. A. Kuhl was still at the Presbyterian hospital, July 24, getting along nicely.

Visitors: Wm. Hembreker and wife, Springfield; J. W. Shrader, Mattson, returning home from Boston, Mass.

Chicago Florists' Club.

The regular date falling on July 4, good gathering at Karthausers' grove, President Lautenschlager in the chair. Louis R. Finnermann, 30 E. Randolph street, was proposed for membership.

The transportation committee submitted a list of trains to St. Louis, the S. A. F. convention city, with the result that the Chicago & Eastern Illinois railroad was chosen for the trip of members and friends, leaving Dearborn station Monday, August 19, at 11:30 p. m., due St. Louis the following morning at 7:37 o'clock. The rates of fare one way, including tax, are: In coach, \$9.41; in sleeping car or parlor car, \$10.97. There is no party rate and no reduction for round trip. Pullman fares, tax included, are as follows: Lower berth, \$2.20; upper berth, \$1.76; drawing room, \$7.70; parlor car seat, \$1.10. Regarding sleeping car accommodations and all further particulars, address Sam M. Childs, general agent, passenger department, 108 West Adams street, Chicago. Telephone Harrison 5100. Parties from other points passing through the city are invited to join Chicago delegation on this train. President Lautenschlager has appointed the following committee to receive visitors calling here enroute to the convention: Paul R. Klingsporn, John Michaelson, W. J. Keimel, Otto H. Ameling and T. E. Waters. It is understood this committee will name a convention booster party at its first meeting, to be held this week.

Letters of the New York Florists' Club and its protest to the federal horticultural board against the proposed embargo on imports of florists' plants, such as palms, azaleas, bay trees, rhododendrons, box, roses, etc., were read. Leonard H. Vaughn, R. J. Windler and the monthly meeting was postponed to the 18th inst., when there was a others discussed the matter, but the

club thought it best not to take any action which might be construed as interfering with the government in the winning of the war.

At the close of the business meeting, Chairman Waters of the good-of-the-club committee had a liberal lunch served and a general discussion of present conditions in the trade followed, Mr. Waters officiating as chairman.

Emil Buehrer thought the enforced lower greenhouse temperatures would render growth of stock slower, with fewer flowers of better quality, which should bring higher prices.

August Poehlmann said that coal is \$1.50 to \$2 per ton higher than last year, and that this, with the constantly increasing shortage of labor, rendered present prices of stock too low.

N. J. Wietor protested against the exploitation of chrysanthemums and other California flowers on this market. John Michaelson maintained there was nothing to fear from California competition.

R. E. Moore presented a paper on fuel conservation, which will be found elsewhere in this issue.

Peter Pearson exhibited some good samples of his home-grown tulip bulbs. Eddie Hunt, formerly florist, now in the navy, rendered several solos which brought down the house.

SYRACUSE, N. Y.—Miles S. Hencle, florist, has filed a petition in bankruptcy. A hearing of creditors has been set for September 3, at 10 a. m., before the District Court for the Northern District of New York at Norwich.

GLEN COVE, N. Y.—The Nassau County Horticultural Society has announced that its dahlia exhibition will be held October 2 and the chrysanthemum show October 31-November 1. Harry Goodband, Glen Cove, N. Y., is the secretary.

For
Your
Supply of
CUT FLOWERS


Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

CAR LOADS ARRIVING

VAUGHAN'S
CLEAN SPHAGNUM
FOR FLORISTS

Burlapped Bales

Wired Bales
Cheaper

SPHAGNUM
MOSS  **GREEN**
SHEET
MOSS

For Florists

For Nurserymen

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph St. NEW-YORK, 43 Barclay St.

VAUGHAN'S SEED STORE

Omaha, Neb.

LOCAL TRADE WELL ORGANIZED.

With the war forcing all lines to tighter business methods, the florists of this city are not found behind in the procession, the increasing cost of coal, labor and material having brought them to a realization that to survive they must catch up the loose ends and do business on a basis that will permit of no slipshod methods and the accumulation of a lot of bad accounts. To this end, the florists have one after another joined the Associated Retailers of Omaha, a large organization composed of merchants in various lines of trade, which maintains, in connection with other service, a complete credit reporting system of the people of the city, the card index covering 167,000 individuals, customers of the various retail establishments. In this organization the florist, after becoming a member, has ready access to this valuable information, which can be secured immediately over the telephone when credit is requested, from the girl at the credit bureau, with the card index of practically every person of importance in the city at her elbow. Many of the large retail establishments have direct wires to the office of the association for this purpose.

A. E. L.

Nashville, Tenn.

SEVERE DROUGHT FINALLY BREAKS.

This section has been visited by a severe drought of several weeks' duration which has resulted almost disastrously to vegetation of all kinds. Corn, potatoes and tomatoes—in fact, all garden crops narrowly escaped being burnt up, but at the critical moment there came a copious shower, which did much to avert dire calamity. The florists did not suffer as much as might be expected,

:- GRAB 'EM QUICK! :-

See Wittbold's Ad., Page 82.

ed, for all were supplied with abundant water. The supply of flowers is somewhat better than it has been, although much stock is being shipped in from more favored sections. Carnations are entirely a thing of the past. Roses are coming in a little better. Lilies have practically stopped blooming. There are a few rubrums on the market, however, and asters are not in great supply. In the main, business has been good, unusually so, in fact. Quite a few weddings help out the situation, more than is generally the case at this season.

NOTES.

Many of the growers' payrolls have grown to unusual figures due to the advance of about 40 per cent in wages during the last year, and is a matter for serious consideration. Much of the winter's coal supply is on hand, and wood is also coming into the line of thought, if cost and price of storage do not make it prohibitive.

The Joy Floral Co. reports a very good midsummer business with a fair supply of flowers. Funeral work has been especially brisk. This firm is now offering quantities of gladioli in all colors, many good roses and rubrums.

Geny Bros. are enjoying a fine trade, principally in funeral work. Roses, gladioli and asters are plentiful stocks here. They still have a few lilies. The drought was seriously felt at their establishment.

Visitors: Robert Shoch, Philadelphia, Pa.; M. Anderson, Lebanon, Tenn.
M. C. D.

Z E C H **M A N N** **&**

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady

Shawyer

Sunburst

Ward

Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

GLADIOLI

Valley

Cattleyas

Calendulas

ASTERS

White Daisies

Feverfew

Gypsophila

GREENS.

Plumosus.

Sprengeri.

Galax, bronze.

Galax, green.

Ferns.

Adiantum.

Smilax.

Summer Business Booster



25	Tumbler Baskets with paraffine liners, all colors.....	\$6.50
25	Tumbler Baskets in all colors, complete with tin liners.....	\$8.50
12	Baskets, 9 to 11 inches deep, 24 to 32 inches over all; with liners, all complete...	\$9.50

WRITE FOR CATALOG.

RAEDLEIN BASKET CO., 713 Milwaukee Ave., CHICAGO, ILL.

Mention the American Florist when writing.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Washington, D. C.

RETAIL DEMAND ACTIVE.

Market conditions underwent a complete change during the latter half of July. There had been a great shortage of stock, but at this time there are more flowers of all varieties than the market can absorb. This condition was brought about by the action of some of the local growers in so timing their stocks as to have plenty of cut flowers to meet the unusual demand of this year. Under normal conditions, this city is a winter resort; this year no one is going away, and the activity in the stores continues at an unusual gait. Retail business keeps good. Roses, equal to winter-time production, are bringing up to \$12 per hundred. Red and Pink Radiance are coming in with fine foliage and long stems. Aaron Ward is to be had in quantities at \$4 to \$6. Ophelia is another of the popular varieties and Sunburst is also a good seller. These bring anywhere from \$3 to \$10 per hundred, according to quantity. Orchids clean up daily. There are just about enough to go around at 60 to 75 cents each. Easter lilies are extra fine and move at \$12 and \$15 per hundred. Water lilies are quite popular, and larger quantities have been sold this year than ever before. Carnations are fair for this time of the year and continue to bring up to \$20 per thousand. They are, however, being replaced to no little extent by Rose of Sharon in funeral and other work. A few callas are still to be had, but this flower is going off the market fast.

NOTES.

Considerable attention was attracted to the century plant at the Botanic Garden when it bloomed last week. Superintendent George W. Hess invited members of Congress and local florists to visit the gardens while the plant, *Agave americana*, was in blossom.

George A. Leissler, Jr., who is employed in the business of his father, was last week married to Miss Marie Katherine Cowan, of this city. The Leissler store is located at 2100 Pennsylvania avenue, N. W., and the greenhouses are at Halls Hill, Va.

Louis J. Hohman, of the Gude Bros. store, is away on a two weeks' vacation. B. F. L.

OVER THE TOP!

See Wittbold's Ad., Page 82.

Toronto, Ont.

FAIR BUSINESS WELL DISTRIBUTED.

Considering the season, trade maintains a fairly good tone, especially as regards funeral work, with orders quite evenly distributed. Stock continues to arrive in good shape and it is comparatively easy to fill orders for window and store decorations. There is an ample supply of larkspurs, gaillardias, coreopsis, achilleas and gypsophilas, while gladioli and asters are expected in quantity soon.

NOTES.

Vacations are the order of the day and most of the local establishments are running short handed. J. H. Dunlop has been at Windsor with the Grand Lodge of the A. F. & A. M.; George Geraghty has left with a party for his summer home at Sans Souci; J. A. Neal and wife are at their farm at Lorne Park; Mrs. Moore is visiting in Buffalo and S. A. Frost is enjoying an auto tour.

The convention of the Canadian Horticultural Society at Ottawa next month is being looked forward to by a number from this city who are planning to make the trip by auto. This should prove an enjoyable outing, two days and one night being required for the journey.

The annual outing of the retail florists proved a gala event. Weather conditions were ideal and there was a large attendance. In the field sports there were 15 well contested events, and dancing followed the refreshments.

There is very little building being done in this locality. Growers can get no promises from the fuel controllers, and with glass at \$20 per box, few care to take any chances.

H. G. D.

DES MOINES, IA.—A. J. Zwart and J. S. Wilson, Jr., proprietors of the store known as the Alpha Floral Co., 623 West Walnut street, dissolved partnership July 13. Mr. Wilson purchased all the assets of the partnership, will

THE BOOK OF GLADIOLUS



THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

A. T. Pyfer & Co.

WHOLESALE FLORISTS

**164 N. Wabash Avenue
CHICAGO, ILL.**

Long Distance Telephone, Central 3373.

Mention the American Florist when writing.

assume all liabilities and continue in business at the same location under the old name.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale
Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave. **Chicago**

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists179-181-183 North Wabash Avenue, **CHICAGO**

Mention the American Florist when writing.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.50

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave. and Lake St.,
CHICAGO, ILL.**Wholesale Cut Flowers,
Florists' Supplies.**

Mention the American Florist when writing.

WEILAND-RISCH Co. FLOWER GROWERS

TELEPHONE
CENTRAL 575 **154 N. WABASH AVE. CHICAGO ILLINOIS**

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located**WHOLESALE****CUT FLOWER HOUSE****IN CHICAGO****169-75 N. Wabash Ave., CHICAGO**L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.**CURRENT PRICE LIST.**

	Per doz.
Roses, Beauty, specials.....	\$3.00
" " 48-in.	4.00
" " 38-in.	3.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
" Mrs. Chas. Russell....	1.00@ 4.00

100

" Hoosier Beauty	4.00@10.00
" Killarney Brilliant	4.00@10.00
" Columbia	4.00@25.00
" Killarney	4.00@10.00
" White Killarney	4.00@10.00
" Richmond	4.00@10.00
" My Maryland	4.00@10.00
" Mrs. Geo. Shawyer.....	4.00@10.00
" Millady	4.00@10.00
" Sunburst	4.00@10.00
" Mrs. Aaron Ward.....	4.00@10.00
" Hadley	4.00@10.00
" Ophelia	4.00@10.00
" Double White Killarney.....	4.00@10.00
" Mrs. Moorefield Storey....	4.00@10.00
" Champ Weiland	4.00@10.00
" Stanley	4.00@10.00
" Tipperary	4.00@10.00
" Francis Scott Key.....	4.00@10.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 3.00
" Our Selection.....	3.00
Carnations	2.00@ 4.00
Cattleyas	per doz. 6.00@ 7.50
"	1.00@ 2.00
Lilium	10.00@15.00
Valley	6.00
New Ferns.....per 1000.	\$2.50
Calendulas	2.00@ 3.00
Gladioli	6.00@ 8.00
"	5.00@ 1.00
Candytuft	per bunch 2.00@ 4.00
Asters	2.00@ 4.00

**IN CHICAGO****KENNICOTT BROS. CO.**
WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.

J. E. POLLWORTH, Sec'y and Gen'l Mgr

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing.

PLAIN CHIFFON

(About 35 to 40 yards to bolt.) Can be
had in any color.2 in. wide, per yd., 34c 6 in. wide, per yd., 7c
4 in. wide, per yd., 6c 10 in. wide, per yd., 10c**Geo. H. Angermueller Co.**

Wholesale Florists, 1324 Pine St., St. Louis, Mo.

Mention the American Florist when writing.

One Piece Flower Boxes

One piece; one size; One price.
24x13.....\$2.00 per 100

Sample box sent on request.

THE JOHN HENRY CO.
LANSING, MICH.

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS**30 E. Randolph St., CHICAGO**

Telephone Central 3284

Mention the American Florist when writing.

Field Grown Carnation Plants

C. W. Ward, White Enchantress, Light Pink and Rose Pink Enchantress, Enchantress Supreme, Alice, Matchless, White Perfection, Beacon, Alma Ward.

Send for complete list and prices. Satisfaction guaranteed.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

GOOD SALES FOR BETTER GRADES.

About the same demand as last week, but a heavier supply, expresses the situation during the past six days. Stocks that have become more plentiful are, first, roses which in all colors are considerably in excess of the demand. The quality is better than ever for the season. Gladioli are beginning to accumulate, particularly the ordinary and mixed colors. There is still a call for all the choice sorts at good prices. Assters are now a factor, some choice stock being offered. Outdoor flowers are for the most part cut too green; they should be allowed to open and come very nearly to their best before being cut. Stocks of carnations still hold out wonderfully well, but in these hot days will hardly last a great while longer. Lilies should be a good crop for the growers who have them, as prices have been record high for the season; \$12.50 to \$15 per hundred, prices now prevailing, have a very "creamy" tinge at any season. Snapdragons, achilleas, larkspurs, cornflowers, feverfews and sweet peas were never better than this season, and owing to the short supply, sell up close at top prices. Some superb cattleyas are seen, and a little lily of the valley. Asparagus appears to sell as well now as in the winter, at the regulation price of 50 cents per bunch.

IS IT CHEAPER TO GROW OR BUY?

Leo Niessen, who has occasional heart-to-heart talks with many of his customers, finds that a condition, which on the face of it looks ideal, does not always, or in fact in most cases, work out. He refers to the grower-retailer, who by producing and retailing his stock, gets two profits. In a small town, with little or no competition, the plan works fairly well, the customers taking what is offered in the rather limited stock. When, however, there is room for competition, and a wide-awake, purely retail dealer opens up, who carries or delivers whatever is seasonable in the market, then the grower, to hold his trade, has to carry additional lines, which interfere with his greenhouse stock. Frequently at various seasons he is overstocked with too much of this or that, which cannot be used to advantage, while often at times of scarcity he has to purchase at high prices. The retailer controls his supply, buying only for his daily needs, securing in the choice of the market, stock grown by specialists at current prices, which is at times below cost of production. Mr. Niessen believes that if grower-retailers would charge their store or retail department with all stock used, at wholesale prices, they would find out something that would enable them to conduct their business much more economically. Less waste and better prices would surely result from such system.

THE SHELLEN GREENHOUSES.

Uncle Sam is a very aggressive man these days. He is erecting very large storehouses in South Philadelphia, and has an eye on the four acres of ground now occupied by the greenhouses of Mrs. John A. Shellen at 27th and Magazine lane, which place has been surveyed and is expected to be taken on lease at any time. This ground ad-

EDWARD REID

American Beauties, Orchids, Valley, Peonies. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, July 24. Per 100

Roses, Killarney	2.00@ 6.00
" Mrs. Chas. Russell.....	4.00@12.00
" Ophelia	3.00@ 8.00
" Richmond	2.00@ 8.00
" Sunburst	2.00@ 8.00
Lilium Giganteum	8.00@14.00
Gladioli	3.00@ 8.00
Sweet Peas35@2 .50
Carnations	1.00@ 2.00
Antirrhinums	2.00@ 4.00

BOSTON, July 24. Per 100

Roses, Beauty	12.00@25.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney	4.00@ 8.00
" Killarney Brilliant	4.00@ 8.00
" Hadley	4.00@12.00
" Mock	2.00@ 6.00
" Mrs. Chas. Russell.....	4.00@12.00
" Taft	2.00@ 6.00
" My Maryland	2.00@ 6.00
" Ward and Hilliardson.....	2.00@ 6.00
" My Maryland	2.00@12.00
Carnations	1.00@ 2.00
Easter Lilies	8.00@12.00
Valley	6.00@10.00
Gladioli	6.00@10.00

BUFFALO, July 24. Per 100

Roses, Beauty Special	\$20.00@ \$30.00
" Fancy	15.00@ 20.00
" Extra	10.00@ 15.00
" Ist	5.00@ 10.00
" Killarney	3.00@ 8.00
" My Maryland	3.00@ 8.00
" Sunburst	3.00@ 8.00
" Ward	2.00@ 4.00
" Ophelia	4.00@ 8.00
" Russell	4.00@ 10.00
" Stanley	3.00@ 8.00
" Mock	3.00@ 8.00
" Shawyer	3.00@ 8.00
Lilies	8.00@10.00
Cattleyas	40.00@ 50.00
Carnations	1.50@ 2.00
Asparagus Sprengel 35@ .50	per 1,000 2.00
Ferns	20.00
Smilax	20.00
Sweet Peas80@ 1.00
Calendulas	1.00@ 2.00
Daisies50@ 1.00
Gladioli	4.00@ 6.00

joins that on which large storehouses for the commissary department have just been completed. The greenhouses are being taken down and the material disposed of to the best advantage. The retail store at 17th and Tasker street will still be continued by Mrs. Shellen. Two of her sons are in the service, Eugene, at Spartansburg, Ala., and Francis, in the merchant marine as an engineer.

WITH THE WHOLESALEERS.

Seven carloads of wooden and corrugated cut flower shipping boxes have been laid in by the Leo Niessen Co. The wooden box material is all cut, ready for making into the various sizes. Enough light and heavy paper is also in stock which with the boxes will see them through until this time next year. John Berger has purchased the interest of his brother in the firm of Berger Brothers and will continue the business at the old stand. Harry

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Central Market

Roses, Orchids, Peonies

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Philadelphia, Pa.

Berger, the retiring member, will join with Edward Berger, another brother, in the conduct of the retail business of Wm. Berger Sons in Germantown.

Hadley roses of quality are a feature of the Jos. Heacock Co.'s stock, as are also magnificent Cattleya gigas, which clean up every day.

High grade Victoria and Ophelia roses, gladioli and carnations are leaders of the Edward Reid assortment. Mr. Reid and family spent last week in the Poconos.

John Stephenson's Son's nurseries are sending very choice Ophelia and Hadley to the Philadelphia Wholesale Florists' Exchange. Carnations and gladioli are also seen in quantity. Business is reported very fair for summer.

C.C. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Mention the American Florist when writing.

GROWERS' STOCK SCARCE.

Clarence W. Liggitt, wholesale dealer in florists' plant stock, finds field carnations to be very scarce. Popular varieties, such as White and Rose Pink Enchantment, Enchantress Supreme and Pink Delight, are practically out of the market, which is unusual so early in the season. Chrysanthemum plants have been in great demand, the market now being entirely cleaned up. Orders for 45,000 plants were turned down the past week. The demand from Canada for the above stocks was surprising, due, Mr. Liggitt believes, to the scarcity of labor in propagating and handling the young plants.

NOTES.

Charles E. Meehan is of the opinion that retailers had best trim their sails for much higher prices the coming season. Scarcity of labor will reduce much of the productive space in greenhouses, the crops from which will be far from normal, with only the summer atmosphere afforded from 50 per cent of the usual coal supply.

Paul Berkowitz finds summer business unusually good, there being an extra demand for all kinds of crepe and other artificial flowers. Their new brilliant baskets are making a hit.

A. Blanc has resigned his position with the H. F. Mitchell Co. and will continue his work as draughtsman and illustrator at his own account.

Mr. and Mrs. H. C. VanZant, of Newport News, were recent visitors.

K.

Fredericton, N. B.

This section is experiencing a wet summer with much dull, sunless weather, bright days being the exception. June was cold and the crops look very rank and overgrown. The hay crop is reported above the average and new potatoes are in the market at \$5 per barrel. Strawberries have been in limited supply at 22 cents per box. Money appears to be plentiful but help of all kinds is very scarce. We are now putting in our coal supply at \$9.50 per ton; also wood, as there appears to be no hard coal in sight. What little is on hand brings \$15 per ton. Funerals and hospital orders form the bulk of the demand for flowers.

J. B.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245.

P. O. Box 206

444-446

Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, July 24. Per 100		
Roses, Beauty, special	80.00@40.00	
" " fancy	10.00@20.00	
" " extra	5.00@10.00	
" " shorter grades	2.00@5.00	
" Mrs. Chas. Russell	6.00@20.00	
" Killarney	2.00@6.00	
" Hadley	4.00@10.00	
" Sunburst	3.00@6.00	
" Wards	2.00@4.00	
" Ophelia	3.00@5.00	
Carnations	2.00@3.00	
Cattleyas	each \$0.75@1.00	
Valley	6.00@8.00	
Lilium Rubrum	5.00@8.00	
Easter Lilies	10.00@15.00	
Snapdragons	4.00@8.00	
Calendulas	1.00@2.00	
Sweet Pans	50¢@.75	
Asparagus	35¢@.50	

PITTSBURGH, July 24. Per 100		
Roses, Beauty, special	20.00@25.00	
" " fancy	12.00@18.00	
" " extra	6.00@8.00	
" " No. 1	2.00@4.00	
" Killarney	2.00@10.00	
" Hadley	2.00@10.00	
" Sunburst	2.00@8.00	
" Mrs. Aaron Ward	2.00@6.00	
Cattleyas	40.00@50.00	
Lilium Giganteum	8.00@10.00	
Adiantum	1.00	
Asparagus Sprenger, bunch	35¢@.40	
New Crop Green Galax	per 1000 \$1.25	
Carnations	2.00@3.00	
Valley	6.00@8.00	
Delphinium, per doz.	1.00	
Calliandra	1.00@1.50	
Asters	1.00@2.00	
Coreopsis	1.00	
Gladioli, per dozen	50¢@1.00	
Sweet Pans	50¢@.75	

MILWAUKEE, July 24. Per 100		
Roses, Killarney, W. Killarney	\$3.00@88.00	
" Ward	2.00@6.00	
" Mrs. Chas. Russell	5.00@20.00	
" Ophelia	3.00@8.00	
" Hoosier Beauty	3.00@8.00	
" Bon Silence, per bunch	25¢@.35	
Carnations, assorted	2.00@3.00	
Valley	5.00@6.00	
Sweet Pans	50¢@.75	
Cattleyas	15	
Lilies	4.00@10.00	
Asters	3.00	
Gladioli	5.00@6.00	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, PA.

Mention the American Florist when writing.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St.,

CHICAGO

ST. LOUIS, July 24. Per 100		
Roses, Hadley	2.00@5.00	
" Killarney	2.00@4.00	
" White Killarney	2.00@4.00	
" Hoosier Beauty	3.00@10.00	
" Russell	4.00@15.00	
" Sunburst	3.00@10.00	
" Ward	3.00@8.00	
" Mrs. Shawyer	2.00@8.00	
" Ophelia	4.00@10.00	
Ferns	per 1000	1.75
Carnations	2.00@3.00	
Gladioli	4.00@6.00	

New York.

AVERAGE MIDSUMMER DEMAND.

There are various opinions in the wholesale district relating to the business of the past week depending on the state of mind of the men who talk. We believe it is correct to state that it was an average or typical midsummer week, no better or worse than many others that have gone before. As a rule, though occasionally there are exceptions, there is a better demand for good than for inferior stock, which gives rise to different opinions as to the condition of business. Much warmer weather, particularly in the latter part of the week, brought an increased supply of flowers, particularly noticeable in asters and gladioli. The asters were welcomed by the buyers, but there was already enough gladioli to go around. There was also an increase in the supply of roses, and only A1 stock can be said to have brought good prices—good for summertime, be it understood. A fine quality of the rose, Francis Scott Key, is on the market and specials bring \$25 per 100. The arrivals of Columbia continue to increase. Of this rose, a retailer said recently: "When most of the other roses get wide open they are done, but Columbia will open wide and remain good for a day or two." Considering it is summertime, that is a good recommendation. There was considerable funeral work during the past week, which kept lilies moving. On account of the high price and poor quality of lily of the valley, many retailers seem to have decided to and as near as possible do, get along without it. Gypsophila has been quite plentiful and has been made useful as a substitute. There has been no surplus of orchids and C. gigas wholesale at from 75 cents to \$1 per flower. Of course, small and inferior stock of other varieties has been much cheaper. There is always a demand for good sweet peas, but inferior stock is slow. In the various minor stocks, such as coreopsis, gaillardias, zinnias and delphiniums, there is always some movement.

July 22.—The weather is very hot, and the supply of stock continues to increase, but the market is sluggish.

FUNERAL OF JAMES DEAN.

Solemn and impressive services were held for the late James Dean by the members of Grant Post, Grand Army of the Republic, of which he had once been commander, in their hall, 489 Washington avenue, Brooklyn, on the afternoon of July 19. The deceased was laid to rest in the uniform of the order which he had so worthily honored both as a soldier and public-spirited citizen. The casket was draped with the national colors, on which sprays of white lilies had been placed. About 25 veterans, a remnant of his former comrades in arms, marched with firm steps into the hall and stood at attention on each side of the casket at the beginning of the service. Worthy tributes were paid to the memory of Mr. Dean. President Totty and former President Robert Craig of the Society of American Florists were in attendance, and the following past presidents of the New York Florists' Club: Alex. S. Burns, Walter F. Sheridan, W. H. Siebrecht, Sr.; W. A. Manda, Joseph A. Matana, H. Duckham and A. L. Miller. President Totty is also a past president of the club. Other members of the S. A. F. present were: John Westcott, Philadelphia, Pa.; Paul and Henry Dailledouze, Brooklyn, N. Y.; A. T. De La Mare, New York, and A. F. Faulkner of THE AMERICAN FLORIST. There was also a large attendance of the relatives of Grand Army men. Interment was in Greenwood cemetery, Brooklyn. Services had also been held at the family home in Freeport, N. Y., on the previous evening. Many fine floral tributes were noticed, among them being a

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY, - - NEW YORK

Mention the American Florist when writing.

wreath of roses from Past President of the Society of American Florists, J. C. Vaughan, Chicago.

NOTES.

P. F. McKenney and family have gone to Atlantic City for a vacation of two weeks. He has recently bought a fine touring car, and they will make trips to Susquehanna, Pa., and other



Wm. J. Manda, U. S. Marines

Son of Mr. and Mrs. J. A. Manda, West Orange, N. J., Now Wounded in France.

points. During their absence Arthur Doore will be in charge of the business at Fifth avenue and 42d street.

Walter Singleman, who has been with John J. Coan for the past 12 years, has enlisted in the navy and has been assigned to the Newport, R. I., station.

M. L. Vlachos, the Astoria Florist, and wife have gone on an automobile trip to the Catskill mountains.

William Iler, foreman for E. C. Horan, has gone to Sullivan county, N. Y., on a three weeks' vacation. William Mackie, of 105 West 28th street, is handling a fine quality of pink Spencer sweet peas.

Trendly & Schenck are receiving a fine quality of Francis Scott Key roses. A. F. F.



Mention the American Florist when writing.

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK

Mention the American Florist when writing.



Mention the American Florist when writing.

Summer Attraction!

See Wittbold's Ad., Page 82.

BINGHAMTON, N. Y.—Wm. H. Stewart has been appointed receiver, with authority to continue the business of the Susquehanna Valley Greenhouses of this city, bankrupt.

SPRINGFIELD, Mo.—The Pioneer Floral Co. has elected the following officers for the ensuing year: Bert S. Lee, president; Wm. J. Schaffitzel, vice-president; R. R. Ricketts, secretary-treasurer.

HARTFORD, CONN.—Due to the widening of Church street, G. W. McCluney has been compelled to move from his old location to temporary quarters at 86 Pratt street. His new store on Church street, which will be ready for occupancy about September 1, will be one of the most up to date in this section.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

NEW YORK CITY

Telephone:
8864 Farragut.**GEO. J. POLYKRANAS**

Wholesale Commission Florist

CONSIGNMENTS SOLICITED

104 West 28th St.,

NEW YORK

Telephone No. 2284 Farragut.

William Mackie

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.

Walter F. Sheridan

WHOLESALE FLORIST

Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York

All the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, etc.

148 West 28th St., NEW YORK CITY

Telephones: Farragut 300 and 301

Mention the American Florist when writing.

JOHN YOUNG & CO.

Wholesale Commission Florists

53 W. 28th St., NEW YORK

Telephone Farragut 4336.

Mention the American Florist when writing.

WILLIAM P. FORD

WHOLESALE FLORIST

107 W. 28TH ST., NEW YORK

Telephone 5335 Farragut.

Mention the American Florist when writing.

Geo. C. Siebrecht

Wholesale Florist

109 West 28th St., NEW YORK

Tel. 608 and 609 Farragut.

CONSIGNMENTS SOLICITED

Mention the American Florist when writing.

Telephone Farragut 9761.

Goldstein & Futterman

Wholesale Florists

The Right People to Deal With.

102 West 28th St., New York

Mention the American Florist when writing.

Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, July 24. Per 100

Roses, Beauty special	15.00@30.00
" " extra and fancy	8.00@10.00
" " No. 1 and No. 2	3.00@5.00
" Columbia	2.00@15.00
" Hadley	4.00@10.00
" Francis Scott Key	4.00@20.00
" Prima Donna	5.00@6.00
" Alice Stanley	5.00@6.00
" Mrs. Geo. Sawyer	5.00@6.00
" Double White Killarney	2.00@8.00
" Killarney	5.00@3.00
" Queen	5.00@5.00
" Brilliant	3.00@5.00
" Aaron Ward	1.00@8.00
" J. L. Mock	1.00@8.00
" Ophelia	5.00@6.00
" Mrs. Chas. Russell	2.00@15.00
Cattleya Orchids, special	75.00@100.00
Rubrum	3.00@4.00
Lilies, Longiflorum and Formosum	3.00@6.00
Lily of the Valley	4.00@10.00
Adiantum Crocaceum and	
Hybridum	50¢@.75
Asparagus Plumosus...doz. bchs.	1.50@3.00
Smilax...doz. strings	1.00@2.50
Carnations	1.00@2.00
Sweet Peas	30¢@.75
Daisies, Shasta	1.50@2.00
Larkspurs...per doz.	50¢@.40
Gladoli	1.00@2.00
" America	3.00@4.00
Asters	25¢@.30
Bonvardia, white	75¢@1.00

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.

CONSIGNMENTS SOLICITED

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Phones, 3310-11-12 Farragut

Henshaw Floral Co.

(Incorporated)

Wholesale Commission Florists

127 W. 28th St., NEW YORK

Mention the American Florist when writing.

Trade Directory

Price: \$3.00 Postpaid

AMERICAN FLORIST CO.

440 S. Dearborn St.,

Chicago

Telephones { 4222 Farragut D. J. Pappas, Pres
4253**United Cut Flower Co., Inc.**

WHOLESALE

111 W. 28th St., NEW YORK

Mention the American Florist when writing.

PHONE { 2335 FARRAGUT
2336**WM. KESSLER,**

WHOLESALE FLORIST

113 WEST 28TH STREET

Bet. Sixth and Seventh Aves. NEW YORK

Mention the American Florist when writing.

N.Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

V. S. DORVAL, Secretary

Mention the American Florist when writing.

The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illustrated
catalog of Greens and Florists' Supplies.

119 West 28th St., NEW YORK

GEO. B. HART

WHOLESALE FLORIST

24-30 STONE STREET,

ROCHESTER, NEW YORK.

Mention the American Florist when writing.

M. C. FORD121 WEST 28TH STREET
NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing.

D. FEXY

Wholesale Commission Florist

106 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing.

THE FLORISTS' SUPPLY HOUSE OF AMERICA

Get Ready Now To Go Over The Top

With everything the best in Brilliantine Baskets, Magnolia Leaves, Cape and Waxed Crepe Flowers, Wheat Sheaves, Cycas. NOW is the time to order, Delays count big later on.

Branch Factory, 709 First Avenue, New York.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

Lancaster County Florists' Association.

With bright skies overhead, a touch of real summer weather, and about 125 people out for a good time, the picnic at Ayonvale, the farm of ex-President E. F. Barr, could not well be anything but a success, and a great success it was. As out-of-town guests we had with us T. J. Nolan, of New York, Philadelphia, North Tonawanda, Scranton and Lancaster; D. J. Keohane, of the Henry F. Michell Co., Philadelphia, Pa.; C. U. Liggitt, of Philadelphia; Ralph Eaby, from the Pennsylvania Seed Farm, Paradise, Pa., and E. C. Marshall, of Kennett Square, with his wife, daughter, sister and mother. W. F. Therkildson, of the W. Atlee Eupree Co., and S. S. Pennock, who expected to be with us, wired their regrets.

The formal garden was the first attraction, and this is improving every year with the hardy end of it, and both a delight and an education to florists. The beds of petunia, verbena and Heliotrope Bruantii were just in their prime. The only spot not in its full beauty was the roses. The second attraction was the acres upon acres of evergreens in every stage of growth, from the rooted cutting or seedling, to the finished product waiting for a buyer. To name them would be to issue a catalogue. Sufficient to say that they are in good shape, and that the deciduous trees are equally good. The peony acreage has been increased, and a start made with perennial phlox that will no doubt eventually be planted by the acre. Several very good seedlings have been developed among the phlox, two of which will no doubt be heard from later on.

The farm contains some 13 acres of tobacco, immense tracts of corn, some of which is just coming up, and Mr. Barr was asked if it was intended for next year's crop. The stables contain a fine herd of Holstein cattle, and altogether it is a model in a community of model farms.

Coming back to the house and lawn, the sports were conducted under the direction of Mesdames B. F. Barr, Albert M. Herr, Elmer Weaver and Lemon Landis, with the following results: Little girls' running race, won by Ruth Baer; little boys' running race, won by John Landis; larger boys' running race, won by Robert Snodgrass; young men's running race, won by Paul Weaver; hopping race, girls, won by Francis Fine; hopping race, boys, won by Harry Rohrer; wheelbarrow contest, girls, won by Esther Kreider; wheelbarrow contest, boys, won by D. Irwin Herr; throwing ball, won by Elizabeth Hershey. Suitable prizes were awarded for these contests, and the older people enjoyed themselves with bowling on the green, croquet, quoits and card playing, with a few sitting on the grass discussing the fuel situation and kindred subjects.

About 4 p. m. we heard the whistles blowing and the bells pealing in Lancaster, and a rush was made for the telephone to get the news, which turned out to be the first decisive victory for our boys on the other side. The day July 18, 1918, was especially enjoyable. At 6 o'clock the lunch was indulged in, some in family groups and some in community style, all having an abundance, and the club supplied the coffee and ice cream to complete the meal. About 9

p. m. found us bidding our host and hostess a fond farewell, and hoping that the next picnic would be an equal success. This was meeting night, but there was no business. It was all deferred



Jos. A. Milang, of New York Cut Flower Co., Went "A-Fishing." Some Fish—31 Pounds.

until we meet at the home of President Elmer Weaver, August 15.
ALBERT M. HERR.

Springfield, O.

NORMAL TRADE AFTER GOOD SEASON.

From all reports, the volume of business during the past season far surpassed all expectations, taking into consideration the unsettled conditions. At the present time trade is about normal; with outdoor plants now blooming, there is very little activity in cut flowers, outside of funeral work and an occasional decoration. Gladioli are being offered in large quantities by the farmers on the local market, which will tend to make a glut on them until their supply is exhausted. About the only blooms being offered by the local retailers at this time are roses, carnations, sweet peas, snapdragons and gladioli.

NOTES.

The main topic for discussion among florists in this locality is the fuel conservation regulation. While this regulation may seem to be very severe at

:: BIG BARGAIN ::

See Wit bold's Ad., Page 82.

this time, we think that in due time it will prove to be one of the most beneficial things that could have happened to awaken the florists to the fact that they must devise ways and means by which they can economize on their consumption of fuel, and at the same time figure how to keep the cost of production at the very lowest possible mark. It is very evident that the time has come when the florist must carry on his business on a business basis or he will soon be so far in the background that it will be useless for him to make an effort to continue in the game. From all evidence, there was a time when the florist apparently was able to get by without employing any system or tact in running his business, but that day is gone. The time is here when one must apply every ingenuity at his command, or the success desired will never be achieved.

Visitors: Jos. W. Furst and sons, Dayton, O.; J. T. Conger, Hartwell, O.; E. E. Schafer, Dayton, O.; Fred Arnold, Cambridge, O.; A. A. O'Brien, Union City, Ind.; C. O'Brien and E. W. O'Brien, Greenville, O.; D. E. Adsit, Jamestown, O.; Ernest Manthey, Jr., St. Bernard, O.; E. W. Rutenschroeder and wife, Cincinnati, O.

L. L. R.

Canadian Horticultural Society.

In addition to the already interesting programme announced for the twenty-first annual meeting of the Canadian Horticultural Society at the Normal school, Ottawa, Ont., August 13-16, mentioned in our issue of July 13, page 1264, a paper by E. B. Hamilton, London, Ont., entitled, "Extension of Credit," and another by H. Dilleuth, Toronto, on "Decoration Day," will be features of the evening session of the first day.

The entertainment programme arranged by the committee, consisting of R. H. Wright, Charles Craig, W. T. Macoun, Kenneth McDonald and C. Scrim promises to be most enjoyable. On Wednesday, the afternoon will be devoted to a trip to the Dominion experimental farm where the guests will be entertained at luncheon by the professors in charge. A bowling tournament has been arranged for Thursday morning and in the afternoon the visitors will be the guests on a trip to Aylmer, visiting the establishment of R. H. Wright, where sports will be held on the lawn. The annual banquet will be held in the evening at Chateau Laurier. On Friday there will be drives through the park system and a visit to Government House and other places of interest, followed by a theater party in the evening.

The officers of the association are: E. J. Hayward, Montreal, president; George Douglas, Toronto, first vice-president; E. B. Hamilton, London, second vice-president; Herbert J. Eddy, 4425 Sherbrook street, Westmount, secretary-treasurer. B. Everest, Bank street, Ottawa, is superintendent of the trade exhibit.
H. C. T.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

GREAT BRITAIN

WILLS & SEGAR

ROYAL EXOTIC NURSERY,

Onslow Crescent, S. Kensington, London

FLORISTS BY APPOINTMENT

—TO—

H. M. KING GEORGE V and H. M. QUEEN ALEXANDRA

We shall be pleased to carry out commissions from our American confreres to deliver

Cut Flowers, Floral Baskets, Floral Designs, Etc.

to American visitors in any part of Great Britain.

Cablegrams—"FLOSCULO PHONE, LONDON."

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Established 1857



745 Buckingham Place.
L. D. Phone, Graceland 1112

Send us your retail orders.

We Have the Best Facilities in the City

Bangor, Me.

Adam Sekenger
FLORIST

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We cover all points in Maine.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE

Albany, N. Y.

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FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET



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J. M. Fox & Son, Inc.

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Delivery Association.



ORDERS IN OR AROUND

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD,
BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

Max Schling

NEW YORK

785 Fifth Ave.

Member of Florists' Telegraph Delivery

Mention the American Florist when writing.

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTEL

KOTTMILLER

426
Madison Ave.,
NEW YORK

Mention the American Florist when writing.

ROANOKE, VA.

FALLON, Florist.

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Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

Young & Nugent

Telephone 4265-4266 Farragut
42 West 28th Street.

We are in the Heart of New York
To out-of-town Florists;
And give special attention to steamer and the
ative orders. Prompt delivery and best
Stock in the market.

Members of Florists' Telegraph Delivery.

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery
in this section from the

LEADING FLORISTS OF THE NORTHWEST

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET,
NEW YORK CITY.

TELEGRAPH ORDERS forwarded
to any part of the United States,
Canada and all principal cities in Eu-
rope. Orders transferred or entrusted
by the trade to our selection for
delivery on steamships or elsewhere
receive special attention.

Reference or Cash must accompany all orders
from unknown correspondents.

Code Address: Alexconnell.
Western Union Code.

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Brooklyn, N. Y.

JAMES WEIR, Inc.
FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care
and prompt attention. Phones, 270-271 Main.

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DESIGNS OR CUT FLOWERS

Established 1874

DARDS

341 Madison Ave., New York

Help do your bit to-day by selling
Thrift and War Saving Stamps

Stand behind

The Food Conservation Laws
Display prominently patriotic posters.

DO IT NOW

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities
and for all points in the Northwest. The Largest
Store in America; the largest stock; the
greatest variety. Write, wire or phone. We
are alive night and day.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries
throughout the state and to all steamship docks
in Hoboken, N. J., and New York.

BUFFALO

N. Y.

L. H. NEUBECK

Main and High Sts.

Member of Florists' Telegraph Delivery.

Pittsburgh, Pa.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyes, 106 State St.
Albany, N. Y.—Danker's.
Bangor, Me.—Adam Sekenger, 32 Newbury St.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—L. E. Neubeck.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Eber.
Cincinnati, O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Roeser.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Paley.
London, Eng.—Willis & Segar, Onslow Crescent,
S. Kensington.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Martinsburg, W. Va.—The Flower Store.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Dards'.
New York—Hession.
New York—A. Meyer, 1062 Madison Ave.
New York—Alex. McConnell, 611 5th Ave.
New York—David Clarke's Sons.
New York—Drakes Co.
New York—Henry Hart, Inc.
New York—Kottmiller.
New York—Lelke.
New York—Malandre Bros.
New York—Nicholas G. Pappas & Co.
New York—Thos. F. Galvin, Inc.
New York—Max Schling, 785 Fifth Ave.
New York—G. E. M. Stumpff.
New York—Young & Nugent.
Omaha, Neb.—Alfred Donaghue.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Hubermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Sheboygan, Wis.—J. E. Matherson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. I. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscott's Flower Shop.
Terre Haute, Ind.—J. G. Ehn & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—The Flower Store.
Washington, D. C.—Cude Bros.
Washington, D. C.—Geo. O. Shaffer.
Worcester, Mass.—Littelfield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Will be delivered for the trade in other cities by
the firms below, the Leading Retailers in the cities
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John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.

High Grade Cut Blooms

We cover all Michigan points and good
sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

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Telephone
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HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential
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Hess & Swoboda FLORISTS

1415 Farnum St.

PHONES:
1501 and 11582

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THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only
the
Best

Dunlop's

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee
safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

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—FLORIST—

710 Nostrand Avenue

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Brooklyn Representatives of National Floral
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Philadelphia Orders

Chas. H. Grakelow

Broad St., at Cumberland

Mention the American Florist when writing.

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Send your orders for Chicago and Suburbs to



Schiller The Florist
222 223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

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THOS. F. GALVIN
INC.

NEW YORK — 561 —
Fifth Avenue
BOSTON 1 Park Street
799 Boylston Street

Deliveries to Steamers and All Eastern Ports.
Mention the American Florist when writing.

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JOSEPH TREPEL
SEVEN STORES.

Main Store—334 Lewis Ave., No 1150 Bedford
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Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

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Mrs. J. B. Freeman

(Successor to Geo. A. Heintz)
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Both Phones, 627

Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.

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FLORISTS

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Members of Florists' Telegraph Delivery.

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BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Duluth, Minn.

J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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Potter Floral Co.

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Danker
FLORIST

The Best Service



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BRIGGS FLORAL CO.

228 W. Madison St.
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Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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Established over 80 years.

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Louise Flower Shop

Connecticut Ave. at N. St. N. W.

Miss Louise W. Daugherty, Proprietress.

Phones—Franklin 3579, 3841, 3842

Houston, Texas.

Robt C. Kerr
Floral Co.

Main and McKinney Phone Preston 160

J. W. RODGERS

Elks' Building, Dayton, O.
4 South Jefferson Street.

Telegraph orders for Dayton will receive our immediate and careful attention.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

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Madison Ave. and 76th St.
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Quality Flowers

TWO GREENHOUSES
ON PREMISES.

Plant Specialists Phones: 107, 420, 775 Lenox

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—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

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R. E. GILLIS, President.
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QUALITY and PROMPTNESS
New Orleans La.
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Avenue Floral Co.
3442 ST. CHARLES AVENUE
Members F. T. D.

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224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.

HACKENSACK, N. J.

House of Flowers

HENRY WEISSMANN, Manager.



Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

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DRAKOS CO.

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2953 Broadway. Opp. Columbia College
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1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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MEMBER Florists' Telegraph Delivery

Joy's

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Samuel Murray,

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Member of Florists' Telegraph Delivery.

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O. C. SAAKE
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We Solicit Telegraph Orders.
Regular Trade Discount.
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Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

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PAUL M. PALEZ
FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

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N. E. Cor. Taylor and Olive Sts.

Flowers delivered in city and state on short notice

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California Florists

will take care of all telegraphic orders.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery & Ice STORE
135 Garondet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS F.T.D.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

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Huscroft's Flower Shop

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173 North Fourth Street

All Orders Promptly Executed.

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The Smith & Fettes Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

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...FLOWERS...

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Omaha, Neb.

Alfred Donaghue

1622 Harney St. Established 1866

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

DES MOINES IOWA
ALFRED LOZIER ROSERY

For St. Louis

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C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice

Trade discounts. First-class stock.

Marionburg, W. Va. Washington, D. C.
134 West King Street 14th and Harvard Sts., N. W.

The Flower Store

J. A. PHILIPPS

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FLORIST

3343 W. MADISON ST.

NEAR OAKFIELD PARK

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For Wisconsin Delivery

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"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN

Member of Florists' Telegraph Delivery.

W. J. PALMER & SON

Palmer's

205 MAIN STREET
BUFFALO, N. Y.

Members Florists' Telegraph Delivery Association

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids
Member of Florists' Telegraph Delivery.

E. W. PEARSON

38 State Street, Newburyport, Mass.

Covers All New England Points.

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LEIKENS,

Madison Ave. and 55th St.,
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Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.

Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

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Gilbanks
Flowers of Quality

50 Broadway

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Malandre Brothers

2077 Broadway, near 72nd Street

Phone, Columbus 6883

Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of
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Orders from other cities receive our personal
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Cor. Manor House Square
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G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

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HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

San Francisco, Calif.

J. B. BOLAND

Successor to Stivers & Boland

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60 KEARNY STREET

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H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

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Penn
The Florist

"Penn, The Telegraph Florist"

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Orders in or Around WASHINGTON, D. C.

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900 Fourteenth Street

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Randall's Flower Shop

Member of Florists' Telegraph Delivery.

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S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Galesburg and Central Ill.

I. L. PILLSBURY

CHOICE CUT FLOWERS AND DESIGNS

Patentee and Manufacturer of
PILLSBURY'S CARNATION STAPLE
Member of Florists' Telegraph Delivery.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

DULUTH FLORAL CO.

200 miles in any direction.
We are the center of the great
Northwest. Daily deliveries to Superior, Wis.

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF HEINL'S

Chicago

Detroit

Central Floral Co.

132 North State St., CHICAGO, ILL.
85 Broadway, DETROIT, MICH.

Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

Member of Florists' Telegraph Delivery.

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Springfield, Mass.

Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers

422 MAIN STREET

Greenhouses, 437 Bay Street.

Mention the American Florist when writing.

IN THE HEART OF Newark, N. J.

The Rosery Floral Co.,
167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city
within 150 miles of Newark.

Telephone
Market 494.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

LITTLEFIELD, Florist
WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1919.

ONION SETS.—The harvesting of the main crop in the Chicago district has begun with prospects for a fair yield.

FRENCH BULBS, against which there was an embargo in England last year, may be imported into that country this season.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade July 24 were as follows: Timothy, \$7.00 to \$8.00 per 100 pounds.

EDWIN B. NORTHRUP, of Northrup, King & Co., Minneapolis, Minn., was at Chicago July 24 on his way home from Detroit with a new Cadillac.

VISITED CHICAGO: Howard M. Earl, of W. Atlee Burpee & Co., Philadelphia, Pa., en route to the Pacific Coast; Ralph M. Ward, New York; S. Arai, Yokohama, Japan.

NORTHRUP, KING & Co., of Minneapolis, Minn., have opened an office at 1610 Walker Bank Building, Salt Lake City, Utah, together with a warehouse and cleaning plant.

CLEVELAND, O.—The Templin-Crockett-Bradley Co. has announced that, effective July 20, all purchases and payments will be made under that name instead of the Children's Flower Mission as in the past.

TOLEDO, O.—Clover gained 27½ cents, July 22, over the price on July 20, closing at \$14.50. Cash timothy was also 10 cents higher at \$4.30. September closed at \$4.80, October \$4.45, December \$4.50, March \$4.72½ and April \$4.70.

DUTCH BULB SHIPMENTS.—The Holland-America Line write from New York, July 18: "We have not yet received an answer to our communication to our offices in Rotterdam with relation to the prospective shipments of Holland bulbs from abroad."

The department of agriculture estimates the bean crop at 19,791,000 bushels, an increase of 5,000,000 bushels; the beet sugar crop at 6,247,000 tons, an increase of 267,000 tons; and the peanut crop of 70,704,000 bushels, an increase of 19,500,000 bushels, all record crops.

A WRITER in the Melbourne Australasian expresses the opinion that the best white winter flowering sweet pea in that country is *Icicle*, this variety having been awarded the silver medal of the Sweet Pea Society of South Australia, the exhibit being made by F. H. Brunning, Melbourne.

Lily-Bulb Prospects In Bermuda.

Consul General Ethelbert Watts reports that the Bermudian director of agriculture estimates that this season's production of lily bulbs will total 1,200 crates, as against a little over 1,000 crates produced last year.

The growers are asking an advance of 50 per cent over last year's prices.

Tax Multiplication Grave Danger.

A grave danger in the present policy of the treasury is that taxes will be so needlessly multiplied as to become more vexatious than productive. By the income and war-profit levy, if clearly drawn and equitably applied, it should be possible in one transaction to collect practically the whole of the extraordinary war revenue. To anything short of confiscation, business can soon adjust itself. But business must suffer if, in addition to such charges, it is compelled to carry burdens especially devised as hindrances. While this war is in progress no tax should be levied to destroy anything at home or abroad except the power of the Prussian autocracy.—New York World.

Expediting Seed Imports.

To inform seedsmen of the best methods of importing seeds, the seeds stocks committee of the United States department of agriculture has taken up with the war trade board and the United States shipping board the steps necessary to obtain government assistance promptly. An import license is required for the importation of seeds. Application blanks for import licenses may be obtained from the bureau of imports, war trade board, Washington, D. C., or at branch offices of the war trade board in various cities. The seed stocks committee is to advise with the war trade board as to the importance of seeds proposed to be imported in cases of embargoes by foreign countries.

Washington Rulings and Regulations.

The war trade board has by a new ruling extended the back-haul privilege under the general policy of restricted imports, hitherto applying only to convenient ports in Europe, to apply under the same conditions to convenient Mediterranean ports in Africa. As to which ports are to be considered as convenient within the meaning of this regulation will be determined by the shipping control committee. Ports of Spain and Portugal may be construed to include adjacent islands in the Mediterranean sea and the Atlantic ocean north of the Grand Canaries belonging to those countries. West Italian and Sicilian ports include ports in Sardinia and other Italian islands lying to the westward of the west coast of Italy.

The director general of railroads has ordered that carriers subject to federal control shall sell at public auction to the highest bidder, without advertisement, carload and less than carload lots of non-perishable freight that has

been refused or is unclaimed by the consignee, and has been on hand for a period of 60 days. The consignee, as described in the waybill, shall be given due notice by mail of the proposed sale. The place of the sale is to be determined by the carrier. The net proceeds, if any, after deducting freight and other legitimate expenses, will be paid to the owner on proof of ownership.

B. F. L.

New York Seed Trade.

A. R. Kennedy, formerly at 156 West 34th street, is now finely located at 216 West 34th street, nearer to the Pennsylvania Terminal. He reports a good season's business. Joseph M. Brown, who has been his store manager for the past six years, has enlisted in the navy and expects to go to the training school at Pelham Bay. He is a clever young man and we wish him success.

Patrick O'Mara, of Peter Henderson & Co., is on an extended vacation in the Adirondacks.

Corn and Vine Seed Crops.

Waterloo, Neb., July 17, 1918. This vicinity has been visited by one of the most beneficial summer rains ever known. Corn was getting in bad shape, especially south of the Platte river, much of it curling seriously, and as this crop is now at its critical stage, that is, just shooting ears, the moisture which we have received was a very important factor and growers are feeling well over the prospect. The acreage of sweet corn is not as large as might be desired, although there is some independent acreage. General crops of Dent corn are in splendid shape.

Acreages on squash and pumpkin are light but the prospects on what has been planted are quite favorable.

At Rocky Ford, Colo., the prospects on cucumber, cantaloupe and beans are fully up to the average, and taking it all in all, there should be fair crops, although there is no excess acreage in sight.

R.

Alfred J. Brown Seed Co.

Growers of

Peas and

Beans

Grand Rapids,

Mich.

Mention the American Florist when writing.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish,
Correspondence
Solicited.

Braslan

Seed Growers

SAN JOSE, CALIFORNIA

Company

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Early Bulbs



American-Grown
Narcissus for an early start.
Reliable, well-cured; ready in Sept.

	Per 100	Per 1000
Emperor, Double Nose.....	\$3.00	\$27.50
Emperor, fancy grade, round bulbs.....	2.75	25.00
Princes Maximus, fancy grade..	1.75	15.00
Bicolor Empress, fancy grade....	3.00	27.50
Bicolor Grandis (Grande)... ..	2.25	20.00
Obvallaris (Tenby Daffodil) fancy	2.00	18.00
Sir Watkin, fancy grade.....	3.00	27.00
Barri Conspicuous, fancy grade..	1.50	12.50
Jonquilla Rugulosus.....	1.25	11.00
Poeticus (Pheasant Eye), fancy..	1.00	9.50
Poeticus Ornatus, fancy grade..	1.25	11.00

7% Discount off above to Seedsmen only.

DOUBLE NARCISSI

	Per 100	Per 1000
Alba Plena Odorata.....	\$1.35	\$12.00
Orange Phoenix, fancy grade....	1.75	16.00
Sulphur Phoenix, fancy grade....	1.75	16.00

CALLA AETHIOPICA

These can be grown at less expense during winter months, requiring less heat than other lilies. Should prove popular on account of coal restrictions. Ready in August.

	At Chicago	At New York
	Per 100	Per 1000
1 to 1½ in....	\$4.50	\$42.00
1½ to 2 in....	7.00	65.00
2 to 2½ in....	9.50	90.00
2½ in. up....	11.50	110.00
		150.00

Our Mid-Summer List of Seeds for Summer Sowing is now ready—Write for your copy.

Vaughan's Seed Store
CHICAGO NEW YORK

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing.

GARDEN SEED

Best Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Day St., NEW YORK
and ORANGE, CONN.

Mention the American Florist when writing.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

SEEDS

Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing.

Seed Packets for 1919

Should be Ordered at Once

We make all Packet sizes.

Larger bags for counter and package trade up to two pound or more.
Catalogue Envelopes. Return Envelopes. Coin Envelopes.

THE BROWN BAG FILLING MACHINE CO.
FITCHBURG, MASS.

Mention the American Florist when writing.

NEW CROP KENTIA SEEDS JUST ARRIVED

BELMOREANA and FORSTERIANA

WRITE FOR PRICES, STATING QUANTITY REQUIRED

McHUTCHISON & CO., 95 Chambers Street, NEW YORK

Mention the American Florist when writing.

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing.

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch
LONDON, - - ENGLAND

The Premier British Wholesale
and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION.

Mention the American Florist when writing.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High Grade Seed.
TOMATO, Pepper, Egg Plant, Squash, Pumpkin,
Cucumber and Watermelon Seed and Field Corn,
on Contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing.

MICHELL'S PANSY SEED

Mitchell's Giant Exhibition, Mixed. A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt. 30c; 50c per tr. pkt.; 1/4 oz., \$1.25; \$2.00 per 1/4 oz.; per oz. \$7.00.

Giant Trimarceau, Mixed, Large flowering and choice colors. Tr. pkt., \$1.25 per oz. Also Giant Prize and Regular sorts in separate colors.
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NATURAL,	6 ft.	2000	\$21.00
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"	9-12 ft.	400	8.50

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FOR FALL TRADE

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18. MIXED. The above four colors with other shades and variations. Each color separate or mixed.

500 seeds, 25c; 1000 seeds, 40c; 1/4 oz., \$1.10; 1/2 oz., \$2.00; oz., \$7.50.

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CYCLAMEN--Giant English Grown.

Prices on Cyclamen are net--No Discount.

PRICES (except where noted)—100 seeds, \$1.10; 1000 seeds, \$9.00 net.
Saint George. Foliage is beautifully margined with bright silver, not unlike the Bezonis Rex, and the flowers are a rich salmon color. 100 seeds, \$1.20; 1000 seeds, \$10.00.

Crimson St. George. 100 seeds, \$1.80; 1000 seeds, \$15.00.
Mrs. L. M. Graves. The color is an intense and brilliant salmon scarlet. 100 seeds, \$1.80; 1000 seeds, \$15.00.
Brilliant Giganteum. Flery crimson flowers. 100 seeds \$1.60; 1000 seeds, \$14.00.

Queen Mary. Salmon with claret base. 100 seeds, \$1.40; 1000 seeds, \$12.00.

Rosy Morn. Delicate rose color. Claret base.

Grandiflora Alba. The largest giant white.

Excelsior. White with red base. Extra large flowers.

Princess May. Pale pink. Duke of Wales. Dark rose.

Mauve Queen. Mauve. Princess of Fife. Deep pink.

Salmon King.

English Varieties, Mixed—100 seeds, \$1.10; 1000 seeds, \$9.00.

Dark Rose. 100 seeds, \$1.10; 1000 seeds, \$9.00.

Glory of Wandsbek. 100 seeds, \$2.00.

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PANSIES.

VAUGHAN'S INTERNATIONAL MIXTURE. This is one of the Specialties that has established the reputation of Vaughan's Flower Seeds and one which we maintain most carefully. Trade pkt., 50c; ½ oz., \$1.50; ¼ oz., \$5.00; oz., \$10.00.

VAUGHAN'S GIANT MIXTURE. This mixture includes the richest reds, coppers and bronzes, together with the most delicate rose and pink shadings, all the distinct colors of Trimardeau and the splendid Cassier strain. Trade pkt., 25c; ½ oz., 75c; oz., \$5.00; ¼ lb., \$18.00.

VAUGHAN'S CUT FLOWER MIXTURE. This mixture is put up by ourselves and contains mostly light colored sorts. We have sold this mixture for several seasons to some of our Chicago cut flower growers. Trade pkt., 25c; ½ oz., 60c; oz., \$4.00.

NEW EARLY-FLOWERING GIANT. The new strain produces its giant flowers about four weeks earlier than other known types. In March, when the old type pansies hardly show any buds the plants of the new strain bore from three to five of their giant flowers. Early Flowering Giant White, Yellow, Light Blue, Dark Blue and Mixed. Trade pkt. (500 seeds), 25c; ½ oz., 80c.

CHICAGO PARKS BEDDING MIXTURE. This is a mixture made by ourselves from 20 different and distinct varieties of this type. While the flowers of this strain do not grow as large as those of the Giant Pansies they excel them by a much greater number of flowers to a plant. Trade pkt., 15c; ¼ oz., 35c; oz., \$1.15; ¼ lb., \$4.00.

VAUGHAN'S P. P. (Popular Price) MIXTURE. This mixture like all "P. P." mixtures, is made up by ourselves from separate colors and strains of the Giant and Chicago Parks Bedding types and will furnish a large variety of colors with a good proportion of giant flowers. Trade pkt., 20c; ½ oz., 35c; oz., \$2.00; 4 ozs., \$7.00.

SWEET PEAS.

Trade Packets contain ¼ oz.

	Trade pkt.	Oz.	Lb.
Apricot Orchid. A delightful and charming shade.	\$0.25	\$0.80	\$10.00
Asta Ohn. This is sure to be the most popular lavender.	.30	1.00	14.00
Bohemian Girl. Deep pink, standard orange blush	.20	.65	8.00
Cream. Identical in color and size of blossom to Dobbie's Cream.	.30	1.00
Fordhook Pink and White.	.20	.65	8.00
Heather Bell. A rich but pleasing mauve, but after standing in water the color becomes a beautiful mauve lavender.	.20	.65	8.00
Helen Lewis. Very fine shade of salmon pink.	.30	.90	12.00
Hercules. Of the same lovely shade of pink as Countess Spencer.	.30	.90	12.00
Lavender Pink. Large flowers.	.20	.65	8.00
Melody. This is a deeper shade of pink than "Early Song Bird" on white ground, closely resembling "Countess Spencer".	.25	.80	10.00
Morning Star. Deep orange scarlet or flame color	.20	.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink.	.20	.65	8.00
Mrs. M. Spanolin. Black-seeded white.	.20	.65	8.00
Mrs. J. Manda. Light shell pink.	.20	.65	8.00
Mrs. William Sim. Apricot pink.	.20	.65	8.00
Mrs. Woodrow Wilson. Appleblossom pink.	.30	1.00
Pink and White. Blanche Ferry type, extra choice	.20	.65	8.00
President Woodrow Wilson. Magenta rose.	.20	.65	8.00
Rose Queen. A splendid commercial pink, best seller on Chicago market. Sow in August.	.30	.90	12.00
Rose Queen. Greenhouse grown.	.85	3.00
Selma Swenson. Clear light soft pink	.20	.65	8.00
Song Bird. Same color as "Florence Morse Spencer"	.30	.90	12.00
Songster. Giant early lavender.	.30	.90	12.00
Spring Maid. Light pink on cream ground	.20	.65	8.00
Snow Flake. This is the best early flowering white seeded Spencer.	.25	.80	10.00
Venus. Standard white, slightly blushed wings	.20	.65	8.00
Warbler. Rich mauve purple	.30	.90	12.00
Wedgewood. A magnificent clear blue	.50	2.00
White Orchid. White flowers of good substance.	.20	.65	8.00
Yarrow. The color on opening is rose, changing as the flower develops to a light pink standard, tinted buff with blush wings.	.20	.65	8.00



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NEW YORK
N. Y.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-
President; S. W. Severance, Louisville, Ky.,
Secretary; Eugene Davis, Grand Rapids,
Mich., Treasurer.

BOSTON, MASS.—A community market for the disposal of surplus products of 30,000 war gardens will be opened in Horticultural hall, July 31. Applications for space should be addressed to W. L. Terhune, 29 Mason street.

KANKAKEE, ILL.—The D. F. Harrison Co. has sold its range devoted to vegetables to W. B. Davis, of Aurora, and R. R. Davis of Morrison, Ill., who will incorporate under the name of the Davis-Kankakee Co. Raymond Baird will remain as manager.

THE Ontario department of agriculture, Toronto, under the title "Mushrooms of Ontario," has issued Bulletin 263, by R. E. Stone, Ph. D., containing much of interest concerning common edible and poisonous mushrooms, their distinguishing characteristics, growth, food value, etc.

Prices of Indoor Fruits and Vegetables.

Chicago, July 23.—Cucumbers, 2-dozen box, 75 cents; celery, crate 50 cents; head lettuce, 2-dozen, \$1.50; radishes, per 100 bunches, \$1.00; tomatoes, 4 baskets, 50 to 75 cents.

New York, July 22.—Celery (state), per bunch, 25 to 60 cents; cucumbers, \$1.00 to \$2.75 per basket; mushrooms, 80 cents to \$2.40 per 4-pound basket; tomatoes, per pound, 10 to 12 cents; lettuce, per package, 50 cents to \$2.00; radishes, per 100 bunches, 50 cents to \$1.00.

Turnips.

This promises to turn out one of the shortest crop years on record, at least in our vicinity (Ohio). We have never seen the market in its present condition—never in 30 years. Anything at all edible will sell, and at a high price, showing the enormous demand for food and also the unbalanced condition of our country—and insufficient number of producers. Combined with high priced seeds of doubtful quality, short labor supply and insufficient quantities of manure and fertilizers, we have so far had a shortage of moisture too early in the season, causing a tremendous shortage. This lack of moisture has prevented a great deal of replanting or succession cropping of vegetables and berries, and at this date there is not much left that can be done.

One of the best late crops is turnips. The old adage, "Sow your turnips in July, wet or dry," is pretty nearly right. However, on our exacting markets, much later sowings can be used. We draw the line at August 20 for Ohio. This date will mature a nice apple-size turnip about November 1, and this size will outsell the larger ones. We have known cases where parties were successful with such late sowings, clearing up more money than on their earlier crops. For several years now, turnips have ruled high—above \$1 per bushel. These late crops are generally produced by broadcasting the seed up-

on land that has produced an earlier crop, such as peas, beans or potatoes. We should avoid radish and cabbage patches, as the same diseases and pests will attack the turnips.

The two enemies to turnips are black flea and green aphids. Where moisture is insufficient these two will generally destroy the crop. Since the installation of mechanical watering, we make it a practice to thoroughly soak the land before preparing for turnips. When in proper condition disc and harrow and sow the seed and this moisture will generally pull the crop through until cool weather comes in the fall. For this purpose we generally bring on one of our movable Skinner lines, and after the purpose is accomplished carry the line to another field. We have demonstrated that this method is a success, as a few pipe lines will go over a large area. For our market and for shipping, the Purple Top White Globe is the standard variety. Take care to sow thinly, or mix the seed with some filler, to reduce overseeding.

MARKETMAN.

War Gardens For Army.

The repeal of the old law which forbids the expenditure of money appropriated for the army for post gardens is being urged by Secretary of War Baker, the war industries board and the national war garden commission and a bill will be introduced by Chairman Dent of the house military committee to provide facilities for the cultivation of vacant areas at army camps and cantonments throughout the United States.

At Camp Dix, N. J., a 400-acre war garden has been under cultivation for some time. At its inception the national war-garden commission, conferred with the military authorities and straightway sent a train of motor trucks loaded with plows, seeds, fertilizer, harrows, hoes and all the other gardening tools needed to start off the kitchen garden for this healthy family of 48,000 soldiers in training. Plenty of farmer soldiers were in the camp, and itching for assignment to the plowing and harrowing jobs, where they could "show off" to the city soldiers how valuable farm training is to a warrior.

Nassau County Vegetable Show.

The June meeting of the Nassau County Horticultural Society held in Pembroke park, Glen Cove, N. Y., was featured by a fine display of vegetables. Among the exhibits which received awards at the hands of Judges S. J. Trepass, Robert Angus and F. H. Meech, were six tomatoes by J. W.

Everitt and 25 string beans, 25 pods of peas and an excellent collection of vegetables in 12 varieties by Frank Petroccia, six heads of cauliflower by Ernest Westlake and displays of lettuce by Arthur Smith, Louis Hubbard, A. J. Young and Ernest Westlake. Competition for the next meeting to be held August 14 will be for six ears of sweet corn and 25 pods of lima beans. Awards in the flower section were made to Ernest Westlake and Louis Hubbard for sweet peas and gladioli respectively.

HOUSTON, TEX.—Material for 14 new houses has been received from the Foley Greenhouse Manufacturing Co., Chicago, by the R. C. Kerr Co., and work is well under way in preparation for a lively fall trade.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
Contract Growers of

HIGH GRADE SEEDS

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Sweet, Flint and Dent Seed Corn.

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English Catalogue on Application.

ENGLISH CORRESPONDENCE.

Improved Purity Freesia Bulbs

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TRUE TYPE.

WELL UP TO SIZE.

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Ordinary planting size.....\$ 3.50 per 1000

 $\frac{3}{8}$ to $\frac{1}{2}$ -inch and up..... 6.00 per 1000 $\frac{1}{2}$ to $\frac{3}{4}$ -inch and up..... 9.50 per 1000 $\frac{5}{8}$ to $\frac{3}{4}$ -inch and up.....\$15.00 per 1000

Large Jumbo Bulbs..... 18.00 per 1000

We can also quote prices upon application F. O. B. California, shipping direct to you from our Grower. Write us for sample 100 or more, or mail us your full order with privilege of returning same if not satisfactory. We guarantee our Bulbs to reach you in good condition, which means a great deal to you. Let us have your orders.

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Not overforced Greenhouse Bulbs $1\frac{1}{2}$ to 2 in. White, 1000 per case

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size, also $\frac{5}{8}$ and up.Freesia refracta alba, $\frac{5}{8}$ inch.

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 $\frac{1}{2}$ inch, good grade.....per 1000, \$ 7.50 $\frac{5}{8}$ inch, extra fine bulbs.....per 1000, 13.50 $\frac{3}{4}$ inch and up, mammoth bulbs.....per 1000, 17.00

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THOROUGHbred STRAINS. Postpaid, per oz.
Cassier's Giant Odor, finest mixed.....\$3.50
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Giant Trimardeau, mixed, largest..... 2.50

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For delivery Oct. 1st to Dec. 15th. S. A. Nutt,
per 1000, \$12.50; Ricard and Poltevine, per 1000,
\$15.00. For delivery Dec. 15th. to Feb. 15th. S.
A. Nutt, per 1000, \$15.00; Ricard and Poltevine,
per 1000, \$17.50. Parcel post delivery made at actual
cost. Bill sent with shipment. Cash for cuttings
to accompany the order.

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The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

WINCHESTER, TENN.—E. W. Chattin, well known nurseryman, has been elected mayor of this city.

LEXINGTON, KY.—Richard R. Tacke, superintendent of parks for a number of years, has resigned.

DENISON, TEX.—The Southwestern Nurserymen's Association will hold its meeting in this city, September 17.

MICHIGAN Agricultural College, East Lansing, has issued Special Bulletin No. 88, covering experiments in spraying to control anthracnose on black raspberries.

HUNTSVILLE, ALA.—Henry B. Chase has been asked by business and professional men of the city to represent them as mayoralty candidate at the fall election.

NILES, CALIF.—George C. Roeding has taken over the total capital stock of the California Nursery Co., amounting to \$400,000, in exchange for his nursery property here.

NEW YORK.—Isaac Hicks & Sons, of Westbury, L. I., have been awarded the contract for the landscape work at the 34th street Pennsylvania Central station in this city.

ALTA LOMA, TEX.—Forty acres in this vicinity will be planted with mulberry trees as an extensive experiment in silkworm culture. The trees were imported from Italy.

PORTLAND, ORE.—E. B. McFarland, president of the Portland Rose Society and an authority on roses in this section, died at Seaview, Wash., July 5, from heart disease.

LOS ANGELES, CALIF.—Chas. G. Adams, landscape architect, who is making a tour of the east, says general building and landscape work have been quite active on the Pacific coast this season.

SYRACUSE, N. Y.—The annual meeting of the New York Federation of Horticultural Societies and Floral Clubs will be held here September 11. Particulars may be had upon application to Professor E. A. White, secretary, Cornell University, Ithaca, N. Y.

Pacific Coast Association of Nurserymen.

The sixteenth annual convention of the Pacific Coast Association of Nurserymen was held at the Imperial Hotel, Portland, Ore., July 10-12. The meeting was well attended with good representation from the Pacific northwest and California. Elimination of waste and closer co-operation were urged as aids in terminating the war, and how the nursery business was affected by present conditions was the subject of considerable discussion. The elimination of many useless varieties was suggested as a war measure, and a list of such will be sent to members of the association. A model of a state law providing a uniform system of in-

spection was presented by H. A. Lewis, Portland, and approved by the members. A topic of more than usual interest was "Education of the Home Owner in Landscaping," presented by a committee led by W. C. Shawen, Seattle. Reports showed that the market for loganberries is such that the growers, especially those in Oregon, where their production has become an extensive industry, cannot keep up with the demand, and that the future for fruit juices is bright with indications that more acreage will be planted during the coming year. Lack of help and high wages caused a number of growers to curtail their plantings this season. The market for dried fruits is also better, according to M. R. Jackson, Fresno, Calif. From the present outlook, prices in general for nursery stock will be higher, as growers, instead of increasing acreage, are endeavoring to keep their product up to the highest quality.

A much enjoyed feature of the convention was the entertainment of the visitors on the afternoon of the second day at the home of Howard E. Weed at Beaverton until late in the evening.

At the closing session, officers were elected for the ensuing year as follows: C. J. Atwood, president; C. A. Tonnerson, Spokane, Wash., secretary-treasurer, re-elected; F. W. May, North Yakima, Wash.; A. Brownell, Portland, Ore.; W. R. Jackson, Fresno, Calif.; C. L. Trotter, Vancouver, B. C.; C. T. Hawkes, Caldwell, Idaho; P. A. Dix, Roy, Utah, and T. W. Mills, Helena, Mont, vice-presidents. Portland was again chosen as the meeting place for 1919.

H. C. T.

Barberry Eradication.

WHO WILL PAY THE OWNERS?

The United States department of agriculture, through the office of cereal investigations, Botany Annex, Urbana, Ill., states that the campaign for the eradication of *Berberis vulgaris* and *B. purpurea* by educating people regarding the menace to the wheat crop has been a success in Illinois, although the inspection has been rather slow due to the fact that an appropriation was not passed in time to get the survey work fully organized in the spring and much of the inspection has been done by volunteers. Regarding the destruction of the shrubs, it is stated that there is no law at present to compel eradication unless they are found to be infected, but it is planned to endeavor to have the state legislature pass such a statute next winter and nurserymen will also be urged to aid in this effort. Compensation for the destruction of the shrubs is a matter that will have to come through the state since the United States does not have the power to pay this. The matter, however, is so complicated that it would be a serious handicap on the work of the campaign to try to include it in the law, but if it was found advisable to do so, such action could be taken up and attempt made to get some settlement after the law was passed.

The state department of agriculture reports that it is cooperating with the federal department and with the State Council of Defense in the work of eradication, has given the federal inspectors the status of state inspectors, and where plants were found infected and owners unwilling to remove them otherwise, peremptory orders for their destruction were issued by the state department.

Georgia Fruit Tree Legislation.

There has just been filed in the Georgia legislature a bill (S. 214) to establish the measure of damages in those cases where fruit trees are not true to name. The purchaser may collect \$3 per tree for each year between the date of purchase and the first day of November of the year in which such tree shall have borne fruit disclosing the variety thereof.

It is apparent that no Georgia nurseryman could sell any fruit trees if this bill were enacted. A thousand trees, taking seven years to bear fruit, would involve damages payable by the nurseryman of \$21,000. Such measure of damages is absurd, and does not, in any event, represent the actual damages, as a review of cases decided by the courts will show.

This bill, if enacted, would render the more or less usual disclaimer of warranty clause employed by American nurserymen of no avail.

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They comprise 861 acres of the richest lands in HUMBOLDT COUNTY, CALIFORNIA, which are devoted to the following purposes.

232 acres Jersey Dairy Farm where a herd of 150 head of Pure Bred Jerseys are maintained.

81 acres Eden Nursery where acres of glass and 60 acres of land under Skinner System of irrigation are devoted to the culture of millions of Azaleas, Rhododendrons, Hollies, Boxwood and other florists' plants.

28 acres San Jose Selling Branch where large quantities of deciduous stock is grown.

520 acres in Bulb Farms where fifteen millions of Holland and other bulbs are now growing.

What Four Years Work Has Accomplished.

Sales for one and one-half years.....\$ 42,785.67
Gains for same period..... 88,050.63
Orders now on hand for future delivery fall..... 126,194.57
Surplus July 1st, 1918..... 204,000.00
Dividend declared July 1st, 1918, 20% on..... 300,000.00

Inventory Stock On Hand For Sale.

Bulbs, Plants and Cattle..... 485,000.00
Capital stock outstanding July 1, 1918, which participates in the 20% dividend..... 300,000.00
Additional Capital Stock authorized..... 300,000.00

Total Capital Stock outstanding and authorized..... 600,000.00
Crop of bulbs now being harvested..... 15,000.00
Quantity of Florists' plants now in work..... 3,000.00

Sources Of Profit.

There are three major sources of profit in the

Cottage Gardens Operations.

- 1st Culture and sale of Bulbs.
 - 2nd Culture and sale of Florists' Plants.
 - 3rd Sales of Butter Fat from Jersey Farm.
- Sales of Pure Bred Jerseys from Jersey Farm.

Bulb Sales.

TULIPS.	Average price of Tulip Bulbs in America, \$15 per M.
"	cost production bulbs in America, \$5 per M.
"	increase per annum 400%.
"	yearly demand for Tulip Bulbs \$2,000,000 in value.
NARCISSUS.	selling price in America, \$18 per M.
"	cost of production in America, \$6 per M.
"	annual increase 200 to 300%.
"	demand in America \$1,000,000 in value.
OTHER BULBS.	selling price in America, \$10.00 per M.
"	cost of production in America, \$5.00 per M.
"	annual increase 200 to 400%.
"	demand \$500,000 in value.

FLORIST'S PLANTS. Such as Azaleas, Rhododendrons, etc., are imported into and consumed in the United States to the value of \$2,000,000 per annum. The cost of production does not exceed 20% of the wholesale selling price.

JERSEY CATTLE. A pure bred high grade Jersey cow produces \$120 to \$180 per annum in butter fat. The highest grade cows produce \$300 to \$350 per annum. Cost of keeping such animals runs from \$60.00 to \$80.00 per annum. No high grade Jersey Calf sells for less than \$100 and from that up to \$500 to \$600 each. Extra fine pedigreed Bulls sell at \$1000 and sometimes \$5000 each.

Climatic Conditions.

Nowhere in the world are climatic and soil conditions as favorable for producing bulbs, florists' plants and Jersey Cattle as the coastal region of Northern California, Oregon and Washington.

Bulbs and plants grown in this region are of much better quality than those produced in any other part of the world. The costs of production and selling are less and the quality is superior in every respect.

The cost of producing butter fat will average 20 cents per pound less than in the colder parts of the United States and the quality is unexcelled and Humboldt County butter sells for the highest market price.

A United States Embargo on all bulb and plant importations from foreign countries will secure the entire American market to American producers and is a cogent reason why a great industry in growing these articles should be built upon the Pacific Coast.

There is abundant opportunity for the profitable investment of several million of dollars of Capital in such enterprises and this should be American Capital managed by American brains and energy and these industries should be distinctively American Industries.

THE COTTAGE GARDENS NURSERIES is an American concern controlled by American capital and managed wholly by Americans.

Its new issue of stock now being placed on the market affords an opportunity for the safe investment of \$200,000 of American Capital which will earn the highest rate of dividend of any American Industrial Stock and this dividend will be permanent, in fact will increase after the war is over.

On January 1st the price will be increased to \$150 per share.

You can invest now at \$100 per share.

Fill out the attached subscription form and mail it with 20% of the amount you wish to subscribe for and mail it to the address below.

This will be your last opportunity to purchase

Cottage Gardens Nurseries Stock at Par.

THE COTTAGE GARDENS NURSERIES. Inc , of Eureka, Calif.

Capital Stock, \$300,000

Shares, \$100 Each

I hereby subscribe for shares of the capital stock of the COTTAGE GARDENS NURSERIES, Inc., a corporation, of Eureka, California, at the par value thereof, and agree to pay therefor 20 per cent of this subscription herewith and to pay the remainder in installments of an equal amount on the first day of each calendar month hereafter for eight months until said subscription is fully paid, the payments herein provided are to be paid to the treasurer of said corporation, at Eureka, California. Certificate of stock to be issued by said corporation on final payment thereof.

Dated,

1918.

Certificate of Stock will be mailed immediately should purchaser prefer making full payment.

Make checks payable to KATHERINE L. BROWN, Treasurer.

C. W. WARD, President.



SPECIAL SALE

Boston Ferns Whitmani Ferns

6 inch, 35 cents each

6 inch, 35 cents each

Perfect, strong, well-rooted and established plants. These prices are made only for immediate acceptance, and order should be placed at once to get in on these special offers.

Don't delay. These are real bargains. They demand your immediate attention. Order Now!

George Wittbold Co., L. D. Phone: 745 Buckingham Place, CHICAGO
Graceland 1112

CHAS. H. TOTTY

MADISON, NEW JERSEY
WHOLESALE FLORIST

Chrysanthemum Novelties my Specialty

Rochester, N. Y.

SUMMER DULLNESS NOTICEABLE.

Summer lethargy has settled over the trade and the lack of transient business is noticeable. Cut flower stock of all kinds is plentiful, especially roses, and due to the cool nights, the quality has been unusually good. Summer American Beauties are showing fine form. Cornflowers, Gaillardias, monardias, Schizanthus, Shasta daisies, mignonette, gypsophilas, etc., are also good. Early gladioli have begun to arrive in limited numbers. Carnations are becoming very small, but are still the bread and butter of the trade. Blooming plants are entirely gone.

NOTES.

John Murrell has returned from an auto trip to Gettysburg, Pa. He is now making improvements at his range and planting carnations.

Geo. T. Boucher has returned from a fishing trip at Manitou. He is now showing fine early asters, gladioli and summer roses.

George Kramer is now with the Syrmington Forge Co., engaged in the manufacture of shells.

E. P. and Winfred Wilson, with their families, are taking motor trips to nearby points of interest.

Herbert Salmon and wife are rejoicing over the arrival of a son.

Salter Bros. are making a good display of Japanese iris.

Chas. W. Curtis is growing some excellent gladioli.

Hubert Stringer has returned from a Canadian trip.

Visitors: Henry Bigart, New York; Charles Ighton, Buffalo, N. Y.

CHESTER.

LORAIN, O.—Employees and guests of the Heacock Floral Co. to the number of 36, enjoyed the firm's annual outing at Linwood park, July 10.

DAHLIAS

A good assortment of the best all around varieties. 2 inch pot plants at prices running from \$2.00 to \$25.00 per 100. We will send 100 in an assortment of 20 varieties, our selection for \$20.00. Cash with order.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

— THE —

Storrs & Harrison Co.

PAINESVILLE NURSERIES

Catalogues and Price Lists
Free on Application.

PAINESVILLE, - OHIO

Mention the American Florist when writing.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Mention the American Florist when writing.

Orchids

If you want Orchids for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing.

Spring Stock

Write for List of
Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower,
PEK-N, ILL.

Mention the American Florist when writing.

Trade Directory

OF THE

Florists, Seedsmen and Nurserymen

United States and Canada

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, page 612. Correspondence solicited.

DAISIES

Our Stock Has Been Carefully Selected.

	Per 100
Mrs. F. Sander, 2-in.....	\$2.00
Boston Yellow, 2-in.....	3.00
Alyssum, Giant Double, 2-in.....	2.00
Geranium, Labeled, 2-in.....	2.00
Vinca Variegata, 2-in.....	1.75

ELMER RAWLINGS, Allegany, N. Y.

Robert Craig Co...

High -
Class - **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.

The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus plumosus, 3-in., 8c each; Sprengerii, 3-in., 6c each. George Wittbold Co., 745 Buckingham Place, Chicago.

ASPLENIUM.

Asplenium Nidus Avis (Bird's Nest Fern). We offer fine, well furnished plants at 50c, 75c, \$1.00 and \$1.50 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

AUCUBA JAPONICA.

Aucuba Japonica, 4-in., 20c each. George Wittbold Co., 745 Buckingham Place, Chicago.

BULBS.

FREESIA PURITY, AND YELLOW CALLAS Our Specialty.

We grow acres of them. Our prices and stock will please you.

PACIFIC BULB CO.
211 Pacific Ave., Santa Cruz, Calif.

Bulbs, Lily. For autumn and winter, from storage. Giganteum, Speciosum Album, Speciosum Rubrum and Auratum, in sizes and prices see advertisements elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs, Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Avenue, Chicago.

CALENDULAS.

Calendula, Orange King and Lemon Queen, 2½-in., \$3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

CALLAS.

CALLA AETHIOPIA (Arum Lily). At present the only dependable new crop Lily bulb for 1918-19. Prices at Chicago: Large bulbs (1½ to 2-inch), per 100, \$7.00; per 1,000, \$65.00; Mammoth (2 to 2½-inch), per 100, \$9.50; per 1,000, \$80.00; 2½-inch and up, per 100, \$11.50; per 1,000, \$110.00. Prices at New York: Large bulbs (1½ to 2-inch), per 1,000, \$75.00; Mammoth (2 to 2½-inch), per 1,000, \$110.00; 2½-inch and up, per 1,000, \$150.00. Ready in August or September. VAUGHAN'S SEED STORE, Chicago and New York.

CALLAS.

Callas. Grown in California sandy soil; not overforced greenhouse bulbs. ½ to 2-in., white, 1,000 per case. Write for prices. McHutchison & Co., 95 Chambers St., New York.

Callas, home grown, fine stock, ready in August. For sizes and prices, see advertisement on front cover of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CANNAS.

Cannas. A good assortment of 3-in. standard varieties such as Gladiator, J. D. Elsee, Louisiana, Maros, Mme. Crozy, Mrs. Kate Gray, Queen Charlotte, Sour de Crozy, Uncle Sam, Venus, Wyoming, \$1 per doz., \$3.50 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

CARNATIONS.

FIELD-GROWN CARNATION PLANTS.

Positively the best obtainable. Order early.

	100	1000
White Enchantress	\$6.00	\$55.00
Carnegie	5.00	45.00
Victory	6.00	50.00
Alice	6.00	50.00
Theanthos	6.00	55.00
Ward	6.00	55.00
Matchless	6.00	55.00

WIETOR BROS.

162 N. Wabash Ave. Chicago

L. D. Phone Randolph 2081.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS

2-in. fine clean young stock, \$2.50 per 100, \$25.00 per 1000. Ready now, cash, please.
Tints of Gold, early or mid-yellow..... 3,000
Pacific Supreme, early or mid-pink..... 1,000
Diana, best white Pompon..... 10,000
Lilla, best red Pompon..... 2,000
Skibo, bronze yellow Pompon..... 2,000
Messa, best single white..... 4,000
Singles and Pompons. We have a fine crop of 50 sorts, early, mid and late. Rooting in sand, these we will pot July 25th to 30th in thumb pots and will be ready about Aug. 10th for shipment. These will be fine for growing to single stems for choice blooms. Try some of these. They will make you money. Prices same as above.
G. SCHNEIDER,
22 E. High St. Springfield, O.

Chrysanthemum Manual, by Elmer D. Smith, Adrian, Mich., who has given his undivided attention for twenty-five years to the improvement of the chrysanthemum and its culture in detail. 50c, postpaid.

Chrysanthemums: Standard varieties, 2½ and 3-in. pots, \$30.00 per 1000. HENRY SMITH, Grand Rapids, Mich.

COLEUS.

Coleus. Best bedding varieties, 2½-in. pots, \$3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

CYCLAMEN.

Cyclamen, Wandsbek type, transplanted seedlings, \$7.00 per 100; \$60.00 per 1,000. Seedlings, \$4.00 per 100; \$35.00 per 1,000. Salmon and Roccoco reports, \$1.00 extra; 2½-inch, \$8.00 per 100, \$75.00 per 1,000. Six varieties, equally divided, Cyclamen bulbs, mixed, first size, \$10.00 per 100; second size, \$6.00 per 100. ERNEST ROBER, Wilmette, Ill.

CYCLAMEN. Best strain of cyclamen grown, in 2½-inch pots. Varieties: Salmon Pink, Light Pink, Blood Red, Pure White, and White with red eye—\$7.50 per 100 or \$65.00 per 1,000. Cyclamen Seedlings, from three to five leaves, at \$5.00 per 100 or \$40.00 per 1,000.

J. H. FIESSER,

North Bergen,

N. J.

Cyclamen, 3-in., 10c; 4-in., 20c; 5-in., 35c and 50c; 6-in., 75c and \$1.00; 7-in., \$1.50; 8-in., \$2.00 each. George Wittbold Co., 745 Buckingham Place, Chicago.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jet., N. J.

DRAACAENAS.

DRAACAENA TERMINALIS. Clean, healthy stock out of 2½-inch pots at \$8.00 per 100; 3-inch pots at \$15.00 per 100; 4-inch pots at \$25.00 per 100. Cash with order. J. H. FIESSER, North Bergen, N. J.

Dracaena Indivisa, 4-in., 10c each. George Wittbold Co., 745 Buckingham Place, Chicago.

FERNS.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns, Boston. 4-in., 15c; 5-in., 30c; 6-in., 50c; 7-in., 75c; 8-in., \$1.00; 9-in., \$1.50 each. George Wittbold Co., 745 Buckingham Place, Chicago.

Ferns, Boston, 2½-in., heavy, \$6.00 per 100, \$55.00 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosback, Ferndale, Askov, Minn.

Table Ferns, 2-in., assorted, \$3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FREESIAS.

FREESIAS. Improved Purity. Extra size. $\frac{3}{4}$ to $\frac{1}{2}$ -inch, per 1,000, \$12.00; $\frac{1}{4}$ to $\frac{3}{8}$ -inch, per 1,000, \$7.50. $\frac{3}{8}$ to $\frac{1}{2}$ -inch, per 1,000, \$4.00. Write for samples. VAUGHAN'S SEED STORE, Chicago and New York.

Freesias. Fisher's Purity, California grown. $\frac{1}{2}$ -in. to $\frac{3}{4}$ -in., large; $\frac{3}{8}$ -in. to $\frac{1}{2}$ -in., mammoth; $\frac{3}{8}$ -in. and up, jumbo. Write for prices. McHutchinson & Co., 95 Chambers St., New York.

Freesia Purity. $\frac{1}{2}$ -in., good grade, \$7.50 per 1,000; $\frac{3}{8}$ -in., extra fine, \$13.50 per 1,000; $\frac{1}{4}$ -in. and up, \$17.00 per 1,000. St. Louis Seed Co., St. Louis, Mo.

Freesia Purity, mammoth size, also $\frac{3}{8}$ -in. and up; refracta alba, $\frac{3}{8}$ -in. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Freesia bulbs. For sizes and prices, see advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

GERANIUMS.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. E. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Richard and Poterwine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GREVILLEAS.

Grevilleas, 4-in. from 10 to 12-in. high; fine for boxes and vases, \$15.00 per 100. HENRY SMITH, Grand Rapids, Mich.

HYDRANGEAS.

HYDRANGEAS, French varieties, $\frac{2\frac{1}{2}}$ -inch, \$4.00 per 100; 5-inch, \$20.00 per 100; Oaksa, 5-inch, \$25.00 per 100. Ernest Rober, Wilmette, Ill.

Hydrangeas, 5-in., 40c; 6-in., 60c; 7-in., 85c; 8-in., \$1.25 each. George Wittbold Co., 745 Buckingham Place, Chicago.

GREENS.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Alabama.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

IVIES.

English Ivy, 4-in., 15c each. George Wittbold Co., 745 Buckingham Place, Chicago.

KENTIAS.

Kentia Belmoreana. 2-in., 10c; 3-in., 16c; 4-in., 35c; 5-in., \$1.00 each. Forsteriana, 2-in., 10c; 3-in., 16c; 4-in., 35c; 5-in., \$1.00 each. George Wittbold Co., 745 Buckingham Place, Chicago.

LANTANAS.

Lantanas, mixed varieties: pink, yellow, and red, 2-inch, strong plants, \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established: Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, nicely variegated, large specimens only, at \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

PEONIES.

Peonies. 30 acres. Can supply your wants. Write for Catalogue. Gilbert H. Wild, Sarcoxie, Mo.

POINSETTIAS.

POINSETTIAS 4-inch stock plants, \$12.00 per 100; 3-inch, \$8.00 per 100; $\frac{2\frac{1}{2}}$ -inch cuttings, \$6.00 per 100, \$50.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

PRIMULAS.

Primula Obconica, assorted varieties, $\frac{2\frac{1}{2}}$ -in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Primula Obconica, $\frac{2\frac{1}{2}}$ -inch, \$5.00 per 100, \$45.00 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

ROSES.**EXTRA FINE $\frac{2\frac{1}{2}}$ -INCH ROSE PLANTS.**

White Killarney	100	1,000
Sunburst	500	35.00
George Elgar	4.00	45.00

WIEIOT BROS., Chicago.

L. D. Phone, Randolph 2081.

Roses. Own root, $\frac{2\frac{1}{2}}$ -in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. Milady and Richmond, \$7.90 per 100, \$85 per 1,000. $\frac{3\frac{1}{2}}$ -in. stock, \$35 per 1,000 additional. Pochmann Bros. Co., Morton Grove, Ill.

Rose Plants, $\frac{2\frac{1}{2}}$ -inch pots. Champ Welland, Pink Killarney, Richmond, \$3.50 per 100, \$30.00 per 1,000. My Maryland, \$4.00 per 100; \$35.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Roses. Winter-flowering. For varieties and prices, see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

SEEDS.

Seed. Cyclamen. American grown, new crop of nice planting seed, grown by a specialist. Per 100, \$1.50; per 1,000, \$12; 5,000 for \$55.00. Pansy. New crop Florists' Mixture, r. pkt., \$1.00; $\frac{1}{4}$ -oz., \$2.00; oz., \$7.00. A. Henderson & Co., 211 N. State St., Chicago.

SEEDS.

ASPARAGUS PLUMOSUS NANUS SEED.
New crop. California lathhouse-grown, now ready:
Per 1,000 seeds.....\$1.50
ASPARAGUS SPRENGERI SEED.
Per 1,000 seeds.....\$0.75
ASPARAGUS ELONGATUS SEED.
Per 1,000 seeds.....\$5.00
Write for prices by the pound.
H. N. GAGE CO., INC.,
MONTEBELLO, CALIFORNIA

Seed. New early-flowering or winter-blooming Giant Pansies: Winter Sun, Ice King, Celestial, Queen, Charm of March, and mixed. 500 seeds, 25c; 1,000 seeds, 40c; $\frac{1}{4}$ oz., \$1.10; $\frac{1}{2}$ oz., \$2; oz., \$7.50. Chas. Frost, Kenilworth, N. J.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint, and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seed, cyclamen. Finest American grown from the very finest strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Kentia Belmoreana and Forsteriana. New crop just arrived. Write for prices. McHutchinson & Co., 95 Chambers St., New York.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. Burpee's Sweet Peas. New winter-flowering Spencer. For varieties and prices, see advertisement elsewhere in this issue. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Flower and vegetable. All seasonal varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onions, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, wholesale field and garden seeds. J. Boigiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohmert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-233 W. Madison St., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds; specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale field and garden. Write for samples and prices. The Mangelsdorf Seed Co., Atchison, Kan.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SNAPDRAGONS.

Snapdragons, Giant strain. Pink, white and yellow, 2 1/2-in., \$3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum moss and green sheet moss. For florists and nurserymen. For spot shipment or contract. Write us. Vaughan's Seed Store, Chicago and New York.

VEGETABLE PLANTS.

CELERY PLANTS. Golden Self-Blanching (French strain); Giant Pascal; also The Grand, new, easy blanching, which is easy to grow; fine plants, ready for the field, \$2.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

VEGETABLE PLANTS.

Cabbage, celery and parsley plants, field grown, 50c per 100, \$3 per 1,000, prepaid. F. M. PATTINGTON, Scipioville, N. Y.

VINCAS.

Vinca vines, 3-in., 6c; 4-in., 15c; 5-in., 20c each. George Wittbold Co., 745 Buckingham Place, Chicago.

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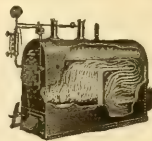
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H. A. T.

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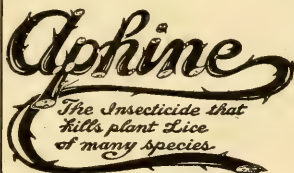
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10	20 in.	\$3.25	\$37.50	\$287.50	50	12 in.	\$1.50	\$15.00	\$110.00
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Vol. LI.

CHICAGO AND NEW YORK, AUGUST 3, 1918.

No. 1574

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ESTABLISHED 1885

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Conservation Plans Well in Hand.

There are a number of important
growers in Lansdowne, this pretty sub-
urb of Philadelphia, Pa., nearly all of
whom make roses a specialty. Wm. A.
Leonard, with nearly 90,000 feet of
ground on which the greenhouses are
built is low, flat and swampy; the
on North Wycomb avenue. The former,
like all others, is up against it for
labor. He was fortunate in getting in
his allotment of coal, but had to pay
laborers \$4.50 per day to unload and
handle it from the railroad siding,
which is on his place, to the green-
house. He uses bituminous. He is as-
sisting in this and other rough work
about the place, and has become again
a horny handed son of toil. His varie-
ties of roses are, his red seedling, which
is as good a money maker as any of
them; also, a selected Double Pink Kil-
larney, Double White Killarney, Killar-
ney Brilliant, Russell, and Ophelia.

In order to facilitate the watering,
he has a four-inch main across the ends
of the houses, and from this, between
each two houses, he runs a three-inch,
to which is connected by an 1½ to each
1-inch spigot. With this he has a good
lead of water, getting over the ground
quickly. The water is stored in an
underground cement-lined tank, or
pool, 100 feet long, 20 feet wide and 11
feet deep. This catches all surface
water, and when low, is filled from a
water company by meter. A seven
horsepower motor runs a centrifugal
pump, which gives all the force neces-
sary.

The houses are of wood, the sides,
double boards with paper between, and
the outside surface covered with Rubber-
oid sheeting, a sort of building or
roofing paper, which has stood for six
years and still looks good. Mr. Leon-
ard, who is a rose grower of experience,
feels one might as well shut up the
houses as try to grow roses for profit
at reduced temperatures. They will
live, but not make the growth to pro-

duce buds in such quantities as will
pay, unless prices are to be much higher
than last year. His intention is to
run his houses, as many as possible,
until or near the holidays, and then let
down until the warm weather of spring
brings on another crop. Insects are
combated with nicofume liquid, which
is evaporated about every two weeks in
the houses, applied to the top pipe of
the steam coil, either side of the houses
with an engineer's oil can. This is done
the last thing at closing, choosing still
nights.

August Doemling, also an expert
grower, took up the forcing of roses
some years ago, without previous ex-
perience, but managed to average \$1.00
a plant from Liberty the first year. He
wishes he could do that now. The
ground on which the greenhouses were
built was low, flat and swampy; the
soil is clay, brick clay. During heavy
rains, the beds in the lower ranges
are flooded at times six inches deep with
water, yet the roses do better here than
in any other part of the place. These
houses have been planted from seven
to 10 years, the stock changed at times,
but the soil remains as it is, without
additions except the manure and other
fertilizers. All are ground beds with
six-inch board sides. There are no
drainage tiles of any kind. The pure
clay soil, when moist, is very fine and
friable, into which the roots penetrate
with ease. He never allows it to get
dry, as it then bakes and gets hard.
Asked if he were not troubled with
black-spot in these low, moist beds, he
said: "Not particularly, and when it
does come we water freely and the
plants come around all right."

To grow roses successfully, one must
be always on the job. Old beds have
to be treated differently from young
stock; some varieties need more heat
than others. Francis Scott Key, which
has been one of his most profitable
sorts, does best at 65°, while Hoosier
Beauty likes 56° to 58°. Roses can be

be kept cool and will live and remain healthy, but do not give flowers enough to pay.

Mr. Doemling likes free-flowering sorts like those of the Killarney class. Russell is a favorite. In speaking of the difficulty in rooting cuttings, he said the wood is too pithy, and leaves are apt to drop in the cutting bed, which is fatal. It is a hard rose to propagate, many dying, even after being potted. In reference to soils, drainage and watering, he is of the opinion that in many cases there is too much drainage and not enough water. All soils, of course, are not alike, and have to be treated differently; but in his low, flat, almost level clay beds the stock never suffers from too much water.

A new square brick smokestack, four feet inside diameter and 70 feet in height, with having to pay bricklayers \$10 a day, cost over \$1,000, but he believed it would pay for itself in the better coal consumption the coming winter. The outside of his bricked-in boilers have a plastic coating, which adds greatly to the utility.

His varieties are Killarney Brilliant, Aronburg, Francis Scott Key, Russell and White Killarney. He will run nearly all his houses on half time after the fall crops. Some will continue until Christmas, with a few up to capacity through the winter.

Secaucus Exotic Nurseries, Secaucus, N. J.

Calling recently at the Secaucus Exotic Nursery, Secaucus, N. J., of which Maurice Mutillod is proprietor, we were greatly impressed with the fine quality of the stock. There are in the range 100,000 or more square feet of glass and every house is filled with good stock. In addition, there is an acre or two of land that is planted with English ivies, vincas, pot roses and other fine stock. A feature of the outdoor exhibit is many fine pot plants that have been plunged. Noteworthy are large dracaenas, Ficus elastica, hydrangeas, standard heliotropes and other plants.

Maurice Mutillod is a landscape gardener, and his outdoor stock is not planted haphazard, but with an eye to good form and beauty.

As previously noted, every house is filled with good stock. There are several houses of fine palms and ferns, the former being one of the specialties at this range. Two houses of crotons are in fine condition. In Pandanus Veitchii there is a remarkably fine stock of large plants. Dracaenas in variety, araucarias, Ficus pandurata and many other plants are grown at this range, which is well worth a visit.

A. F. F.

ST. LOUIS, Mo.—In order to aid in coal conservation, the flowers shown by the Missouri Botanical Gardens next year will be of the outdoor varieties only. Sufficient coal has been secured to care for the tropical plants, but the propagating houses will be closed.

BEACON, N. Y.—The views of Benjamin Hammond, well-known manufacturer of insecticides and greenhouse paint, who attended the republican convention at Saratoga Springs, N. Y., July 18, are given in an interesting article in the Beacon Daily Herald of July 22.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Toronto Retail Florists' Outing.

The annual outing of the Toronto Retail Florists' Club, held at Centre Island, July 17, proved to be a most delightful event, the day being thoroughly enjoyed, as is evidenced in the smiling faces shown in the accompanying illustration. There was a well balanced programme of sports including a baseball game between the growers and retailers, a tug of war between the same teams, and other interesting and amusing contests for both grown-ups and kiddies. Dancing followed an excellent supper.

H. G. D.

Next Week in the Flower Shop.

This is the lean season, when the store business, with the exception of the ever welcome orders for funerals, is at its lowest ebb. There should be no let-up, however, in the efforts to keep the shop neat, clean and tidy, with a fair showing of the season's flowers well displayed. There should be always a few salable ferns and palms, a croton or two, Dracaena fragrans or Massangeana. These standing in ornamental jars on pedestals or in pot covers on stands lend a decorative air and are at the same time salable.

Liberty songs are now popular everywhere. Emphasize these in a window display; get a dozen of the most popular of the recent successes and arrange them amongst vases of flowers with Old Glory and your service flag, if you have one. Quite an attractive window can be made in working up this idea.

The way, in a measure, to overcome the labor problem of the coming season is to keep busy now with making up all kinds of dried work—magnolia wreaths, red chenille wreaths and crosses, bells and balls. Wreaths of magnolias can also be decorated with cones, red ruscus, artificial holly and

The miniature red chenille auto wreaths, decorated with minerva, silvered ruscus, small cones and artificial holly, can be wrapped now and will be much better made than in the hurried holiday time.

Only buy good cut flower stock for the case. In neither the case nor window, nor in fact in any part of the shop, should anything passe or faded be allowed to stand. When flowers or plants become unsalable they should be at once thrown out; as long as they are visible their influence in connection with the fresh stock is distinctly bad.

For funerals push sago leaves and gladioli; these are quickly gotten together and will, with a ribbon or generous chiffon and perhaps a few asters, or knot of small roses at the bow, make a very acceptable piece.

Stir up the old accounts again. Nearly every drive will yield something, and ever so little just now will help.

How about the S. A. F. publicity movement that promises so much for you? Understand, it is for you to help your personal business. The best advertising talent in the country are on the job. Come across with your "ten spot." Send it to John Young, 1170 Broadway, New York. You will find it the cheapest advertising you have ever done.

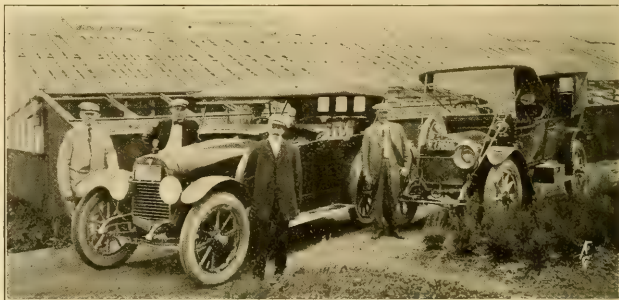
Retail Stocks and Sales.

ED. AMERICAN FLORIST:

Will you kindly inform me as to the average stock carried by retail florists, the number of times stock is turned over in a year and the average profits? Also, the average number of employees in the stores and average individual sales?

F. J. A.

One could write a book and still not give satisfactory and complete answers to all the above questions. The retail cut flower business has grown from a small beginning to immense proportions in the past 25 years, forced to great expansion by the ever increasing



PITTSBURGH FLORISTS AT J. L. SCHILLER'S ESTABLISHMENT, TOLEDO, O.
Representative of the Blind Floral Co. and F. C. Hinkle & Bro. Who Purchased stock in Ohio
Cities and Transported it by Auto, Owing to Uncertainty of Express Shipments.

minerva. A touch of gilt or silver on some of the cones and leaves makes rich-looking pieces. These can be put away in boxes, and when brought out for the holiday trade will require but little if any touching up, except the ribbon.

A narrow wreath of red chenille, or red alternated with green, 12 inches in diameter by one inch in width, is a good seller at Christmas. When drawn over or tied against well berried short branches of holly with a red bow, it makes a capital window piece in place of the wreath for the dwelling.

supply of flowers, rather than by its own initiative. Retailers are divided into several classes. First, those who raise and sell most of their product directly to the consumer. These are for the most part found in the suburbs of the large cities and in the smaller cities and towns, with greenhouses and stores combined. Possibly 20 per cent of the production is handled by these grower-retailers. The other 80 per cent is handled by strictly retail florists, who buy in the open market, relying entirely on the growers or their wholesale agents for their daily supply.



TORONTO RETAIL FLORISTS' CLUB OUTING AT CENTER ISLAND, JULY 17, 1918

These are divided into two or three classes, those doing a business of from \$5,000 to \$15,000, another with values of \$20,000 to \$50,000, and the premier class, with amounts running from \$50,000 to \$100,000 and over.

The smaller retail stores of the first class, in which the proprietor, who as the mainspring and moving spirit, does the buying, waits on customers, puts up the orders and design work, possibly with the help of one assistant, has in addition a delivery car, run by himself or assistant, or with a young man chauffeur, also useful in the store, and an errand boy. This force carries a ten to twelve or even fifteen thousand dollar a year business along in all ordinary seasons, except at holidays, when extra hands are necessary during these rush periods.

With a business doing \$10,000 a year, the various items should figure out about as follows: Merchandise, \$3,900; salaries, \$2,100; delivery, \$900; general expenses, \$900; rent, \$500; advertising, \$400; profit and loss, \$300—Net gain, \$1,000.

Many of these small stores are family affairs in which the proprietor, with the assistance of his wife and children, fill the various positions, for which the salaries, if they go into the general fund, should be charged up and set aside as an expense to the business, the same as if paid to outsiders. It is hard to estimate the total volume of business done by these stores in the first class, but 50 per cent of the entire trade of the country would not be far wrong. The percentage and ratio of stock and expense to volume of business will, with few exceptions, hold good as the proportions increase. Except with very good management, however, a large business can not be handled as economically as a small one. At the beginning, everything is under the eye of the proprietor; he has to pay the bills, is most careful in buying and in seeing that everything is used up. As additional help is found necessary, the new employees, however capable, do not have that self interest, and if executive ability is lacking in the management, the ratio of profit will not keep pace with the increasing business.

TURNOVER OF STOCK.

The quick turnover of stock depends very much on the character of the business. The city retail stores in the busy shopping centers, either down town, or in the residence districts, have a larger

percentage of buyers, and cater to their trade with special sales, in which they turn their stock frequently. One dealer, in a busy residence shopping center, found it a good card, when roses could be bought at \$7.50 per thousand, to give free, a small glass vase which cost three cents with every dozen roses at 25 cents per dozen. At another special, he gave a small basket that cost \$10.00 per hundred with every dollar's worth of roses. During the sales, he always kept a full line of seasonable flowers, offered at regular prices, which were generally cleaned up with the rest. He has always found these sales profitable and productive of new business.

AVERAGE STOCK CARRIED.

The great majority of the smaller stores specialize on flowers for funerals, and many of these carry very little stock except for work of this character. In such shops, the value would scarcely at any time, except holidays, inventory over \$100. At Christmas, they carry greens and wreaths, and at Easter and the bedding season, stock up with plants.

When the business amounts to from \$10,000 to \$15,000 a year quite a stock of baskets, vases, jardinières, frames, in assortment, ribbons, chiffons, and other material will be found necessary. As the business grows, the shrewd buyer takes advantage of all quantity and cash discounts on staple stocks. Ribbons, chiffons, letters, certain lines of baskets, wire, stemming sticks, and tooth picks, string, moss, foil, magnolia and palm leaves are all bought as required, in lots that will secure the best discount. The man with a large stock of the above goods on hand at this time, purchased from six months to a year ago, will have, in addition, a handsome profit, in the greatly enhanced prices now prevailing.

While possibly from \$500 to \$1,000 worth of stock will be sufficient for a shop doing \$10,000 to \$15,000 worth of business, and which is near a base of supplies, yet twice the amount carried will be more economical for the reasons given.

PLANTS AND CUT FLOWERS.

The plants and cut flowers, which are renewed daily, are the most important item of the florists' stock. Plants have a fairly long period of sale, but cut flowers must be sold the day they arrive or the next. After that they may be used in design work. Many shops carry a very meagre stock

of cut flowers, buying for their needs as work comes in. The progressive florist, however, always anticipates his business and creates a demand by his inventory display.

The daily stock of cut flowers should not exceed in value one-third of the amount of business expected for their period of sale; \$50 worth could be carried where the average sales for cut flowers or work in which they were used, amounted to \$75 a day or \$150 for two days. Dull days retard and busy days speed up the purchase, but it is the opinion of the successful men in the business that this ratio of profit must be maintained, to secure a reasonable and safe gain in the business for the year.

Address Tags and Card Envelopes.

When one prides himself on his service he should be certain he has the latest and best tags and card envelopes there are in the market. So much attention has been given to these requisites of late years that they can be furnished at once in stock designs, or made to order in a very short time. The old light manilla tag, printed in black ink is now a thing of the past, and is not good enough for anybody in the business who takes any interest in up-to-date delivery. White tag stock now has the call, printed in a distinctive color, generally a special design, or several of them are furnished by the tag makers. While the old shape still appears the most popular, there are many unique forms, such as a painter's palette, a round card, another square or diamond shaped with the hole for the cord at one corner. One with the ends cut diagonally, a heart shaped tag for Valentine's day and a rose pattern that is pretty, a standard tag, but, with the printing across, instead of lengthways of the card. One to do double service has a perforated detachable end, this is signed by the person receiving the goods, which receipt is then detached and filed to show delivery.

Two sizes of tags are desirable, a medium size for store delivery and a larger and heavier one for shipping purposes. The card envelope is important. Across one corner is the firm name or trade mark, then the inscription, "This envelope contains card to go with spray of roses and lilies of the valley for the funeral of Mrs. Blank," or for whatever occasion the flowers are used.

THE ROSE.

Care of Young Stock.

The young stock should now be going ahead nicely, and should be kept free of weeds from the start. There are two ways of getting rid of the weeds. One is to cultivate the beds just as soon as the weeds come through the ground. This will destroy a great many of them, but they will keep on coming here and there. But if the weeds are allowed to get several inches high or advanced enough so that they can all be pulled by hand, the whole crop can be removed at one operation, and we prefer the latter method, but the work should be kept going so that the wind-up of the job does not last long enough to have the weeds get tall enough to smother the plants or to draw too hard on the fresh soil. Of course, after the first weeding, as a rule, the soil can be leveled off and cultivated, as the plants then should be able to take considerably more water. Be sure to keep the surface of the soil perfectly level, and remember to cultivate every week. The plants should be staked just as soon as possible after planting, and at least one tie given them, and do not fail to spray with great force afterward. One of the reasons that the plants become infested with red spider is because they are not sprayed properly from the very start, for there is always some old foliage hanging around on the "mother plants," that will work along diligently unless they are doused at the start.

The carried-over plants will be inclined to burn during the hottest of days as the first foliage begins to wake, and this can be avoided in a great degree if the soil is not kept too heavily watered at the start. Keep the soil moist and spray the house frequently, if necessary, and do not carry too much air if the wind is blowing outside. A close, humid atmosphere is required until the foliage is ripe enough to withstand the strong sunshine. Do not obtain the humidity by soaking the beds, but by damping down the walks and spraying overhead.

The beds holding the carried-over plants should require a fairly good mulch after they have been pinched once and are fast beginning to break into the second growth, using good fresh cow manure, placing it in rows between the plants. About two large handfuls will reach to the middle of the four-foot beds, making four to the cross rows, counting each side, to be followed up immediately with the hose and well worked in. If the beds have not had an application of ground bone before this, it can be put on previous to the mulch and all worked in together.

If the weather should get extremely hot, the force can be profitably employed putting the boiler into good condition for the coming fall. Either fill it full or empty it altogether. We always let all the water out, open up the manholes and hand holes, and drag a long trace chain around among the flues and firebox, which by keeping a hose running, will remove all of the loose scale and rust. All leaky joints should have been marked, such as will occur at a flange, union or large valves. These should be opened up and all bolts and nuts oiled thoroughly and replaced temporarily. This will be

greatly appreciated later when assembling everything, and with the boiler and the pine lines all in good condition a great amount of worry is avoided later. It is a great satisfaction to feel that the old heating plant starts the season in shipshape. Where there are steam pumps, of course, they come under the head of the heating system and should likewise receive the same careful attention. If the work is handled during the very hottest part of the worst days, it will be a relief to get out of the houses for at least a few hours. I do not suppose I have to suggest the importance of getting in all the coal required just as soon as possible. Promises will not keep the steam circulating, so keep right after the dealers—and remember the cord-wood clause.

Hart & Vick, Inc., Rochester, N. Y.

Combining their knowledge and experience extending over many years. Charles H. Vick, president of James Vick's Sons, Rochester, N. Y., since the organization of that firm following the death of James Vick, and George B. Hart, for the past 15 years the head of a large wholesale florists' establishment in that city, have formed a seed and nursery firm to be known as Hart & Vick, Inc., a store having been opened at 55 Stone street, with a complete line of seeds, plants, shrubs, nursery stock, etc.

Charles H. Vick is perhaps one of the best known seedsmen in that section of the country, having been engaged in the business since early manhood and has also been a prominent figure in the Rochester Florists' Association since its organization and has served as its president for some time. George B. Hart, whose wholesale establishment

THE CARNATION.

Summer Work.

The season for the plants now growing in the benches is drawing to a close, and wherever they are past, their usefulness or the demand for the flowers is not enough to make it worth while caring for them any longer. It is none too early to make preparations in the way of emptying the benches, attending to the repairs, as well as any other necessary work that has to be done before the plants in the field can be brought in. Old plants left in the houses beyond the time when it pays to properly care for them, only become breeding places for all the different kinds of insects that cause so much trouble later in the season. The emptying and filling the benches during the summer time is a hard job and not a very pleasant one under the best of conditions, so that every effort should be made to enable the work to be done as smoothly as possible. It is also a good plan to empty and clean out the houses and allow them a short rest period to sweeten and dry out before the filling has to be done.

The soil for filling the benches is another important matter that should not be overlooked. This is the time of the year for rapid weed growth outdoors, and unless attention is given it, the compost soil will become grown over with big weeds to ripen and scatter their seeds through it as well as to draw a great deal of its strength away. The unsettled conditions now prevailing make it necessary that we take time by the forelock and not put off until tomorrow any work that can be done today.



Geo. B. Hart.



Chas. H. Vick.

Principals of New Seed Firm, Rochester, N. Y.

was located at 47 Stone street, while not engaged in the retail trade, has also been interested in the activities of the association. Although under one management, the seed and the florist departments of the new business will be conducted separately, Messrs. Hart and Vick being aided by a corps of competent assistants.

E. C. A.

CARE OF PLANTS IN THE FIELD.

Close attention to the care of the plants in the field is the most important work the carnation grower has to attend to at this season of the year; any neglect of the plants at this time will tell against the crop next winter. The first important work is to see that the weeds are kept down and the land properly cultivated.



THE LEO NIESSEN EMPLOYES IN ANNUAL VISIT TO W. F. LACROIX, BUENA, N. J., JULY 14.

This can only be done by the regular use of the hoe and cultivator. It is also a great help to the growth of the plants to keep the surface continually stirred up by hoeing and cultivating. By attending to this work regularly, there will not be any danger of the plants becoming over-run with weeds at any time throughout the season, it being a great mistake to expect any plants to thrive when overgrown with weeds; also, many times during the month of July, we get an abundance of thunder showers, causing the weeds to grow very rapidly in a very few days, when it is impossible to get on the land to keep them down.

TOPPING THE PLANTS.

This is another very important work in connection with the care of the field plants. Every effort should be made to encourage the plants to make as many growth shoots as possible during their growing season from the time they are planted outside and until they are brought in, and again after they become established in the benches and up to the time they are allowed to come into bloom. Plants set outdoors late in April or early in May, then lifted and planted in the houses late in July or early August, will not have time to become overgrown or extra large during the time they are outside, even under the most favorable conditions, and they need the closest attention as regards topping. Every shoot as it becomes large enough to properly handle should be topped, not too severely so as to retard the future growth, but allowing enough of the branch to remain to produce more shoots for future topping. By using a little common sense, judgment and attending to the work before the growths lengthen out too far, the man doing the work soon becomes accustomed to it and can tell just where every shoot should be pinched for the plant's best growth.

INDOOR GROWN PLANTS.

Plants being grown inside throughout the entire season, should now be planted into their permanent quarters in the benches. This method of culture to be successful requires a close application to the smallest detail in the care of the plants. The growth of the plants under this method is more rapid and longer jointed than the field culture, requiring a closer watch to prevent the shoots stretching up too far, drawing the strength

away from the plants. They do not make as much grass, allowing therefore for the plants to be planted closer—eight by 10 is ample room for indoor growing. Prepare a fresh live soil, but do not use green cattle manure; more failures in trying out the indoor method of carnation culture can be safely laid to the use of fresh manure than to any other cause—one-fourth well rotted manure to three-fourths fresh loam soil, made fine and well firmed down, is as good a soil as can be had for the plants to start out in. Other nourishment can then be given as soon as the plants show the need of it later in the season.

Care must be taken not to get the soil over wet. The soil at the roots needs to be moist, but it must not be allowed to become either the extreme of wet or dry. Syringe freely on bright days and ventilate well all the time.

C. W. JOHNSON.

Niessen Employees Visit W. F. Lacroix.

The accompanying interesting illustration is of the representatives of the Leo Niessen Co. and a few others of the trade, who, at the invitation of W. F. Lacroix, the lilac grower of Buena, N. J., pay him an annual visit during the summer season. This year the date fell on July 14. The picture, which was taken in front of Mr. Lacroix's residence, shows everybody well pleased with their fine reception. The large flag, 9x12, was presented to Mr. Lacroix by E. P. Keingler on behalf of the Niessen boys. Mr. and Mrs. Lacroix are seated in the front row, in the center of the flag.

Pittsburgh, Pa.

The florists of this city will hold their annual meeting at Walnut Beach, Sewickley, August 7. An excellent programme of sports has been arranged and numerous prizes will be offered in the events.

HOUSTON, TEX.—Gillespie Kuhlmann, of the Kuhlmann Floral Co., has enlisted in the United States navy.

INDIANAPOLIS, IND.—The August meeting of the state florists' association will be held in this city. Announcements will be mailed by Secretary Steinkamp in the near future.

HAVRE DE GRACE, MD.—The Peninsula Horticultural society has issued invitations to farmers and fruit growers of the state to attend a field meeting at the Mt. Pleasant Orchards here, August 2.

Burpee's Fordhook Farms Inspection.

On July 20 the department managers, farm managers and division foremen of the W. Atlee Burpee Company, Philadelphia, Pa., made a trip of inspection to Fordhook Farms, leaving the city at 1:02 p. m. via the Reading railroad and arriving at the farms at 2:30 p. m. After a careful inspection of the trials, they were taken in cars to the various farms, comprising some 800 acres in extent, and the brilliantly colored fields of poppies, phlox, salvias, calendulas, petunias and other flowering plants were certainly gorgeous and at their best. This was followed by an inspection of the collection gardens. In these gardens, all of the collections catalogued by the House of Burpee were planted in measured plots, so that one may visualize the exact area that should be devoted to the various collections, and at the same time see the returns that may be secured from a properly cultivated area as represented by the space devoted to these collections.

The suburban garden collection, or \$5 box, was one of the most attractive, because it is very nearly the average garden size, namely, 50 by 80 feet. There was everything from radishes down through lettuce, squash, tomatoes, peppers, egg plants, muskmelons, watermelons, carrots, bush beans, both green and wax; pole beans, pole lima beans, beets, etc., in sufficient quantity for the average family. They were all at their best and certainly demonstrated the possibilities of a small area. The country garden, or \$10 box collection, demonstrated the possibilities of an area 100 by 100 feet. The popular \$1 box was certainly the best looking small garden that one could possibly imagine. Even the children's garden—twenty-five cent collection of vegetables and flowers on an area 10 by 10—indicated that considerable could be grown.

The visitors discovered that very large watermelons were sometimes found on very small plants, having been carefully placed in among the vines by those in attendance. A little further on, a new plant, "Nicotiana cabbagenis," was discovered. This plant was carefully constructed from a cedar pole, with cabbage side leaves, and blossomed very good cigars in paper covers. It was really a very good imitation of a tobacco plant in bloom.

The value of the small tractor was also clearly demonstrated here, the Beeman garden tractor doing all sorts

of stunts for the edification of the visitors.

The spring house, on the farm devoted to these garden trials, gave up some delightfully cool watermelons, some of which were horribly carved, but were thoroughly enjoyed by those who were lucky enough to be among those present. The party, thoroughly refreshed and in good spirits, again took to the automobiles on a trip to the Zetty farms. Fox farms, and Castle Valley farms were the last on the programme. On the Zetty farms a crop of wheat was just being harvested. Some of the boys saw for the first time what a delightful job threshing could really be made to be, for with automatic feeders and a baler bailing the straw, the job was devoid of much of the dust and unpleasantness that was formerly a part of the work of those who had to work behind a blower. Memories of the days when the writer used to have to feed, or, at least, do his part in the feeding of the hungry threshing machine, seemed almost an impossibility when you watched this automatic machinery doing the entire job from feeding to bailing at one time. Here, also, the boys saw that late planted potatoes can be grown very successfully on Bucks county soil; also, the driver of one of the cars proved that a Ford could run on three tires and one rim. Here again the trouble attendant to the use of tractors was demonstrated, for we found broken gears on both a Moline tractor and a Cleveland. However, the farm manager assured us that had it not been for the various tractors and mechanical cultivators that were in use on the Fordhook group that it would have been impossible to have prepared and cultivated the great area that we found in such excellent condition.

Leaving the thrasher, the party returned by way of Fox farms, and then to Castle Valley farms, where F. F. Rockwell's pigs and peaches received no little attention, and a great deal of enthusiastic comment.

"Doc" Coville is some "chiffonier" when it comes to driving a car, and he is said to be the best dust sprayer in all Bucks county, as was greatly evidenced by those in the car immediately following Friend Coville. However, this was soon forgotten on the return to Fordhook, because, after washing up, they partook of a lunch on the porch under the two great lindens and as the guests of David Burpee. The much enjoyed repast, which the menu card referred to as "Burpee's Offering—Seeds, bulbs, roots and other specialties for interior decoration," left nothing wanting to fulfill its avowed purpose.

Splendid speeches were made by F. F. Rockwell and James A. Crossett, and after a unanimous vote of thanks to the host, the automobiles were again pressed into service, and the 5:43 at Farm School was held up and boarded. Everything would have been fine on the return trip, except that we had to change trains at Lansdale, and here we found that through a wreck farther up the line, we would have to wait one hour and a quarter. Of course, there was the electric limited to 69th and Market streets, had there been anyone in the party with sufficient intelligence to have known it, but it was quite apparent that all preferred a ride on the Reading, as two trains pulled out directly under our eyes without anyone getting aboard. Nevertheless it was voted a perfect afternoon by all present, leaving pleasant memories of the trip, the afternoon's entertainment, and particularly of the "Hungry Man's Collection."

W. F. THERKILDSON.

CHELSEA, MASS.—Benjamin B. Smalley, well-known florist and a resident of this city for 35 years, is dead at the age of 61 years.

Society of American Florists.

CONVENTION PROGRAMME AMENDED.

The programme for the Wednesday afternoon session, August 21, has been amended to read as follows:

2:00 p. m. Report of committee on publicity, by Henry Penn, chairman. Report of publicity finance committee, by George Asmus, chairman. Report of the promotion bureau, by Secretary John Young. Discussion. Address—"Publicity," by Major P. F. O'Keefe, Boston, Mass.

Under this arrangement, all matters concerning the publicity campaign will be taken up at one session, the whole afternoon being devoted to this very important subject.

THE TRADE EXHIBITION.

That the trade exhibition will again be an important feature of the annual convention, is now practically assured. While exhibitors located at a distance have been forced to consider seriously present conditions of freight transportation, the situation in this respect is sufficiently improved to remove doubt as to the possibility of arrivals on time for the convention dates. The attention of exhibitors wishing to have novelties or improved devices passed upon by the judges is directed to Rule X, which is as follows:

Awards: Exhibitors showing novelties or other improved devices, which they wish to have examined by the judges for such special notice or award as they are deemed worthy of, shall make an itemized voucher thereof with the secretary in advance. Firms or corporations desiring their exhibits considered for award, must state the name of a member of the firm or company, who is a member of the society. In case any article or device has received an award at a previous S. A. F. exhibition, award shall cover subsequent improvements only. No award will be made covering the quality of seeds, fertilizers, plants and other articles of such a nature on which an intelligent opinion cannot be had without a practical test. None but flower pots conforming to the society's standards will be considered for award by the judges. No award will be made to exhibitors who are not members of the S. A. F.

The following additions to the list of exhibitors have been made: Robert Craig Co., Philadelphia, Pa.; Schloss Bros., Ribbons, Inc., New York; Ickes-Braun Mill Co., Chicago; Cottage Gardens Nurseries, Inc., Eureka, Calif.

The exhibit of the Cottage Gardens Nurseries Co., which will comprise a collection of home grown bulbs, is directed by Charles W. Ward, president of the company, to be sold at auction for the benefit of the S. A. F. Red Cross donation. JOHN YOUNG, Sec'y.

National Publicity for Flowers.

The secretary arrived in Portland, Ore., escorted from Tacoma, Wash., by J. B. Pilkington, a prominent member of the Portland Floral Society. Although his hour of arrival was near to midnight, James Forbes, representing the Portland craft, was at the station to meet him and conducted him to his hotel. Next day, he was, under good guardianship, introduced to the florist trade of Portland and vicinity, among whom he secured a number of new members for the society, and some substantial subscriptions to the publicity fund. Several who had already subscribed doubled their subscriptions. He feels deeply indebted to the Portland florists for many courtesies extended, particularly to Mr. Forbes—who without encroachment upon travel time, was especially interested in seeing that the visitor had the opportunity to view the great Columbia Highway, the park system, shipyards and other

local places of interest; E. J. Steele, president of the Portland Floral Society; A. J. Clarke, and J. B. Pilkington. The Portland Floral Society is a very much-alive organization, and held a special meeting to welcome the secretary, at which about 50 were present, who evinced keen interest in the campaign, and in the work of the society. A most enjoyable banquet was served in a manner typical of the hosts, whose open-hearted welcome the secretary will long remember. From Portland he journeyed to San Francisco, again under the care of Mr. Pilkington—who probably was expected to see his charge safely out of Oregon.

In San Francisco, the secretary received many courtesies at the hands of Angelo Rossi, director of the society, who was anxious that the visitor should meet with as much success as possible in our old convention city. To Hans Plath, Daniel MacRorie and Eric James, he desires to express hearty thanks for assistance given him, particularly in journeying to surrounding towns.

The time is drawing near when a general report covering the publicity campaign and the campaign fund must be made. A whole afternoon has been set apart in the St. Louis convention programme for a discussion of publicity work, and the attendance promises to be large. At this time the subscription records will be presented, and all who have "done their bit," will share in the honor of having their assistance eulogized by an assembly, which will be composed of men prominent in all branches of the trade. Mr. Nonsubscriber, can you, should you, allow your name to be absent from this roll of honor? Just think of our meeting the week to come. There is yet time for you to help swing this campaign fund over the point set for it before the date of meeting, and with your assistance the good work already accomplished may be continued over a period which, without the benefit assuredly to result, it might be hard for our industry to bridge. Never was publicity for flowers more needed—never could your support be more timely than now.

The following additional subscriptions are being recorded:

Columbia Floral Co., Butte, Mont.....	\$ 15.00
Sylvester Hansen, Butte.....	5.00
Peters & Son, Hillary, Wash.....	5.00
P. Seavey & Son, Spokane, Wash.....	5.00
Edgewood Gardens, Seattle, Wash.....	5.00
Woodlawn Flower Shop, Seattle.....	25.00
Rossia Bros., Seattle, Wash.....	25.00
GEO. H. Berke, Atlantic City, N. J.....	10.00
Max M. Smith, Portland, Ore.....	15.00
Steele's Pansy Gds., Portland, 2nd subs.....	10.00
Martin & Forbes Co., Portland, 2nd subs.....	50.01
Wilson-Grant Gear Co., 2nd subs.....	5.00
Niklas & Son, Portland, 2nd subs.....	10.00
Wiedemann Bros., Milwaukee, Ore.....	5.00
Tomas & Son, Portland, 2nd subs.....	10.00
The Swiss Floral Co., 2nd subs. (3 yrs.).....	30.00
B. Juerjes, Peoria, Ill.....	20.00
MacRorie-MacLaren Co., San Francisco.....	50.00
Pelican & Rossi, San Francisco.....	50.00
Podesta & Baldochi, San Francisco.....	50.00
H. M. Sanborn Co., Oakland, Calif.....	25.00
Francis Floral Co., San Francisco.....	25.00
B. M. Joseph, San Francisco.....	10.00
Ferrari Bros., San Francisco.....	25.00
K. Plath, San Francisco.....	25.00
E. James, Oakland.....	25.00
C. Humphrey, San Francisco.....	25.00
J. B. Boland, San Francisco.....	10.00
Theodore Yakes, Oakland.....	10.00
Edmond & Co., San Francisco.....	10.00
Laurence M. Lalanne, San Francisco.....	10.00
John Olsen, San Francisco.....	10.00
F. C. Jaeger & Son, San Francisco.....	10.00
Wm. Macdonald, Oakland.....	10.00
Thorsted Floral Co., Oakland.....	10.00
Julius Epstein, San Francisco.....	10.00
H. A. Aransio, San Francisco.....	10.00
Herman Levin, San Francisco.....	10.00
Clarke Bros., Oakland.....	5.00
Richard Dinucci, San Francisco.....	5.00
E. Lombardi, San Francisco.....	5.00
Domenico Mulino, San Francisco.....	5.00
Arthur Taylor, Bounton, N. J.....	5.00
Floral City Nursery, San Mateo, Calif.....	20.00
Art Floral Co., San Francisco.....	25.00

800.01

Previously reported from all sources...37538.75

Grand Total.....38338.75

JOHN YOUNG, Sec'y.

BOSTON.

FUNERAL WORK MAIN ITEM OF DEMAND.

The past week has been a very quiet, uninteresting one as far as business is concerned. A flurry of funeral work is the only item of interest. The market is shortening up on stock and the growers find it extremely hard to dispose of what they have. Roses are a glut and any kind of an offer is accepted. Gladioli are quite plentiful and good. Panama, America, and Niagara sell at \$1.00 a dozen, Halley and Francis King at 50 and 75 cents a dozen, small assorted varieties at \$2 a hundred. Cosmos, centaureas, coreopsis and salpiglossis find ready buyers.

NOTES.

H. B. Ruppert, road salesman for P. L. Carbone, has opened quarters at Hotel Imperial, New York, where he will meet the trade with an extensive line of baskets, pottery and glassware suitable for flowers and table decorations.

B. Hammond Tracy, of Wenham, (the gladioli king) has started shipping to market Primulinus and Halley in large numbers. In two weeks time he will have some of his new varieties ready.

Edward Bingham, of Dedham, is having one of his best years with sweet peas. He is cutting 5,000 daily and cleans them up at 75 cents a hundred.

Charles E. Evans has finished cutting hardy double gypsophila, and is now devoting his time to a large field of asters.

Wm. McAlpine head of the New England Rose Co., is spending a two weeks vacation at his farm at Exeter, N. H. I. Mirsky is receiving daily shipments of long stemmed asters; also Russell and Ophelia roses.

Arnold & Fisher have started to pick a good strain of sweet peas. S. K. G.

Milwaukee, Wis.

DEMAND ONLY FAIR.

Due no doubt to the real hot summer weather which prevailed all last week, business, taking it locally and out-of-town, was only fair. Up to that time it was very satisfactory indeed. The supply of roses is fully equal to the demand, while the carnations, are getting scarcer and poorer from day to day. The cut of gladioli and asters is increasing nicely, but the steady demand in funeral work keeps these cleaned up. Easter lilies are commanding a good price, which speaks for itself. Out-of-door cut flowers, such as snapdragons, Shasta daisies, cornflowers, etc., are enjoying their usual popularity.

NOTES.

Funeral orders last week calling for elaborate sprays and designs for Charles Allis, son of the late E. P. Allis, founder of the Allis-Chalmers Mfg. Co., one of the largest steel product manufacturing concerns in the country, helped to clean up the market in good shape. Numerous large artistic wreaths both from local as well as out-of-town stores, were in evidence.

Frank Bojar and two of the office force of the C. C. Pollworth Co. are enjoying their vacation this week. This firm is busy getting their carnations housed, but according to W. A. Kennedy, the help problem is getting serious. He has our sympathy for well we know what it means to get and keep any kind of laborers.

The state fair committee of the florists' club completed its task of planting the flower beds, porch boxes and numerous large tubs at the grounds, July 16. They ought to make a fine showing by September, different than in the past few years, when this work was done a day or two before the opening day.

We are pleased to report that Mrs. Otto Sylvester, Sr., of Oconomowoc,

Wis., who was operated on at the Waldheim sanatorium about two weeks ago, is getting along nicely. Her son, Otto, Jr., has enlisted and expects to leave for Washington, D. C., in the near future.

James Currie, superintendent of the Forest Home cemetery, has been re-appointed as a member of the park board. We are pleased to report this, for being an expert landscape gardener, he is the right man in the right place.

After a month's recuperating after a most successful season, Miss Rose Semmler, of the Edlesfen-Leidiger Co., is expected to again get busy after the first of August. This firm reports a little something doing all the time.

It is surprising what constant cultivating will accomplish, for with no rain to speak of during the month of July carnation plants in spite of the drought are looking good. A genuine "soaker" is badly needed.

Fred H. Holton, of the Holton & Hunkel Co., motored his family to Beaver Lake, July 28, for a prolonged stay. This firm reports business for July very satisfactory until the recent extreme hot spell set in.

As far as the writer knows, there will be no locally forced lily of the valley until the fall season begins. One firm which grew large quantities in the past and whose supply is exhausted say, "No more for us."

Carl Desebrook, who conducted a retail store at 2823 North avenue, with his daughter, Miss Carla, as manager, has closed the shop. Miss Desebrook, we are informed, will take up nursing as a profession.

The regular meeting of the florists' club will be held August 1, and as several items of importance are on the programme, a large attendance ought to be on deck.

Gust Rusch, of Gust Rusch & Co., is spending most of his time during the so-called dull season with his family at their summer home on Little Cedar lake.

Philip Fietsch, of Fietsch Bros., retail florists on National avenue, is the only one left. His brothers, Albert and Joe, have been called to the colors.

J. M. Fox & Son, whose flower department has not been any too busy of late, had all hands rushed for the funeral of Charles Allis.

Henry Kusik, of Kansas City, who is spending his vacation motoring through the country, paid his local friends a visit last week. E. O.

Cincinnati.

OVERSUPPLY BRINGS LOW PRICES.

The market is becoming glutted with stock and the supply is greatly in excess of actual needs. Prices have dropped to a low point. Roses have become very plentiful, but are finding a poor market. Some stock of a high quality is going to waste. Asters are in a heavy supply, that is greater than the market can take up at this time. Some excellent gladioli can be had. They, too, are in a supply that is greater than is actually needed at this time. Easter lilies are now plentiful and rubrums continue in a good supply.

NOTES.

Eck Brothers have closed their store until the war is over when they plan to reopen it. Walter Eck is already in the service while Ray Eck is due to leave any day.

The Rosebank Co. has been sending some excellent Boston ferns to C. E. Critchell. They have met with a ready sale.

Roy Rudolph and wife are the proud parents of a baby boy weighing 8½ pounds that was born last week.

Visitors: Charles Frank, wife and family, Portland, Ind., and J. C. Anderson, Lebanon, Tenn. H.

St. Louis.

BUSINESS IN GENERAL VERY QUIET.

The market the past few weeks has been dull, with no oversupply of any kind of stock. Gladioli are coming in a little heavy now, but far from a glut. Business as a whole is very poor, but the occasional big funeral helps to clean up the surplus stock, such as it is. Roses are in fairly good supply, but as a whole the quality is not the best. Columbia and Russell are the best stocks seen. Asters are plentiful, but the quality is inferior. Tuberoses are beginning to arrive. Rubrums and lilies are of extra good quality, but the demand is not heavy. In greens the market is well supplied with the exception of smilax, which is scarce.

NOTES.

Preparations for the coming S. A. F. convention are well under way and everything points to a good attendance, especially from this section and south and west. Extra efforts are being made by the local publicity committee to advertise the event in these various sections, as it is well known that the eastern contingent will be somewhat light on account of the hardships in traveling in the east. The local florists want it understood that they are prepared to take care of a large gathering, and invite the delegates to especially bring their wives, as they are going to be well taken care of during the time of the convention. Special entertainments are being prepared by the local entertainment and ladies' committees to entertain the visiting ladies. The fourth day is also going to be a day of entertainment for all the visitors, both ladies and gentlemen, and it will be well worth while for visitors to arrange to spend the entire four days in St. Louis.

The writer has just returned to the city after being ordered by his doctor to take a rest in the country, but he took the opportunity to go to the annual florist club picnic which was held at Ramona Park a little over a week ago. We cannot help but comment on the very good time everyone seemed to have and the friendly rivalry that sprung up for the time being between the wholesalers and retailers in their ball game. Unfortunately, or fortunate (?) the wholesalers had their team well packed with professionals, and did finally win by the score of 21 to 19, but it was worth the price of a dozen admissions to hear some of the oldtimers rooting for their favorites. Besides the ball game, a number of interesting games were on the programme, which proved very interesting for all. The younger element stayed until a late hour enjoying Art Beyer's jazz band, which just won't let your feet beave.

W. J. Pilcher, state vice-president of the S. A. F., advises that the membership of the St. Louis Florist Club in the S. A. F. is now well over the hundred mark, which assures the club a representation on the board of directors. This is as it should be. In fact, no one engaged in the florist trade should be out of the S. A. F. They have done yeoman work in the matter of fuel supply for growers, and this fact alone should make everyone connected with the floral trade a booster for the national society.

The florists' club has nominated the following officers for the ensuing year: A. H. Hummert, president; W. J. Pilcher, vice-president; J. J. Windler, secretary; W. C. Smith, treasurer; Alex. Lurie, trustee for three years.

Local F. T. D. florists will be glad to renew acquaintances at the coming meeting of the S. A. F. when the special meeting of the F. T. D. will be held.

J. J. W.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO.

**'In God's name, cheerily on, courageous friends
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war.'**

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MILWAUKEE, it is said, wants the S. A. F. convention in 1920.

The fuel administration states that since the order that only clean coal will be allowed to be hauled from mines only 15 carloads have had to be penalized at destinations.

Gypsophila Elegans Grandiflora Alba.

This is a fine annual for florists' use, either outdoors or under glass. Seeds may be sown in succession the year around, flower sprays being ready to cut in 10 to 12 weeks.

Christmas Gifts Discouraged.

The council of national defense is going to discourage the making of Christmas gifts. It claims that its policy has been determined upon as a necessary measure of economy, adopted for the sake of saving the labor and materials which usually go into the Christmas gifts, the labor required to handle the Christmas rush in retail stores, and the transportation facilities. B. F. L.

MORE and more the lesson is driven home that statistics are the basis of sound business. The concern which knows the cost price of each article it sells has an advantage over competitors who know only their total cost for everything.

Reed and Rattan Imports Restricted.

The war trade board has just promulgated a new ruling under the provisions of which rattans and reeds have been placed on the list of restricted imports. It is understood that several of the large florists' supply houses have shipments of merchandise of this nature held up in foreign ports. All outstanding licenses have been revoked by the war trade board as to ocean shipments made after August 5, 1918. Hereafter no licenses for the importation of rattans and reeds will be issued, except for shipments from Canada or Mexico by other than ocean transportation, and except also for shipments coming as return cargo from convenient European ports or from convenient Mediterranean North African ports, and then only when coming from a convenient port where loading can be done without delay. B. F. L.

Ship Movements.

The post office department has called attention to the following statement of the secretary of the navy, and that the publication of such shipping news will be considered as giving aid and comfort to the enemy and such matter will be unobtainable under the Espionage Act:

"The appearance of submarines on the Atlantic coast makes it imperative that no mention should be made in any newspapers, either in the advertising or news columns, of the sailing or departure, or location, or supposed location, of any ship in American waters.

"This information conveyed by advertising is as dangerous as in the news columns, and I am making this request to all the newspapers in the country in the assurance that they will co-operate with the government in its effort to prevent any further information about ships reaching submarines which may be off the American coast."

Society of American Florists.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that the E. G. Hill Co., Richmond, Ind., submits for registration the following new roses:

Rose Premier—Seedling of Ophelia x Mrs. Chas. Russell; color deep pure rose; very large in bloom, splendid forcing qualities; a "big rose" in every way; exceptionally free bloomer.

Rose Victor—Seedling of Ophelia x Killarney Brilliant; type of Killarney Brilliant; very free; large in growth and bloom.

Rose Golden Rule—Seedling of Ophelia x Sunburst; a yellow rose, much like Ophelia in growth; good color; excellent forcing qualities; very free in growth and bloom.

Rose Mme. Butterfly—A highly colored sport of Ophelia.

Any person objecting to these registrations, or to the use of the proposed names is requested to communicate with the secretary at once. Failing to receive objections to the registrations, the same will be made three weeks from this date.

July 27, 1918. JOHN YOUNG, Sec'y.

St. Louis Convention Entertainment.

Our convention this year, it is true, should and will have more and longer business sessions than any convention we have ever had, and it is the foremost idea in the mind of every member of the S. A. F. in this locality to help in every way possible to impress on everyone that the meetings should be well attended. However, we felt that a convention is not complete unless there is just a bit of entertainment in some form, but on account of the time being so well taken up the three convention days, it behooves us to ask all of our visitors to stay over the fourth day, Friday, August 23, and have one day of entertainment, not an elaborate programme, but a pleasant day, fitting and in keeping with the present conditions.

We aim to adhere to the warnings of the officers of our society, and ask every member to attend each meeting session. This will have a tendency to stimulate attendance for future conventions, and will show that we are deeply interested and appreciate the work accomplished by our officers and directors in the past year. It is of importance to every florist to know and acquaint himself with the great work being performed by the S. A. F.

All of the ladies are invited to attend; even though the three convention days are busy and occupied days for the men, the ladies will be looked after by our local folks, and we might add that St. Louis offers a great variety of sight-seeing, many points of interest for any sort of an inclination or temperament.

We further add that on the evening of the third convention day, Thursday, August 22, the Missouri Botanical Garden will entertain all members and ladies of the S. A. F. in the former's gardens.

We once more ask all visitors to stay over the fourth day and take advantage of the opportunity to see everybody, to have that long-wished-for talk with somebody; in short, enjoy one day after three days of strenuous business meetings. This will put you into that "Gee, but the boss must have had a great time at the convention" spirit when you return home. It's really the after effects of anything we do that count. We want you to carry away from St. Louis an impression that will be a pleasant memory to you and a credit to our city.

We welcome you.

ENTERTAINMENT COMMITTEE.
Frank A. Windler, Chairman.

What Makes it Stop?

Sparksville, June 8, 1918.

Gents: The gas engine you sent me stops when theres nothing the matter with it thats the trouble, it wouldnt bee so bad if it stopped for some reason and anybody knows theres reasons enough for it to stop.

I received the book which you sent me which is named What Makes the Gasoline Engine Go. I ain't read it yet because whats the use reading it when I dont care what makes the gasoline engine go as long as it goes which mine dont only acasionally. what I want to know is What Makes the Gasoline Engine Stop. If you got a book called that send me one. I want to know what makes my gasoline engine stop when everything is o k and nothing is the matter except that it must be a rotten engine. Hiram Diggs. —The Traction Bulletin.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Ads., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By grower of a general line of plants. Would prefer to work on shares. Address

Key 904, care American Florist.

Situation Wanted—By gardener; age 35; married; private place preferred; 20 years' experience. Any good position considered. Distance no object. Now or later. References. Address.

Key 915, care American Florist.

Help Wanted—A rose grower; wages \$20.00 per week to start.

Wm. Dittman, New Castle, Ind.

Help Wanted—Man for rose section to work under foreman. State wages expected and give reference.

C. Loveridge, Peoria, Ill.

Help Wanted—A section man to take charge of roses. Wages, \$20.00 to \$25.00 per week, depending on ability. Address

Key 918, care American Florist.

Help Wanted—Several men, preferably with some knowledge of garden seeds. An unusual sales proposition offering a real opportunity.

The Wing Seed Co.,
Mechanicsburg, Ohio.

Help Wanted—Competent grower of chrysanthemums and potted plants. Wages \$21.00 per week. Address

United States Cut Flower Co.,
Elmira, N. Y.

Help Wanted—Night temperature man; one who understands boilers; good wages to right party. Address

United States Cut Flower Co.,
Elmira, N. Y.

Situation Wanted—As head gardener or supt. of private place or institution; now employed; wish to change; married. Best of references as to character, habits and ability. Thoroughly understand all branches of gardening. Good reasons for leaving. Good commercial place considered where energy and ability count. Expect good salary. No objection to distance. Address

L.
Gardener, Ft. Steilacoom, Wash.
Wn. Box, 29.

For Sale—Two greenhouses, 25x100 ft., modern construction, hot water heat. Located in hustling town of 3,000. Excellent business.

Mrs. Adah M. Johnson,
Carey, O.

Help Wanted

Young reliable grower for carnations, chrysanthemums and general line of pot plants; steady position and good wages. State age, experience and wages wanted in first letter.

MILLER'S GREENHOUSES
MUNCIE, INDIANA

Help Wanted

Florist 30 to 50 years old; must be a good designer.

Alpha Floral Company
KANSAS CITY, MO.

WANTED

Two growers. Steady work and best wages. Apply at the greenhouses of

BASSETT & WASHBURN

HINSDALE · · · · · ILLINOIS

BOILERS

FOR SALE CHEAP

Second-hand Kewanee steam boiler (firebox) capable of heating 15,000 ft. of glass; Superior hot-water boiler, capable of heating 16,000 ft. of glass; one tubular boiler, capable of heating 10,000 ft. of glass. Also a large quantity of boiler flues for heating purposes.

Henry Wittbold
NORTH EVANSTON · ILLINOIS

Wanted Foreman and Grower

SALARY \$150.00 PER MONTH

Pot plants our specialty.

Anton Then Greenhouses
2219 Winnemac Ave., CHICAGO
Telephone, Ravenswood 537

YOU are hereby notified that the Annual Meeting of the Florists' Hall Association of America, will be held at Moolah Temple, St. Louis, Mo., at 9 o'clock a. m., on August 21, 1918, for the purpose of electing four Directors, and the transaction of such other business as may come before the meeting.

JOHN G. ESLER, Sec'y.

NOTICE

—OF—

STOCKHOLDERS MEETING

CHICAGO, July 20, 1918.

Stockholders of the American Florist Company.

You are hereby notified that the annual meeting of the stockholders of the American Florist Company will be held in the Jefferson Hotel, St. Louis, Mo., Wednesday, August 21, 1918, at 3 o'clock p. m. for the purpose of electing directors and officers for the ensuing term and for the transaction of such other business as may come before the meeting.

J. C. VAUGHAN, Pres.
M. BARKER, Sec'y.

FOR SALE Greenhouse Glass

10x12 in., per box, \$3.50
16x18 " " " 4.50

Wire Stakes

4 ft., per 1000.....\$7.50; per 100.....\$0.75
5 " " 1000.....10.00; " 100.....1.00
6 " " 1000.....12.50; " 100.....1.25

Rafters, 1½ and 1¼ inch wrought iron piping, Gariand iron gutters and Evans ventilating machines.

—WRITE FOR PRICES—

PETER REINBERG
30 East Randolph St., CHICAGO

FOR SALE—RETAIL STORE

Best south side location in Chicago, large ice box, wall case, two large marble top tables and counter, zinc work table, desk, chairs, tables, ribbons, chiffons and all necessary vases, pots, supplies, boxes, wire goods and baskets; ready for business. Good cash and charge trade. Unless you have ready cash don't waste your time or ours. Call or address

ROOM 1004, 168 NORTH MICHIGAN AVENUE, CHICAGO.

All Florists' Stocks and Supplies

Should be Shipped as Early as Possible.

There will be much congestion of freight and express this fall and all shipments will be subject to delay.

Move Seeds, Bulbs, Plants and Supplies
While the Conditions are Favorable.

BEAUTIES-RUSSELLS-COLUMBIA

Best Summer Roses—We are now cutting a large quantity.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Columbia, Hoosier Beauty, Ophelia and White Killarney.

CURRENT PRICE LIST

Choice Beauties from new plants 50c to \$2.00 per dozen.

RUSSELL—best in this market.

Per doz.

Good, extra long	\$2.00
Good medium	\$1.00 to 1.50
Good short50 to .75

COLUMBIA, HOOSIER BEAUTY, OPHELIA, SUNBURST.
WHITE KILLARNEY—

Per 100

Long stems	\$6.00 to \$8.00
Good medium	5.00
Good short	3.00 to 4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.
LILY OF THE VALLEY, per 100..... 5.00 to 6.00

ASTERS

Depending on quality..... per 100, \$2.00 to \$4.00

GREENS.

ASPARAGUS & SPRENGER, per 100.....\$2.00 to \$3.00
GALAX, green and bronze, per 1,000..... 1.25
NEW FANCY FEASONS, per 1,000..... 2.00
ALL OTHER REASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

WRITE FOR OUR SPECIAL QUOTATIONS ON ROSES IN 1000 LOTS.

NOTICE—We close at 5 o'clock week days and all day Sunday.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Greenhouses: Hinsdale, Ill., and Grege's Station, Ill.

Chicago.

TRADE SHOWING SIGNS OF IMPROVEMENT.

Business is a trifle better at this writing, and is gradually showing signs of improvement. The sales last week were not any too encouraging, owing to the extreme warm weather, but at that, compared favorably with those of the same seven days of 1917. Asters and gladioli were about the only items that brought anywhere near satisfactory prices. Roses reached the market in poor condition, with the possible exception of one or two varieties, and were jobbed off at exceedingly low prices in large lots or dumped to save the cost of paper and twine. Stock is plentiful at this writing, especially gladioli and asters, which are reaching the market in larger quantities and have dropped considerably in price. Roses are very plentiful with Mrs. Chas. Russell and Columbia having a good call, considering the general market conditions. A few good Mrs. George Shawyer, Champ Weiland, My Maryland, Ophelia and Sunburst are obtainable. Hoosier Beauty, American Beauty, Mrs. Aaron Ward, Double White Killarney, Killarney, Killarney Brilliant, White Killarney and all the other varieties grown for this market comprise the list of rose offerings and it is gratifying to note that the quality is somewhat better than that of last week. Carnations are in short supply and but very little good stock is available. Orchids, lily of the valley and gardenias are scarce. Lilies are in fair supply and clean up nicely right along. Water lilies have sold splendidly during the hot weather and are seen featured in almost all the leading loop window displays. Candytuft, snapdragon, calendulas, daisies, poppies and other miscellaneous stock is obtainable, together with a splendid grade of gyp-

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

Everything in Summer Flowers, including
All the Best Roses, Asters, Gladioli, Etc.

Van 100% Service
Guarantees You Satisfaction

sophila, which is in brisk demand. Trade is good at this writing Wednesday, July 31, with a heavy call for roses which are exceedingly scarce, particularly, Mrs. Chas. Russell, Columbia and Milady.

COAL SCREENINGS PERMIT.

The fuel committee, consisting of C. L. Washburn, Peter Reinberg and August Poehlmann, representing the Florists' Club received the following communication from the state fuel administration July 25 when definite action was taken:

"Gentlemen:

"Answering your letter of July 19. We have given consideration to your

GOOD BUYS NOW!

See Wittbold's Ad., Page 122.

request for greenhouses to burn screenings for the full operation of their plants.

"The Washington order states that such permission may be given 'with the approval of the federal fuel administrator for its state, may operate to its full capacity by the use of screenings, the approval to be withheld where the giving of it would impair the fuel sup-

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
801

CHICAGO

BIG CROP OF ROSES:

Russell--Weiland--Ophelia--Etc.

Lilies, Valley. Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

	Per 100
Specials	\$15.00 to \$18.00
Select	12.00
Medium	8.00
Short	4.00 to 6.00

RICHMOND

	Per 100
Select	\$8.00
Medium	\$5.00 to 6.00
Short	3.00 to 4.00

MILADY

	Per 100
Select	\$8.00
Medium	\$5.00 to 6.00
Short	3.00 to 4.00

Killarney

	Per 100
Select	\$8.00
Medium	\$5.00 to 6.00
Short	3.00 to 4.00

White Killarney

	Per 100
Select	\$8.00
Medium	\$5.00 to 6.00
Short	3.00 to 4.00

Killarney Brilliant

	Per 100
Select	\$8.00
Medium	\$5.00 to 6.00
Short	3.00 to 4.00

My Maryland

	Per 100
Select	\$8.00
Medium	\$5.00 to 6.00
Short	3.00 to 4.00

Champ Weiland

	Per 100
Select	\$8.00
Medium	\$5.00 to 6.00
Short	3.00 to 4.00

Sunburst

	Per 100
Select	\$8.00
Medium	\$5.00 to 6.00
Short	3.00 to 4.00

Ophelia

	Per 100
Select	\$8.00
Medium	\$5.00 to 6.00
Short	3.00 to 4.00

ROSES, OUR SELECTION

	Per 100
Asters	\$ 2.00 to 4.00
Harrisii	12.50 to 15.00
Valley	6.00
Smilax	per doz. strings 3.50
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 35c
Galax, bronze and green, per 1,000	\$1.00
Leucothoe Sprays	.75 to 1.00

2,000,000 FEET OF MODERN GLASS

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Randolph 631

CHICAGO

Supreme Quality Russell

\$4.00 to \$20.00 per 100

Positively the best obtainable in Chicago. Large supply.

Columbia

\$4 to \$25 per 100

Richmond

\$4 to \$10 per 100

Milady

\$4 to \$12 per 100

Brilliant

\$4 to \$12 per 100

Ophelia

\$4 to \$12 per 100

White and Pink Killarney

\$4 to \$10 per 100

Ward

\$4 to \$8 per 100

Sunburst

\$4 to \$12 per 100

Cecile Brunner

\$2 to \$3 per 100

Roses-Our Selection

\$3 per 100

Asters

\$2 to \$4 per 100

Valley

\$6 per 100

Easter Lilies

\$10 to \$15 per 100

Calendulas

\$2 to \$3 per 100

Gladioli

\$4 to \$8 per 100

Leucothoe

Sprays 75c

P'umosus

Strings, 50c to 75c
Per bunch, 35c to 50c

Adiantum California

Extra fancy, per 100, \$1.50

Sprengeri

Per bunch, 35c to 50c

Adiantum

Fancy long, per 100, \$1

Smilax

Per dozen, \$2.50

New Ferns

Per 1000, \$2.50

Galax

Per 1000, \$1.25

Order here. You cannot do better elsewhere—often not nearly as good.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF Roses in All The Leading Varieties

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	\$8.00 to \$10.00
Good	5.00 to 7.00
RICHMOND, KILLARNEY BRILLIANT.	
White—KILLARNEY—Pink.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	\$3.00 to 4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00
MINIATURE ROSES.	
Baby Doll	\$2.00 to \$3.00
Elgar	2.00 to 3.00
ROSES, OUR SELECTION	4.00
CARNATIONS.	Per 100
Fancy	\$3.00
Good	2.00

MISCELLANEOUS.	Per 100
Valley	\$6.00 to \$8.00
Lilies	12.50 to 15.00
New Ferns, per 1,000	3.00
Smilax, per doz. strings	2.50
Adiantum	1.00
Galax (bronz and green), per 1,000 ..	1.50
Asparagus Sprenger, bunch50
Asparagus Plumous, bunch50
Boxwood, per lb.35
Other Green Goods Market Rates.	

ply to manufacturing plants on the war industries board's preference list.' 'In view of that qualification in the Washington, order, we have decided that a general permission for the use of screenings for full operation shall be limited to screenings procured from central or northern Illinois mines.

'If screenings are desired from southern Illinois mines such applications must be made to this office, stating the name of the mine and the amount of screenings involved and the matter will receive investigation and attention here. Special permission will issue if found merited.

J. E. WILLIAMS,
Fuel Administrator."

NOTES.

Mrs. Anna Risch (nee Trausch), beloved wife of Peter Risch, of Weiland & Risch, and fond mother of John P. Risch and Mrs. Catherine Weiland, died suddenly July 27 at the age of 73 years. The funeral was held from the late residence, 302 Monroe street, Evanston, the following Tuesday at 9 a. m., to St. Nicholas' church, where high mass was celebrated at 9:30, with interment at St. Henry's cemetery. The Risch family is well and favorably known to the trade, and has the sympathy of all in the loss of a loving wife and mother.

The Zech & Mann force, headed by Allie Zech, gave Frank Jarel a farewell dinner and party, Friday evening, July 26, and it is needless to add that it was a brilliant success and everyone present had a most delightful time. Frank left the following day for the Great Lakes naval training station, so his firm has added another star in its service flag.

Poehlmann Bros. Co., is supplying its trade with a fine grade of Mrs. Chas. Russell and American Beauty roses. Business at this house is good and shows a great improvement over last week. The total sales in the cut flower department for July were the greatest that this firm ever experienced for the same month for many years.

W. J. Nissen is again on duty at the Chicago Flower Growers' Association store after enjoying a pleasant two weeks' vacation. John Walsh and C. F. Sherer have had their two weeks off, so Manager Klingsporn is planning on taking a few days for himself which will be spent at the S. A. F. convention in St. Louis, Mo., August 20-22.

Julius Kline is again attending to his duties at Peter Reinberg's store after a

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies

30 East Randolph St., CHICAGO

Mention the American Florist when writing.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street.

Phone Majestic 7175

CHICAGO, ILL.

two weeks' vacation, the greater part of which was spent at Milwaukee, Wis. Peter Baumann who is in charge of the floor is now spending his vacation with relatives at Niles Center.

A. E. Kunderd, Goshen, Ind., president of the American Gladioli Society, was a visitor this week. He calls attention to the annual meeting and exhibition of that society to be held at Buffalo, N. Y., August 14-17.

J. A. Budlong is moving all the Golden Glow chrysanthemums that his firm is cutting at good prices considering general market conditions. The quality is unusually good compared to that of other years.

August Barnett, of Erne & Co., is enjoying a two weeks' vacation somewhere over here. Chas. Erne is doing double duty while he is away, which is going some, considering he is always as busy as a bee.

Wietor Bros. are filling new orders every day for field-grown carnation plants which are selling like hot-cakes and will soon be exhausted if the demand keeps up the way it has been the past few weeks.

A. L. Vaughan & Co. are having a heavy run on gypsophila, which they are handling in large quantities. Asters and gladioli are seen in large numbers at this establishment.

Percy Jones, Inc., reports a wonderful improvement in trade over last week especially in regard to the out-of-town demand which is exceptionally good.

L. Loeser is back on the job at Kyle & Foerster's store after enjoying a two weeks' vacation. Leonard Koehler of this firm is now away on his.

Going Some Prices

See Wittbold's Ad., Page 122.

Ralph and Edith Bather, of Clinton, Ia., visited their sister, Agnes, here this week, who is receiving treatment at the Augustana hospital.

Lieutenant Jim Kidwell, who was home on a leave of absence, left July 29 for Rantoul to resume his duties in the aviation department.

Dave Ahrens, manager of the shipping department at Kennicott Bros. Co.'s store, is enjoying his vacation at Sister Lakes, Mich.

A. T. Pyfer & Co. are handling a good supply of asters and gladioli, in addition to a complete line of all other seasonable stock.

Krowka Bros. have bought all of George Reinberg's calla bulbs which they will grow for the John Kruchten Co. next season.

O. Johnson, of the Batavia Greenhouse Co., reports a brisk demand for asters which his firm is cutting in quantity.

Miller & Musser are featuring a good supply of outdoor flowers particularly milkweed which is selling unusually well.

Charles Richter left this week for Syracuse, N. Y., with the drafted men from his district.

The Florists' Club will meet at Kart-haus's grove next Thursday, August 8, at 8 p. m.

Otto Amling and family, of Maywood, are away on a fishing trip.

The St. Louis
CONVENTION NUMBER

— OF —

The American Florist

— WILL GO TO PRESS —

WEDNESDAY, AUG. 14th

Many orders for Seeds, Bulbs, Plants and Supplies needed for fall work and business will be placed during the next 60 days, and Growers, Manufacturers and Dealers can secure a large share of this business by liberal advertising in our

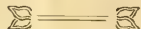
34th Annual Convention Number

NO CHANGE IN PRICES

Single Column Inch, \$1.00

Page of 30 inches, \$30.00

AMERICAN FLORIST COMPANY
440 S. Dearborn St. :: :: CHICAGO



For 34 years the representative paper of the Florists, Seedsmen and Nurserymen of the United States and Canada.

Please send your copy for this issue as early as possible.

For Your Supply of CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

CAR LOADS ARRIVING

VAUGHAN'S
CLEAN SPHAGNUM
FOR FLORISTS

Burlapped Bales

Wired Bales
Cheaper

SPHAGNUM

MOSS

GREEN SHEET

For Florists

MOSS

For Nurserymen

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph St. NEW YORK, 43 Barclay St.

VAUGHAN'S SEED STORE

Paul R. Klingsporn, John Michaelson, W. J. Keimel, Otto H. Amling and T. E. Waters, the committee that was appointed at the last meeting of the Florists' Club to receive visitors calling here en route to the convention, met Tuesday, July 30, when they appointed the following to help entertain the visiting florists and act as a booster convention committee: C. L. Washburn, Philip Schupp, F. M. Johnson, H. B. Kennicott, Allie Zech, N. J. Wietor, Fred Hoerber, H. Van Gelder, Peter Reinberg, A. T. Pyfer, A. L. Vaughan, George Ball, Walter Amling, R. J. Windler, George Wieland, Ed Mueret, W. N. Rudd, J. Kohout, M. Smith, T. D. Long, A. Ringier, P. J. Foley, Fred Dietsch, M. Barker, James Morton, J. Eddy, A. Henderson, C. Ickes, A. Lange, Ed. Enders, F. W. Martin, William Wienhoeber, George Asmus, H. N. Bruns, C. Fraunfelder, Louis Wittbold, W. J. Smyth and Victor Bergmann. It is the intention of the club to provide a banquet and entertainment for the visitors Monday, August 19, previous to their departure for St. Louis, Mo., over the Chicago & Eastern Illinois railroad at 11:30 p. m.

E. A. Bending, chief engineer of the Palmer Forced Draft Slack Burner Co. with headquarters at Fort Scott, Kansas, has installed the Palmer burner system at the George Wittbold Co.'s greenhouses at Edgebrook where it is attracting the attention of many of the growers in this vicinity. Mr. Bending says that if after an inspection of a greenhouse plant he is satisfied that his firm can make at least 10 per cent saving it will install its equipment at its own expense and take its pay out of the monthly saving made for a limited period. His firm takes all the risk and if a saving is not made it takes out the equipment and restores the plant to its original condition. Mr. Bending will be at the Brevoort hotel for another week.

R. G. Dun & Co.'s weekly review of the local trade, July 27, says: "Mid-

:- GRAB 'EM QUICK! :-

See Wittbold's Ad., Page 122.

summer trade, with a little more than normal languor, has been the rule this week. With due allowance for these conditions, retail business is fully up to the average of recent years. Wholesale orders continue to run considerably ahead of last year."

F. H. Riegelmeier, of Pittsburgh, Pa., was a welcome visitor this week. He was in the employ of the George Wittbold Co. before he entered the retail business in the east, so he is no stranger in this vicinity.

George Madson and wife of Elgin have the sympathy of the trade in the loss of their nine-year old son by drowning last week. Mr. Madson and wife were here this week on a business trip.

Mr. and Mrs. August Poehlmann and daughter, Virginia, are quarantined at their home in Morton Grove with diphtheria.

Vincent Gorly, of Grimm & Gorly, St. Louis, Mo., passed through here this week, on his way home from a delightful vacation in Michigan.

E. J. Barnes and Henry Kusik, of Kansas City, Mo., reached this city July 27, by auto, and proceeded to Milwaukee.

Lieut. Chas. T. Johnson, son of C. W. Johnson, Mt. Greenwood, is now located at Camp Taylor, near Louisville, Ky.

Ernie Olaf Anderson, of the Bassett & Washburn store force, is spending his vacation in Austin.

A. Lange now has 10 stars in his service flag.

Visitors: Miss Belle Miller, Springfield; George Faber, Kankakee; George Hampton, of J. G. Neidinger Co., Philadelphia, Pa.; H. F. Janssen of the Janssen Seed & Floral Co., Springfield.

Z E C H M A N N & N N

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA
RUSSELL

White Killarney

Pink Killarney

Milady Sunburst

Shawyer

Ward Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round
supply of choice stock.

MISCELLANEOUS.

GLADIOLI

Rubrum

Valley Cattleyas

Calendulas

ASTERS

White Daisies Feverfew

Gypsophila

GREENS.

Plumosus. Sprengeri.

Galax, bronze. Galax, green.

Ferns.

Adiantum. Smilax.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.	
Extra long stems.....	\$5.00
Stems 48 inches.....	4.00
Stems 30 to 36 inches.....	3.50
Stems 24 inches.....	2.50
Stems 18 to 20 inches.....	2.00
Stems 12 inches.....	\$1.00 to 1.50
Short stems.....	.100, 4.00 to 6.00

MRS. CHAS. RUSSELL Per 100	
Special.....	\$25.00
Select.....	\$15.00 to 20.00
Medium.....	8.00 to 12.00
Short.....	4.00 to 6.00

ROSES.	
Richmond, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	3.00 to 4.00
Mildred, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	3.00 to 4.00
Killarney Brilliant, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	3.00 to 4.00

ROSES—Continued		Per 100
Ophelia, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
White Killarney, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
Killarney, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
Mrs. Ward, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
Sunburst, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
Cecile Brunner.....		\$2.00 to 3.00
Elgar.....		2.00 to 3.00
Baby Doll.....		2.00 to 3.00
ROSES, OUR SELECTION.....		4.00
Extra special roses billed accordingly.		

CARNATIONS.		Per 100
Fancy.....		\$3.00
GLADIOLI		Per 100
Fancy.....		\$3.00 to \$4.00
ORCHIDS.		Per Doz.
Cattleyas.....		\$9.00
EASTER LILIES.		Per 100
Select.....		\$12.50 to \$15.00
MISCELLANEOUS.		Per 100
Asters.....		2.00 to 4.00
Gypsophila.....		.75 to 1.00
Valley.....		\$6.00
Calendulas.....		\$2.00 to 4.00

DECORATIVE.		
Plumous strings.....		\$0.50 to \$0.75
Plumous.....	per bunch	.35 to .50
Sprengeri.....		.35 to .50
Adiantum, fancy long.....	per 100	1.00
Smilax.....	per doz.	2.50
Ferns.....	per 1,000	2.50
Galax.....		1.25
Mexican Ivy.....		5.00
Leucothea spray.....		.75
Boxwood, per lb.....	25¢; cases	7.50

Summer Business Booster



25	Tumbler Baskets with paraffine liners, all colors.....	\$6.50
25	Tumbler Baskets in all colors, complete with tin liners.....	\$8.50
12	Baskets, 9 to 11 inches deep, 24 to 32 inches over all; with liners, all complete...	\$9.50

WRITE FOR CATALOG.

RAEDLEIN BASKET CO., 713 Milwaukee Ave., CHICAGO, ILL.

Mention the American Florist when writing

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L D. Phone, Randolph 6578.

CHICAGO, ILL.

Waco, Texas.

T. J. Wolfe, one of the best known members of the trade in the south, has returned from an enjoyable trip to eastern points, visiting friends at Chicago and St. Louis among other cities enroute, arriving home in the best of health, in time to bench four houses of

carnations in extremely hot weather. Considering general conditions, he reports business fairly good.

Lieutenant Walter C. Blackman, son of George Blackman, of the Blackman Floral Co., Evansville, Ind., is stationed at the camp here. He is in the best of health and spirits and, like all of the florist soldiers, is showing the true

American spirit and trying to get away to France at the first opportunity.

W.

SPOKANE, WASH.—Nearly 100 persons were in attendance at the enjoyable outing of the florists' club, July 18. A baseball game and field sports were included in the programme.

LOOK WHO'S HERE

FINE YELLOW 'MUMS

Better than California stock and just as cheap,
at prices, \$1.50; \$2.50 and \$3.00 per dozen

Fine Roses in Quantity

Big cut of Russell-Ophelia-Montrose-Sunburst-Hearst-Double White Killarney-Double Pink Killarney-Weiland-Killarney Brilliant-Pink Killarney-Richmond-Milady and Ward Roses to offer in addition to other seasonable stock particularly Gladioli-Valley-Asters-Candytuft-Gypsophila-Daisies-Calendulas-Galax-Feverfew-Harrisii-Asparagus-Sprengeri-Adiantum and other Seasonable Stock and Greens.

We have the only good White Killarney to be found in this market.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO**

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Washington, D. C.

GROWERS PREPARED WITH AMPLE SUPPLIES

There seems to be some misunderstanding concerning the ability of Washington to furnish out-of-town points with their needs in flowers. Never in the history of this city were the growers better able to fill orders than now. This is due to the fact that one of the largest local firms is running very heavily this year, with the idea of letting the plants rest next winter because of the shortage of coal. Under the plan adopted by this firm, it can well afford to let the plants rest, because the yield and prices during June and July have been without equal—both being as good as in the winter. Figuring on the wholesale, retail and shipping trade as a whole, July business was exceptionally good. At this time roses continue to bring up to \$12 per hundred. Ophelia, Pink and Red Radiance, and Mock are the leaders. Carnations are still coming in and are fine; they find ready sale at \$2 per hundred. Harrisii lilies have had a wonderful sale, although the price fluctuates rapidly at from \$8 to \$15 per hundred. Callas are just about on the outward go; only a few are available. Asters are more plentiful, and they are in good condition, selling fairly well at from \$2 to \$4. Gladioli are extra fine and sell at from \$4 to \$8. Althea, formerly used only with short stems for funeral work, now is to be had in sprays two and three feet long, and this works up well in decorations. Dahlias are beginning now to come in nicely, and they sell fairly well at from \$2 to \$4

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing.

OVER THE TOP!

See Wittbold's Ad., Page 122.

per hundred. The crop looks very promising. There are still plenty of gardenias to be had, but their sale is very limited at \$3 per dozen. Orchids fluctuate very much in price, ranging from \$4 to \$9 per dozen, according to variety.


NOTES.

Harry Kennelly, of Gude Bros. Company, has gone to Atlantic City in his "Henry" for a two-weeks vacation. Hardy Pritchard, of the same store, leaves for his vacation on Saturday.

Visitors: E. M. Jones, Charlestown, W. Va.; E. J. Pass, North Platte, Neb.; Emil Fardel and W. Harry Wheeler, Great Neck, N. Y.

B. F. L.

DAVENPORT, IA.—Greenhouse men of the Tri-cities are endeavoring to secure supplies of screenings to maintain the capacity of their ranges.



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale
Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave. Chicago

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.50

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave. and Lake St.,
CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE 154 N.WABASH AVE. CHICAGO
CENTRAL 679 ILLINOIS

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE
IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	4.00@10.00
" " 48-in.	4.00
" " 38-in.	5.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
" Mrs. Chas. Russell.....	1.00@ 4.00

100

" Hooster Beauty	4.00@10.00
" Killarney Brilliant	4.00@10.00
" Columbia	4.00@25.00
" Killarney	4.00@10.00
" White Killarney	4.00@10.00
" Richmond	4.00@10.00
" My Maryland	4.00@10.00
" Mrs. Geo. Sawyer.....	4.00@10.00
" Milady	4.00@10.00
" Sunburst	4.00@10.00
" Mrs. Aaron Ward.....	4.00@10.00
" Hadley	4.00@10.00
" Ophelia	4.00@10.00
" Double White Killarney.....	4.00@10.00
" Mrs. Moorefield Storey.....	4.00@10.00
" Champ Weiland	4.00@10.00
" Stanley	4.00@10.00
" Tipperary	4.00@10.00
" Francis Scott Key.....	4.00@10.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 3.00
" Our Selection.....	3.00
Carnations	2.00@ 4.00
Cattleyas	per doz. 6.00@ 7.50
Daisies	1.00@ 2.00
Lilium Harriell	10.00@15.00
Valley	6.00
New Ferns.....	per 1000, \$2.50
Calendulas	2.00@ 3.00
Gladstoll	6.00@ 8.00
Candytuft	per bunch .50@ 1.00
Asters	2.00@ 4.00



IN CHICAGO

KENNICOTT BROS. CO.
WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.

J. E. POLLWORTH, Sec'y and Gen'l Mgr

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing.

PLAIN CHIFFON

(About 35 to 40 yards to bolt.) Can be had in any color.

2 in. wide, per yd., 34c 6 in. wide, per yd.... 7c
4 in. wide, per yd.... 6c 10 in. wide, per yd.... 10c

Geo. H. Angermueller Co.

Wholesale Florists, 1324 Pine St., St. Louis, Mo

Mention the American Florist when writing.

One Piece Flower Boxes

One piece; one size; One price.

24x4x3.....\$2.00 per 100

Sample box sent on request.

THE JOHN HENRY CO.
LANSING, MICH.

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing.

Field Grower Carnation Plants

C. W. Ward, White Enchantress, Light Pink and Rose Pink Enchantress, Enchantress Supreme, Alice, Matchless, White Perfection, Beacon, Alma Ward.

Send for complete list and prices. Satisfaction guaranteed.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

HOT WEATHER DEPRESSES BUSINESS.

There is nothing very encouraging to report of last week's market. The weather has been the hottest of the season, and besides having a very depressing effect on business has about finished the carnations and reduced the stock of salable roses to the minimum. The market is full of roses, but they grade very low. Growers would be money in pocket to see that nothing but the best of their stock, and that in salable condition, is sent to such a weak market. Francis Scott Key, Mrs. Russell and Mock are the best large roses; there is no question as to their being premier summer sorts. All the others are badly affected by the extreme heat. Gladioli are now a factor, being handled in quantity at much lower prices than two weeks ago. America and Mrs. Francis King, together with a few of the white varieties and a line of mixed that hardly pays the freight are seen in all the houses. They are good stock for the retailer, making quite a show in window and store decoration for little money. Rudbeckia Golden Glow is another showy decorative flower that costs little and is used with good effect. Asters are increasing, but the dry weather is very hard on them. The growers who were farsighted enough to put in the Skinner system for their outside cut flowers are now reaping big benefits. The best asters sell well, but the poor stock returns little to the grower. Sweet peas are down and out, almost unsalable. Easter lilies are in good demand, while the roseums also find a place in many funeral designs. A few dahlias are seen, the forerunners of the fall crops, which promise to be very good, except that the growers of these are, in common with others, having trouble with labor which will greatly handicap them in production and shipping. Asparagus appears to find a ready market at the standard price of 50 cents per bunch. Orchids are scarce. The quality of the varieties now in is fine.

HANDLING THE ROSES.

The trade is fast coming to the wrapping of 25 buds of a grade to a bundle; these, when protected with a paper on which the grower's name and grade number is stamped, make a convenient and quickly handled package. The flowers are not subject to draft, or of being bruised by handling, as they are all sold in the original bundles as received from the grower. They can be placed, a number together, in large jars of water, and one or two removed without disturbing the others. They will also remain piled together on a shelf in a refrigerator or cool room for quite a while without damage. Quite a few growers grade and bundle their stock in this way, but without the paper wrapper. The paper is a great protection, as without it the outside layer of foliage becomes soft and the buds rubbed and pricked with the thorns of the other bundles.

QUALITY.

Growers and in fact, nearly all of those who handle flowers are not alive to the importance of quality or the fine finish that makes their product at once

EDWARD REID

American Beauties, Orchids, Valley, Peonies. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, July 31. Per 100		
Roses, Killarney	2.00@	6.00
" Mrs. Chas. Russell	4.00@	12.00
" Ophelia	3.00@	8.00
" Richmond	2.00@	8.00
" Sunburst	2.00@	8.00
Lilium Giganteum	8.00@	10.00
Gladioli	2.00@	8.00
Sweet Peas	35@	.50
Carnations	1.00@	2.00
Antirrhinums	2.00@	4.00
Rubrams	1.00@	6.00
Asters	1.00@	4.00

BOSTON, July 31. Per 100

Roses, Beauty	12.00@	25.00
" Killarney Queen	4.00@	6.00
" White and Pink Killarney	8.00@	12.00
" Double White Killarney	4.00@	8.00
" Killarney Brilliant	2.00@	8.00
" Hadley	4.00@	12.00
" Mock	2.00@	8.00
" Mrs. Chas. Russell	4.00@	12.00
" Taft	2.00@	6.00
" Milady	2.00@	6.00
" Ward and Hilliardson	2.00@	6.00
" My Maryland	1.00@	2.00
Carnations	8.00@	12.00
Easter Lilies	6.00@	10.00
Valley	6.00@	10.00
Gladioli	6.00@	10.00

BUFFALO, July 31. Per 100

Roses, Beauty Special	\$20.00@	\$30.00
" Fancy	15.00@	20.00
" Extra	10.00@	15.00
" 1st	5.00@	10.00
" Killarney	3.00@	6.00
" My Maryland	3.00@	6.00
" Sunburst	3.00@	6.00
" Ward	2.00@	6.00
" Ophelia	2.00@	6.00
" Russell	4.00@	8.00
" Stanley	2.00@	6.00
" Mock	2.00@	6.00
" Sawyer	3.00@	6.00
Lilies	8.00@	10.00
Cattleyas	40.00@	50.00
Asters	1.00@	2.50
Carnations	1.00@	2.00
Asparagus Sprengerii	35@	.50
Ferns	per 1,000	20.00
Sweet Peas	25@	.50
Calendulas	1.00@	2.00
Daisies	34@	1.00
Gladioli	3.00@	5.00

noticeable wherever displayed. Fairly good stock will sell when there is a demand, but no one will buy unless they have use for it. The stock, however, with a superlative finish has an advertising value all its own; it creates a demand for itself. The dealer who has no use for the ordinary is at once attracted by the high-grade stock, and gives it the best place in his shop or window, where the delighted customers are loud in their praises of the superb stock. Something of the same, but inferior in size and color, scarcely gets a second glance, and certainly creates no desire to buy. "Raise the Standard" should be the slogan everywhere. Double the quality and halve the quantity would surely mean better sales at higher prices and establish a sellers' market, which keeps the trade in a healthy condition.

Write For Our

**Price List
On Cut Flowers
H. G. BERNING**

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Central Market

Roses, Orchids, Peonies

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St. Philadelphia, Pa.

WITH THE WHOLESALERS.

"We find the gladioli farmers to be working over time; at least, we have to do double duty to handle their stock the past week and make any kind of decent returns." This was the report of the Leo Niessen Co. Easter lilies, gladioli, Lilium roseum, and asters were features of their summer stock.

Robert Baggs, chief of the Edward Reid force, is spending a two-week vacation alternately between Frazier terrace and the shore resorts. Choice Victoria and Russell roses and asters are headliners.

The Philadelphia Wholesale Florists' Exchange is strong on a good variety of roses and quantities of gladioli. Business for the summer months is a little better than last year.

Harry Berger is getting along all right by his lonesome. Easter lilies, Maryland roses, and asters and gladioli were quantity items here.

CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Mention the American Florist when writing.

The palm houses of the Joseph Heacock Co. at Wyncote are all in apple order, everything potted up and in the height of their summer advance. Already many orders have been booked for fall delivery.

Conditions on account of war activities are such in this city that no additional telephone or electric light connections can be made without permits from the government.

Edward Dornheim, of the Chas. E. Mehan force, is spending his vacation with his family at Niagara Falls.

NOTES.

At the annual meeting of the directors of the Joseph Heacock Co., July 15, officers were elected as follows: James W. Heacock, president; Carl A. Cortis, vice-president; Miss Esther Heacock, secretary; Miss Anna Straley, treasurer. The past year has been one of the most prosperous in the history of the company. Carl A. Cortis is city salesmanager. Theodore Shober is the palm grower and manager at Wyncote, while Robert Jamieson, their rose specialist, is manager of the large rose houses at Roelofs.

Stuart Miller entertained a lot of the "boys" from the various wholesale houses at his home in Lansdowne Heights last Sunday. This has grown to be an annual affair, with Samuel Parker chief and Martin Gannon director.

It goes without saying that the boys had a swell time. A baseball game and a pie-eating contest were features.

George Ueber has sold his land, four acres, and greenhouses at 53d street and Elmwood avenue to the Pennsylvania railroad for \$40,000, and will now retire from business.

Martin Gannon, of Campbell's, has been spending a week in Washington, visiting friends. He reports giving the executive mansion a look-over.

Robert Crawford has closed the greenhouses at Secane, and will confine his energies to the store on South 11th street.

K.

BEDFORD, IA.—A. C. Brice, Sr., well-known florist of this city, recently returned from a month's vacation.

INDIANAPOLIS, IND.—Alfred Petit is expected to return from the Pacific coast in time to operate his range this winter.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245.

P. O. Box 206

444-446

Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers

Mfr. and Dealer in "Florists" (Brand) Supplies

1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, July 31. Per 100

Roses, Beauty, special	30.00@40.00
" " fancy	10.00@20.00
" " extra	5.00@10.00
" " shorter grades	2.00@ 5.00
" Mrs. Chas. Russell	6.00@20.00
" Hadley	2.00@ 6.00
" Killarney	4.00@10.00
" Sunburst	3.00@ 6.00
" Wards	2.00@ 4.00
" Opella	3.00@ 5.00
Cattleyas ..each	\$0.75@\$1.00
Valley	6.00@ 8.00
Lilium Rubrum	5.00@ 8.00
Easter Lilies	10.00@15.00
Snapdragons	4.00@ 8.00
Asters	1.00@ 3.00
Gladioli	1.50@ 3.00
Dahlia	1.00@ 2.00
Calendulas	1.00@ 2.00
Hoster Beauty	3.00@ 8.00
Asparagus.....string or bunch	.50@ .75
Adiantum	.35@ .50
Smilax	.15@ .20

MILWAUKEE, July 31. Per 100

Roses, Killarney, W. Killarney	33.00@38.00
" " Ward	2.00@ 5.00
" " Mrs. Chas. Russell	5.00@20.00
" " Opella	3.00@ 8.00
" " Hostier Beauty	3.00@ 8.00
" " Bon Silence, per bunch	.25@ .35
Carnations, assorted	1.00@ 3.00
Valley	5.00@ 6.00
Sweet Peas	3.00@ 7.00
Cattleyas	2.00@ 8.00
Lilies	15.00
Asters	3.00
Gladioli	5.00@ 6.00

ST. LOUIS, July 31. Per 100

Roses, Hadley	2.00@ 5.00
" " Killarney	2.00@ 4.00
" " White Killarney	2.00@ 4.00
" " Hostier Beauty	3.00@10.00
" " Russell	4.00@15.00
" " Sunburst	3.00@10.00
" " Ward	3.00@ 8.00
" " Mrs. Shawyer	2.00@ 8.00
" " Opella	4.00@10.00
Ferns	2.00@ 3.00
Carnations	2.00@ 3.00
Gladioli	4.00@ 8.00

McCALLUM CO.

Florists' Supplies

PITTSBURGH, PA.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

PITTSBURGH, July 31. Per 100

Roses, Beauty, special	20.00@25.00
" " fancy	12.00@18.00
" " extra	6.00@ 8.00
" " No. 1	2.00@ 4.00
" " Killarney	2.00@10.00
" " My Maryland	2.00@10.00
" " Sunburst	2.00@ 8.00
" " Mrs. Aaron Ward	2.00@ 6.00
Cattleyas	4.00@25.00
Lilium Giganteum	8.00@10.00
Adiantum	1.00
Asparagus Sprenger, bunch	.35@ .40
New Crop Green Galax per 1000	\$1.25
Carnations	2.00@ 3.00
Valley	4.00
Delphinium, per doz.	1.00
Gallardia	1.00@ 1.50
Asters	1.00@ 2.00
Coreopsis	1.00
Gladioli, per dozen	.50@ 1.00
Sweet Peas	.50@ .75

New York.

HEAT AFFECTS STOCK AND DEMAND.

The hot weather, which continued throughout the past week, was hard on business, particularly the wholesale section. It greatly increased the supply of stock, and many of the roses were open and nearly worthless when they reached the market, consequently they sold at push-cart rates or were lost. Even the best rose stock on the market was hard to move. By the middle of the week, the best American Beauties were going at \$15 per 100, and only special stock of a few varieties of tea roses, such as Columbia and Mrs. Charles Russell, went above \$4 and \$5 per 100. The heat about finished the carnations as factors of the market, as it also brought a great flood of asters. Gladioli reached the stage of being a nuisance, as there were far more than could be disposed of. There were sales of gladioli as low as 40 and 50 cents per 100 and many were lost. Of course, America and other of the best varieties went better, but practically all were in a glut. The wholesalers do a lot of work in trying to get something out of heavy shipments of gladioli, they are picked over and trimmed and often are lost in the end. One-half the quantity that reached this market during the past week would have better served the purpose. All outdoor stock is in great need of rain, and for that reason, the quality of sweet peas has deteriorated. While everything was slow, on account of a lighter supply, there was no glut in orchids, lilies and lily of the valley. While business was quiet with the retailers, they had no particular reason to complain. At this time of year, funeral work and an occasional box or bunch, is their principal business, and they have been buying very cheap.

July 29.—Hot weather continues with great humidity. Buyers are scarce in the market this morning, and the few that are about are getting stock practically at their own prices, except in the case of orchids, lilies, lily of the valley, and a few of the best roses. The market is full of poor and worthless roses, so the few good ones have not fallen to the level of the rubbish. There is a glut of asters, and they are being offered at \$4 and \$5 per 1,000. In gladioli, even such varieties as America and Panama are going at sacrifice prices, while the poorer sorts are going to the dead carts. No improvement in conditions can be expected while the hot weather lasts.

NOTES.

Myer, of Madison avenue and 58th street, has just purchased a new six cylinder Studebaker car, and proposes to tour to the Pacific coast. Oram Khedishian, who has been employed by Myer for the past five years, left for Camp Upton, July 25. Just before his departure, he was presented with a handsome wrist-watch by his co-workers in the store. Wrist-watches, once considered a fad, are almost a necessity to a soldier for reasons readily understood. Henry Luhrs and Alex Emanuel, of Myer's staff, have returned from their vacations and resumed their labors. Maurice Kleinmann, the buyer, has started on a three weeks' vacation.

We occasionally refer to the honored name of Burns, which for many years has been represented in the florist business of this city. Alexander S. Burns retired some years ago, but his brother, William, is yet active as a retailer at 840 Sixth avenue, and has a fund of reminiscences of his years spent in the business. H. H. Burns, son of Alexander S., is now in the United States naval reserves, his store at 509 Madison avenue being conducted by a manager.

Two employees of Costos Sakelos, the Colonial Florist, Broadway and 157th street, left for an army camp, July 24.

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY, - - NEW YORK

Mention the American Florist when writing.

This makes eight of his former employees who are now in the United States army. On the evening of the 23rd, in honor of the boys who were leaving, he gave a dinner to his entire staff, a custom he has followed when there were previous departures for camp.

Gardenias are not commonly seen in the market at this season, but the Henshaw Floral Co. is receiving some from A. N. Pierson, Inc., Cromwell, Conn., but, like all other stocks, they move slowly. This firm is also receiving exceptionally fine stock of Gladioli America.

G. E. M. Stumpp now spends most of his time at his Southampton, L. I. store. Fine water lilies are constantly in stock in the Fifth avenue store, which were grown in his Southampton ponds.

Max Schling has been kept busy with conducting two stores, one for cut flowers and another for seeds, but he intends to take time to attend the St. Louis convention of the S. A. F.

Philip F. Kessler, of the Cut Flower Exchange, has closed his stand for three weeks and says he will go away and try to forget cut flowers for that length of time.

Miss Durkin, bookkeeper for J. S. Fenrich, has returned from a week's vacation pleasantly spent at Mr. Fenrich's summer home at Bradley Beach, N. J.

During Ralph Armstrong's absence at his Newport, R. I. store, Charles F. Dailey is conducting the business at the Madison avenue store.

Louis Moncinleno, florist of Long Island City, was killed July 30, by a surface car hitting his wagon, in the early morning.

H. G. Perry, manager of the Dardis store, is with his family in the White Mountains of New Hampshire.

A. F. F.

Cleveland.

FLORISTS' ANNUAL OUTING.

The local florists and their families and invited guests had a delightful outing at Willoughbeach Park, July 24. The ideal weather was taken advantage of by a large and representative crowd. A hotly contested baseball game between the wholesalers and the retailers was won by the latter, but the wholesalers evened up matters by showing superiority in the tug-of-war. In the fat man's race, Al Barber led W. E. Cook across the tape. The sports programme also included numerous events which brought out a goodly number of contestants, prizes being awarded to the winners.

NOTES.

The next regular meeting of the florists' club will be held at the Hollenden hotel, August 5. Nominations for officers for the ensuing year will be made and a number of timely papers will be features of the programme.

The entire stock of the Cleveland Florists' Exchange has been sold to the Cleveland Cut Flower Co., the deal being closed July 29.



Mention the American Florist when writing

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK

Mention the American Florist when writing.



Mention the American Florist when writing

Summer Attraction!

See Wittbold's Ad., Page 122.

Kenneth Wilson has enlisted in the aviation service and has gone to Chicago for training. He will go east later.

Owing to failing health, Mrs. M. C. Bell has been compelled to offer her flower shop for sale.

Chas. Schuetzow and wife are receiving congratulations on the arrival of a fine baby boy.

Walter Rokusek is enjoying a week's visit with his mother at Berea, O.

C. F. B.

ELLIS, MASS.—Peter Fisher, it is reported, will close several of his houses during the coming winter, operating only enough glass to care for his local trade. His carnation stock will be grown for him by Arnold & Fisher, at Woburn.

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WHOLESALE FLORIST

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The Right People to Deal With.

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Phones 4024 and 4025 Madison Square.

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Roses, Beauty special	10.00@15.00
" extra and fancy	5.00@ 8.00
" No. 1 and No. 2	3.00@ 2.00
" Columbia	1.00@10.00
" Hadley	2.00@ 8.00
" Francis Scott Key	4.00@20.00
" Prima Donna	.50@ 5.00
" Alice Stanley	.50@ 5.00
" Mrs. Geo. Sawyer	.50@ 5.00
" Double White Killarney	1.00@ 6.00
" Killarney	.50@ 3.00
" Queen	.50@ 4.00
" Brilliant	.50@ 4.00
" Aaron Ward	1.00@ 5.00
" J. L. Mock	1.00@ 6.00
" Ophelia	.50@ 5.00
" Mrs. Chas. Russell	2.00@15.00
Cattleya Orchids, special	75.00@100.00
Rubrunas	2.00@ 3.00
Lilies, Longiflorum and Formosum	3.00@ 6.00
Lily of the Valley	4.00@ 8.00
Adiantum Croweatum and	
Hybridum	.50@ .75
Asparagus Plumosus, doz. bchs.	1.50@ 3.00
Smilax	1.00@ 2.50
Carnations	.50@ 2.00
Sweet Peas	.25@ .50
Gladoli	.40@ 2.00
Bouvardia, white	.75@ 1.00

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
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Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

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Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
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NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

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Consignments Solicited.

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THE FLORISTS' SUPPLY HOUSE OF AMERICA

Get Ready Now To Go Over The Top

With everything the best in Brilliantine Baskets, Magnolia Leaves, Cape and Waxed Crepe Flowers, Wheat Sheaves, Cypas. NOW is the time to order, Delays count big later on.

Branch Factory, 709 First Avenue, New York.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

Detroit.

SUMMER DULLNESS VERY EVIDENT.

Mid-summer trade conditions are with us now in their fullness, and include the inevitable erratic supply of flowers and the still more uncertain call for them. Some retailers report a fairly good summer business, and others less fortunate complain of a lack of orders never before experienced, and through it all everyone is doing his best, and all are hopeful for better days when the present excessive heat and other unfavorable conditions will have passed. Some good roses are now coming in, but the supply is daily exhausted, while the stock of carnations continues large and their quality good. There is an overabundance of purple asters, while other colors and white are quite scarce, and the call for them active. Gladioli are good and the supply is about equal to the demand.

NOTES.

A. J. Stahelin, is equipping his heating plant with automatic stokers, and will use buckwheat coal next winter with this arrangement. Mr. Stahelin, with his wife and Mr. and Mrs. George Doemling and Harry Ingold, motored recently to Grand Lake, Mich., where an enjoyable time was spent.

Wm. Duger has extended the local florists an invitation to be his guests at a complimentary picnic at his Rockwood, Mich., nurseries, August 22. A large party will go and a very interesting programme of events for the day is being arranged.

J. J. Karins, of Philadelphia, Pa., is here with an exhibit of Henry A. Dreer's palms, pandanus and other foliage plants. He is accompanied by his sister, Miss Bessie Karins, who is this week the guest of Mrs. Walter Taepke.

Robert Rahaley, of the Michigan Cut Flower Exchange, has returned from a two-weeks fishing outing at Au Sable, Mich. He brought back some fine American brown and rainbow trout as evidence of his success.

Philip Breitmeyer has returned from a lengthy visit to his daughter at Lewiston, Mont., and will go this week to see his son, Harry, who is in the service at Newport News, Va., and will soon go overseas.

Miss Phyllis Fitzgerald is again at her desk at the Michigan Cut Flower Exchange, after an absence of two weeks at Pine Lake and Gognac Lake, near Battle Creek, Mich.

Mike Constantine, of the Majestic Flower Shop, is making good use of the dull season by working in the shipyards, while his brother looks after the business.

Charles Plumb is now with his family at Pointe du Chene, near Algonac, Mich., where he has a summer home and a war garden that he is justly proud of.

Thomas Browne is doing service as a juror in the federal court, and is required to remain on duty more hours than his greenhouse work would exact.

A. Pochelon and family are enjoying the breezes and fine fishing at Au Sable, Mich., and will remain there during the heated term.

John Moore, of Breitmeyer's Park Flower Shop, spent two weeks at Or-

Lily Bulbs FOR AUTUMN AND WINTER From Storage



There will be no New Crop Lilies. Secure Storage Bulbs now.

GIGANTEUM

Per case
7 to 9 in. (300 to case)... \$20.00
10 to 11 in. (180 to case)... 27.00

SPECIOSUM ALBUM

Per 100
8 to 9 in. (200 to case)... \$ 9.50
9 to 11 in. (140 to case)... 12.00

SPECIOSUM RUBRUM

Per 100
9 to 11 in. (140 to case)... \$10.00
10 to 11 in. (125 to case)... 12.00
11 to 13 in. (90 to case)... 17.00

AURATUM

Per 100
8 to 9 in. (160 to case)... \$ 7.00
11 to 13 in. (75 to case)... 17.00

Above prices F. O. B. Chicago.

Midsummer List of Flower Seeds,
Plants and Early Bulbs now
ready Write for it.

Vaughan's Seed Store

CHICAGO NEW YORK

chard Lake, Mich., He reports sunfish and black bass plentiful and rising to the fly.

George Hampton, of Philadelphia, Pa., is making an extended visit here, accompanied by his wife, who formerly lived in this city.

Henry Forster, of the E. A. Fettes force, has returned from a two-weeks outing at the "Flats" in Lake St. Clair, Mich.

A. Sylvestre, of the Michigan Cut Flower Exchange force, spent his vacation motoring through the state last week.

Peter Pape, of the Central Floral Co., has in contemplation a motor trip to Chicago in the near future.

Visitors: Harry Heint and Frank Schramm, Toledo; J. P. McCarty, of the M. Rice Co., Philadelphia.

J. F. S.

Louisville, Ky.

NOTES.

H. G. Walker has taken over all the interests in the F. Walker Co., which has been established 43 years. The style of the firm name will be continued. This firm had the order for the wedding decorations and flowers at the ceremony of one of the soldiers at Camp Taylor, July 27.

August R. Baumer's genial smile indicates that all is well with him. As efficient secretary of the Kentucky Society of Florists, his absence from a meeting of the organization is rare indeed.

Anders Rasmussen, of New Albany, is planting Hoosier Beauty roses in the warm ends of his carnation houses. He tried this last year and the result was

:: BIG BARGAIN ::

See Wittbold's Ad., Page 122.

very satisfactory—fine flowers and foliage.

Mrs. Kingsley Walker has returned from a visit to her brother, Sergeant Herbert Funk, at Chillicothe, who expects to leave for France in the near future.

Callas sold well last winter, and many growers are putting them in larger numbers to guard against a possible shortage of Easter lilies this year.

The Jacob Shulz Co. has a very attractive summer window, with a running fountain and a pond in which water lilies are featured.

Fred Haupt was awarded a prize at the last meeting of the Rotarians for recognizing new members by their descriptions and business.

Wm. Mann, who spent his vacation at West Baden, has returned much improved in health and has gained five pounds in weight.

There is considerable call for blooming plants, with begonias about the only offerings, and not enough of them to make a show.

Bryant & Brady, the only wholesalers here who are not growers, report an excellent business for the season.

There are now 60,000 soldiers at Camp Taylor, and considerable money is spent with the florists.

Asters are now taking the place of carnations. Roses and gladioli sell well.

H. G. W.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857



745 Buckingham Place,
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Send us your retail orders.

We Have the Best Facilities in the City
Mention the American Florist when writing.

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Adam Sekenger
FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE

Mention the American Florist when writing.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

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Mention the American Florist when writing.



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Gude's

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J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.

Members Florists' Telegraph
Delivery Association.

Mention the American Florist when writing.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing.

ORDERS IN OR AROUND

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRAITFORD.
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Max Schling

NEW YORK

785 Fifth Ave.

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BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTEL

KOTTMILLER

426
Madison Ave.,
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Mention the American Florist when writing.

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CHOICE CUT FLOWERS AND DESIGNS

Patentee and Manufacturer of

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We are in the Heart of
To out-of-town florists; New York

And give special attention to steamer and the-
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Stock in the market.

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L. L. MAY & CO.

Order Your Flowers for delivery
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LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing.

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TELEGRAPH ORDERS forwarded
to any part of the United States,
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by the trade to our selection for
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Reference or Cash must accompany all orders
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Telegraph orders receive our usual good care
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Help do your bit to-day by selling
Thrifty and War Saving Stamps

Stand behind

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Display prominently patriotic posters.

DO IT NOW

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20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities
and for all points in the Northwest. The Largest
Store in America; the largest stock; the
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are alive night and day.

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Fresh Flowers and Best Service. Deliveries
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Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

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Kansas City, Mo.—Wm. L. Rock Flower Co.
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Lincoln, Neb.—Frey & Frey.
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Artistic Designs.

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Fifth Avenue

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SEVEN STORES.

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Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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The Best Service



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Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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Floral Co.

Main and McKinney Phone Preston 160

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Telegraph orders for Dayton will receive our immediate and careful attention.

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Madison Ave. and 76th St.
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Quality Flowers

TWO GREENHOUSES
ON PREMISES.

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Mail and Telegraph orders carefully filled.

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Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Kansas City, Mo.

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1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Los Angeles, Calif.

O. C. SAAKE
FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

Little Rock, Ark.

PAUL M. PALEZ

FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in city and state on short notice.

Member of Florists' Telegraph Delivery.

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

WIRE YOUR ORDERS
TO
HARRY PAPWORTH
The Metairie Ridge Nursery Etc
STORE
135 Carondelet St.
NEW ORLEANS
ROSES
ORCHIDS
VIOLETS
F.T.D.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

Steubenville, Ohio.

Huscroft's Flower Shop

E. E. McCAUSLEN, Prop.

173 North Fourth Street

All Orders Promptly Executed.

Cleveland, O.

The Smith & Feters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Friedman

...FLOWERS...

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

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Alfred Donaghue

1622 Harney St. Established 1866

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

DES MOINES IOWA
ALFRED LOZIER ROSERY

For St. Louis

WIRE

Grimm & Gorly

KANSAS CITY, MISSOURI.

Rock's
FLOWERS

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C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

Marionburg, W. Va. Washington, D. C.

134 West King Street

14th and Harvard Sts., N.W.

The Flower Store

J. A. PHILIPPS

C. Trauenerfeld
FLORIST

3343 W. MADISON ST.
NEAR OAKFIELD PARK

CHICAGO

For Wisconsin Delivery
OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN

Member of Florists' Telegraph Delivery.



Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids
Member of Florists' Telegraph Delivery.

E. W. PEARSON

38 State Street, Newburyport, Mass.

Covers All New England Points.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

LEIKENS, Madison Ave. and 55th St.,
New York

Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.

Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

New York.

Gilbanks
Flowers of Quality

50 Broadway

New York

Malandre Brothers

2077 Broadway, near 72nd Street
Phone, Columbus 6883

Branches: 7703 Broadway, 1664 Second Ave.

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.

Orders from other cities receive our personal attention.

Mention the American Florist when writing

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

Mention the American Florist when writing

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

San Francisco, Calif.

J. B. BOLAND

Successor to Slevens & Boland

FLORIST

60 KEARNY STREET

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

A. MEYER,

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Penn. The Florist

"Penn. The Telegraph Florist"

Member of Florists' Telegraph
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124 TREMONT STREET

Orders in or Around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST

900 Fourteenth Street

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Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

DULUTH FLORAL CO.

200 miles in any direction. DULUTH, MINN.
We are the center of the great
Northwest. Daily deliveries to Superior, Wis.

FREY & FREY,

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF HEINL'S

NEW YORK
1062 Madison Ave., near 80th St.
Phones, Lenox 2352-7019
Satisfaction Guaranteed.

Chicago

Detroit

Central Floral Co.

132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

Member of Florists' Telegraph Delivery.

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Springfield, Mass.

Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers

422 MAIN STREET

Greenhouses, 437 Bay Street.

Mention the American Florist when writing.

IN THE HEART OF **Newark N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city
within 150 miles of Newark.

Telephone
Market 494.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD
GREENHOUSES

Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

LITTLEFIELD, Florist
WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1919.

RIDGEWOOD, N. J.—A. V. D. Snyder is seriously ill.

VENTURA, CALIF.—Bean prospects in this section are good and the acreage large.

ONION SETS.—It is reported bids of \$2.50 have been made to Chicago growers for whites.

THE Wisconsin pea crop is looking well. The appearance of Alaskas indicates a 100 per cent yield.

SPINACH.—California grown is the only new crop seed offered in New York, price 42 cents per pound.

ALLING WOODRUFF now states that he personally owns control of the Aabing-Boyce Seed Co., Seattle, Wash.

SOME New York seedsmen find heavy inventories represent some kinds of seeds not likely to be disposed of at spring cost.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade July 21 were as follows: Timothy, \$7.00 to \$8.25 per 100 pounds.

AN inspection tour of the Fordhook Trial Grounds and Farms of the W. Atlee Burpee Co., Philadelphia, Pa., is described at length elsewhere in this issue.

A. H. GOODWIN, of the W. W. Barnard Co., Chicago, left July 27 to join Mrs. Goodwin in New York, whence they will repair to the White Mountains for three weeks.

TOLEDO, O.—Clover gained 25 cents, July 29, over the price on July 27, closing at \$17.00. Cash timothy was unchanged at \$4.30. September closed at \$4.92½, October \$4.57½, December \$4.60, March \$4.85 and April \$4.85.

LOUISVILLE, KY.—The Lewis Implement & Seed Co., has filed articles of incorporation, with a capital stock of \$100,000, taking over the business of Lewis & Chambers. The directors are F. N. Lewis, H. Hamilton Lewis and Chas. H. Allen.

SAN FRANCISCO, CALIF.—Lester L. Morse and family had a hair-breadth escape from serious injury recently when their Packard overturned on a slippery road, while returning to this city from San Jose. Other travelers lifted the car from the imprisoned.

VISITED NEW YORK: J. C. Vaughan, Chicago; Jean Davy, of Arpaion, Seine-et-Oise, France, with Madame Davy, returning from a six weeks' journey to the seed growing districts of California, including the Sacramento valley; George Lambert, of the American Spawn Co., St. Paul, Minn.

GRAND RAPIDS, MICH.—The Alfred J. Brown Seed Co. has reorganized with common stock, paid in, \$400,000, and is now selling \$200,000 of preferred, making the total \$600,000. The officers continue as heretofore, A. J. Brown, president, T. H. Brown, vice-president, and Edwin B. Seymour, secretary-treasurer.

California Seed Crops.

The season's advance shows damage to onion more apparent in the Delta section, the crops being reduced fully 60 per cent. About two-thirds of the acreage is in this section, the Santa Clara valley containing the remainder, which has been damaged 20 per cent.

Radish will not be over one-half what the acreage planted ought to produce. Some fine prospects were burned while in flower.

Spinach, carrot and beet promise good crops, one grower having contracts for 3,000,000 pounds of the last named.

Lettuce will be short about 75 per cent of the crop expected.

Northrup, King & Co.'s Modern Plant.

"Equipped for Service" is the appropriate title of an attractive, handsomely illustrated booklet of 24 pages, describing the modern equipment of Northrup, King & Co.'s extensive establishment at Minneapolis, Minn. The illustrations indicate the methods, machines and personnel responsible for the efficient conduct of this large business. Automatic equipment plays a leading part throughout—moving belts for unloading, storage tanks, gravity conveyors, elevator scales with a capacity of 3,000 bushels per hour, cleaning machinery, etc. Accuracy and time-saving are vital features in every department. The electric truck is another of the firm's factors for internal transportation. The main building of reinforced concrete is 420 feet long and 100 feet wide, partly four and partly six stories in height, and contains the offices, printing department, shipping room, garden seed department, cleaning department and storage floors. The corn warehouse is 74x302 feet, and consists of two stories and a basement, while the onion seed warehouse is 67x158 feet with a capacity of 60,000 bushels. Ground has already been broken for additional field seed storage tanks with a capacity of more than 50,000 bushels and another warehouse will be completed this summer to provide greater storage facilities.

The officers of the company are C. C. Massie, president; L. M. King, vice-president and treasurer, and E. B. Northrup, secretary, and who are ably assisted by G. C. Thomson, manager garden seed department; C. A. Burnham, sales manager; A. K. Bush, manager growing department; A. E. Bather, field representative; M. Keating, manager western branch at Salt Lake City; H. H. Williams, general superintendent; J. H. Whitney, field seed department; C. N. Hart, credit manager, G. H. Hobart, Jr., advertising

manager; H. T. O'Brien, seed analyst; F. C. Hansen, traffic manager, and C. W. Brown, office manager.

Seed Tests.

Bulletin No. 446 of the New York agricultural experiment station, Geneva, in calling attention to seed tests made at the station during 1916-1917, has the following in part:

"Of the 906 official samples of agricultural seeds collected by the commissioner of agriculture during the past two years and forwarded to the station for examination, 51, or 5.6 per cent, were found, upon analysis, to be violations of the seed law. Although containing more than three per cent of foreign seed they were not so labeled. The usual amount of unlabeled goods containing seeds of dodder and other noxious weeds and excessive amounts of inert matter was found. A careful study of the results of the seed inspection since the adoption of the present seed law shows some benefits derived from the inspection and also some serious defects in the law, but fails to show an appreciable improvement in the quality of the seeds upon the New York market or in the conditions under which they are offered for sale. The number of violations of the law has decreased noticeably, while the number of labeled lots has increased. Nevertheless, the present law, which permits three per cent of weed seeds and any amount of inert matter to be sold in crop seeds without being so labeled, is too tolerant.

"The remedy suggested is to substitute for the present inadequate seed law the provisions of the uniform state seed law, drafted by the Association of Official Seed Analysts of America and approved by the American Seed Trade Association. This, if adopted and administered under the present system of inspection, would carry, in addition to its regulatory value, unlimited educational possibilities for the purchaser of seeds. The government has suggested as a war emergency measure that all lots of seed containing 10 pounds or more and sold for seeding purposes should bear uniform label information as follows: (1) Name of seedsmen; (2) kind of seed; (3) proportion of pure, live seed present, with the month and year of germination test; and, (4) country and locality of origin in the case of certain imported seeds."

Alfred J. Brown Seed Co.

Growers of

Peas and

Beans

Grand Rapids,

Mich.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish,
Correspondence
Solicited.

Braslan

Seed Growers

SAN JOSE, CALIFORNIA

Company

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Early Bulbs



American-Grown

Narcissus for an early start.
Reliable, well-cured; ready in Sept.

	Per 100	Per 1000
Emperor, Double Nose.....	\$3.00	\$27.50
Emperor, fancy grade, round bulbs	2.75	25.00
Princes Maximus, fancy grade.....	1.75	15.00
Bicolor Empress, fancy grade.....	3.00	27.50
Bicolor Grandis (Grandee).....	2.25	20.00
Obvallaris (Tenby Daffodil) fancy	2.00	18.00
Sir Watkin, fancy grade	3.00	27.00
Barri Conspicuous, fancy grade.....	1.50	12.50
Jonquilla Rugulosus.....	1.25	11.00
Poeticus (Pheasant Eye), fancy.....	1.00	9.50
Poeticus Ornatus, fancy grade.....	1.25	11.00

DOUBLE NARCISSI

	Per 100	Per 1000
Alba Plena Odorata	\$1.35	\$12.00
Orange Phoenix, fancy grade.....	1.75	16.00
Sulphur Phoenix, fancy grade.....	1.75	16.00

7% Discount off above to Seedsmen only.

CALLA AETHIOPICA

These can be grown at less expense during winter months, requiring less heat than other lilies. Should prove popular on account of cool restrictions. Ready in August.

	At Chicago	Per 100	Per 1000	At New York	Per 100	Per 1000
1. to 1½ in.	\$4.50	\$42.00				
1½ to 2 in.	7.00	65.00	\$8.00	\$75.00		
2 to 2½ in.	9.50	90.00	11.50	110.00		
2½ in. up.	11.50	110.00	15.50	150.00		

Our Mid-Summer List of Seeds for Summer Sowing is now ready—Write for your copy.

Vaughan's Seed Store

CHICAGO NEW YORK

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Bay St, NEW YORK
and ORANGE, CONN.

Mention the American Florist when writing.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET
Philadelphia - - Pa.

SEEDS Specially Prepared for Export KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing.

Seed Packets for 1919 Should be Ordered at Once

We make all Packet sizes.
Larger bags for counter and package trade up to two pound or more.
Catalogue Envelopes. Return Envelopes. Coin Envelopes.

THE BROWN BAG FILLING MACHINE CO.
FITCHBURG, MASS.

Mention the American Florist when writing.

DENAIFFE & SON LA MENITRE

CENTRAL FRANCE
(About 140 miles south-west of Paris)

WHOLESALE SEED GROWERS FOR THE TRADE ONLY

All the approved American varieties: Beet, Brussels Sprouts, Cabbage, Carrots, Leek, Lettuce, Mangel-Wurzel, Onion, Parsley, Parsnip, Radish, Rutabaga, Spinach, Swiss Chard and Turnip.

Prices per 1918 ready about October 1. Address all inquiries for same, orders and other correspondence to our sole American Agent and Representative
CHARLES JOHN SON, Marietta, Pa.

Mention the American Florist when writing

NEW CROP KENTIA SEEDS JUST ARRIVED

BELMOREANA and FORSTERIANA

WRITE FOR PRICES, STATING QUANTITY REQUIRED

McHUTCHISON & CO., 95 Chambers Street, NEW YORK

Mention the American Florist when writing.

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing.

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION.

Mention the American Florist when writing.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Wald, Grand Rapids, Mich., Vice-
President; S. W. Severance, Louisville, Ky.,
Secretary; Eugene Davis, Grand Rapids,
Mich., Treasurer.

OSTRICH EGG is the name of a new Honey Dew melon.—Arizonas sold in New York at \$5 per crate, southern-grown at \$3.

WASHINGTON, D. C.—Central purchasing control in the subsistence division of the quartermaster's corps has resulted in the saving of \$400,000 in the buying of potatoes and onions alone since February, 1918, the war department announced July 29.

Prices of Indoor Fruits and Vegetables.

Chicago, July 30.—Cucumbers, 2-dozen box, 75 cents; celery, crate 50 cents; head lettuce, 2-dozen, \$1.00 to \$1.25; radishes, per 100 bunches, \$1.00 to \$1.25; tomatoes, 4 baskets, 50 to 75 cents.

New York, July 29.—Celery (state), per bunch, 15 to 50 cents; cucumbers, \$1.00 to \$2.50 per basket; mushrooms, 40 to 85 cents per pound; tomatoes, per pound, 14 to 15 cents; lettuce, per package, 75 cents to \$1.50; radishes, per 100 bunches, 50 cents to \$1.00.

Chicago's War Gardens.

A value of \$3,529,380 has been placed upon the war gardens of Chicago by the garden bureau of the State Council of Defense. An average of 2,989 gardens with 238,422 gardeners is also compiled by the bureau. This includes the back yard gardens, children's school gardens, and vacant lot gardens within the city limits, and of this number, the back yard gardens and back yard gardeners are in the overwhelming majority, it being estimated that 140,000 of Chicago's citizens are tilling the soil on their own premises. The garden bureau during the spring months distributed 214,000 pieces of literature, including garden primers, signs, posters and record books.

Vegetable Markets.

From reports received by the United States department of agriculture for the period July 23-29, shipments were lighter in practically all lines of produce, and prices tended generally upward. In potatoes, Virginia barreled Cobblers furnished the bulk of the movement, and are now supplying all of the eastern markets and many middle western centers. Virginia Irish Cobblers ranged \$4.00-\$5.25 per barrel, while New Jersey and Long Island stock closed strong in New York at \$4.00-\$4.50. New Jersey yellow onion stock was in light supply and prices advanced steadily, closing in New York at \$2.40-\$2.50 per bushel hamper. California yellow stock held exactly level at Chicago at \$3-\$3.25 per 100 pounds. Shipments were light and scattered. Tennessee tomato stock has disappeared from the leading markets. Home grown stock is supplying most northern markets, and New Jersey stock is reaching most northeastern cities. New Jersey stock brought \$1.25-\$2 per bushel

basket in New York. Twenty-quart baskets in northeastern cities closed at \$1.25-\$1.60. Cabbage shipments decreased. Iowa stock ranged steady at \$50-\$70 per ton in jobbing markets in the middle west. Shipments of miscellaneous vegetables were relatively light.

"The Food Producing Garden."

The above is the title of an interesting book of 100 pages, by Harry A. Day, F.R.H.S., author of "Spade-craft" and "Vegeticulture." Sidcup, Kent, England, recently published by Methuen & Co., Ltd., London, from whom it may be obtained upon receipt of price, 2 shillings, net. It is intended as a book of advice to those desirous of making the most of their ground, showing clearly the essential facts connected with fruit and vegetable growing, bee-keeping, poultry, rabbits, pigs and goats. It also tells how to prevent waste and to organize the garden with a view to food production without destroying its pleasurable features. Included in its contents are chapters devoted to the organization of space, soil, time and labor, utilization of waste materials, the allotment, flower, vegetable and fruit gardens, the garden under glass, the household hen, duck and other birds and useful animals unsuited to the average garden. The book is written upon the basis of the author's own personal failures and the application of right methods instead of wrong ones.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

FREESIA PURITY

1/2 inch, good grade.....per 1000, \$ 7.50
5/8 inch, extra fine bulbs.....per 1000, 13.60
3/4 inch and up, mammoth bulbs.....per 1000, 17.00

ST. LOUIS SEED CO., St. Louis, Mo.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St.,

Telephone Main 2762.

CHICAGO

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

English Catalogue on Application.

ENGLISH CORRESPONDENCE.

Henry Fish Seed Co.

Bean Growers for the
Wholesale Seed Trade

CARPINTERIA, CALIF.

FREESIAS

FISHER'S PURITY, California grown

1/2 to 5/8 in. Large
5/8 " 3/4 " Mammoth
3/4 and up Jumbo

CALLAS

Grown in California Sandy Soil
Not overforced Greenhouse Bulbs

1 1/2 to 2 in. White, 1000 per case

LILIUM GIGANTEUM

and **MULTIFLORUM** from
Cold Storage New York & Chicago

Write for Prices

McNUTCHISON & CO.
95 Chambers Street, NEW YORK

CYCLAMEN GIGANTEUM

We offer to the Trade our own carefully selected strain which for the past eight years has received our own personal attention, so we feel confident in saying that no better strain can be had anywhere. We have the following varieties to offer:

GLORY OF WANDSBEK (light and dark shades of salmon).

CHRISTMAS CHEER (blood red).

BRILLIANT RED (wine red).

PURE WHITE.

WHITE, Pink Eye.

Price, \$12.00 per 1000 Seeds, Net.

DAYBREAK (a lovely shade of light pink).

VICTORIA (white, tipped with pink, fringed edge).

ROSE OF MARIENTHAL (rosy pink).

LAVENDER (a beautiful shade).

Cash with orders from unknown correspondents.

J. A. PETERSON & SONS, Westwood, Cincinnati, Ohio

Mention the American Florist when writing

MICHELL'S PANSY SEED

Michell's Giant Exhibition, Mixed. A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c; 50c per tr. pkt.; 1/2 oz., \$1.25; \$2.00 per 1/4 oz.; per oz., \$7.00.

Giant Trimarceau, Mixed. Large flowering and choice colors. Tr. pkt., 30c; \$1.25 per oz. Also Giant Prize and Regular sorts in separate colors.

Also all other reasonable Seeds, Bulbs, and Supplies.

Send for Wholesale Price List.

HENRY F. MICHELL CO.
518 Market Street, PHILADELPHIA, PA.

Mention the American Florist when writing

BAMBOO CANE STAKES

Size	Number to bale	Price Per bale
NATURAL, 6 ft.	2000	\$21.00
" 6-9 ft.	600	7.00
" 9-12 ft.	400	8.50

Prices ex warehouse New York.

Terms—Net cash 30 days.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

Mention the American Florist when writing

THE J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

Mention the American Florist when writing

JAMES VICK'S SONS Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.

All seasonal varieties.

Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

R. C. MCGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO

CABLE ADDRESS, "MCGILL-SEED"
SAN FRANCISCO

CALIFORNIA

New Early-Flowering or Winter-Blooming GIANT PANSIES



An entirely new and distinct strain of Pansies. The main advantage of these new Pansies over all hitherto existing Pansies is the extreme earliness of flowering and its unusual hardiness, which enables them to withstand quite severe Winters and to bloom right on into the Summer. Sown at the same time as other Pansies, they begin flowering the early part of March or as soon as the snow is off the ground, many times having four or five large flowers to a plant, when all other Pansies are only showing buds. The flowers are large, well formed and fragrant.

14. **WINTER SUN.** Golden yellow, eye. 16. **CELESTIAL QUEEN.** Light or sky blue.
15. **ICE KING.** Silvery white, with eye. 17. **CHARM OF MARCH.** Dark velvety blue.
18. **MIXED.** The above four colors with other shades and variations. Each color separate or mixed.
500 seeds, 25c; 1000 seeds, 40c; 1/2 oz., \$1.10; 1/4 oz., \$2.00; oz., \$7.50.

For description and prices of other Pansy Seed send for list.

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The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Treasurer. Forty-four annual convention will be held at Chicago in 1919.

INGLEWOOD, CALIF.—The local nursery of the Morris & Snow Seed Co. has been discontinued and the stock moved to Los Angeles.

THE next annual convention of the Association of American Cemetery Superintendents will be held at Rochester, N. Y., September 11-14.

TOKIO, JAPAN.—The United States department of agriculture has presented to this city 10 young *Kalmia latifolia* trees, native of North America. Dr. Walter T. Swingle, of the department, was sent with the trees. Eight of them have been planted in Hibiya park and the others in the horticultural nursery at Shibuya.

Smithsonian So. Amer. Botanical Survey.

The Smithsonian Institution is planning to conduct a botanical survey of all northern South America. The results of the survey will be available both here and in the various republics to be visited. J. N. Rose, assistant curator of the division of plants, is now on his way to Ecuador to make a general botanical collection in the northern Andes. B. F. L.

Illinois Plant Inspection Act.

The department of agriculture of the state of Illinois, Springfield, calls attention to the act passed by the last legislature, known as the Plant Inspection Act, in which four quarantines, now in effect, are embodied, as follows:

Prohibiting the shipment into Illinois of all five-leaved pines, and all species and other varieties of currants and gooseberries from the New England States, New York, New Jersey, Ohio, Pennsylvania, Wisconsin and Minnesota, on account of the presence in these states of white pine blister rust, a very destructive disease of the plants mentioned.

Prohibiting the shipment into Illinois from all outside sources of the common (European) high-bush barberry, both the green-leaf and purple-leaf variety, due to the fact that these are hosts of the early spring stage of the black stem rust of wheat. Nurserymen of the state and the American Association of Nurserymen have agreed to destroy all of the common barberry in their nurseries and not to grow or sell this variety. The Japanese barberry is harmless and the quarantine does not apply to it.

Prohibiting shipments into the state of Christmas trees from the New England States, to prevent the introduction of the gypsy moth, which is closely related to the tussock moth, but many times more destructive, devastating both orchards and woodlands.

Prohibiting the importation into the state of chestnut nursery stock from Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia and West Virginia, on account of the presence in those states of the chestnut bark disease.

Apple Production Cost in Idaho.

The current cost of producing apples in the Payette valley, in western Idaho, averaged 71 cents per bushel box under the normal prices of farm labor and material which existed in 1915, when farm management specialists of the United States department of agriculture conducted a study in the district. The report of their study has been published in Bulletin 636, and is one of a series of publications covering the studies in intensive commercial apple-growing districts in the northwest.

It was found that yield was the principal factor which affects the cost per box in the Payette and other valleys where studies were made, and that the cost of maintaining an orchard remains practically the same per acre whether the yields are high or low. Other factors affecting the cost per box are the size of the orchard, the system of orchard management which is practiced, and the amount of credit derived from wood and cull apples from the orchard.

Summer-Flowering Trees.

Several interesting trees will flower in the Arboretum at different times during the next two months. Among these summer-flowering trees are the Chinese *Sophora japonica*, the maackia of eastern Siberia, *Acanthopanax ricinifolius* from northern Japan, the aboretum aralias from the southern United States and eastern Asia, the Korean and Chinese *evodias*, the sour wood or oxydendrum from our southern states, the Chinese *koelreuteria* and one of the American *catalpas* (*C. bignonoides*). It is interesting that only three of these trees, one of the aralias, the sour wood and the *catalpa* are American, and that the others have been brought to this country from eastern Asia.—Arnold Arboretum Bulletin, July 5, 1918.

Nashville, Tenn.

STOCK IN LIMITED SUPPLY.

Trade conditions remain unchanged with a scarcity of stocks and shipments from outside markets which help to take care of a good volume of funeral work. The growers in every instance are trying to conform to the government regulations and conserve in every way possible. At each establishment they have released their young men for other work and are trying to manage with fewer laborers and less fuel. The true spirit of patriotism is everywhere evident.

NEW MCINTYRE RANGE.

The McIntyre Floral Co., consisting of three brothers and one sister, conduct one of the oldest florist establishments in the state, the same having been founded by their father, D. McIntyre, who settled here in 1867, and in all the years that followed the children succeeding the father, have carried on a flourishing business. They have a tract of five acres on the Hillsboro road on which are located a number of houses, fully equipped for the successful cultivation of stock. This range, located about three miles from the center of the city, is now surrounded by the fine homes. Owing, however, to the fuel conservation order, this firm has decided to give up this establishment and will concentrate all their efforts at a newer and larger place on the Murfreesboro road. The new establishment has about 50,000 feet of glass. The old houses will not be removed at present, but the acreage will be sold

and the company will improve the property and residences will be built from time to time. The old gardens are rich in nursery stock. The new location embraces 40 acres and five acres of this have already been put in nursery stock. Three hundred handsome azalea plants will be moved from the old range in the fall. As regards the labor situation, they are fortunate in their own young men, four or five in number, all of whom are being trained to become practical florists. One of the sons who attained the draft age recently has volunteered and will leave in September. There are now five stars in the service flag. The other boys are 15 years old or younger.

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Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons. Co., White Marsh, Md.

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Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

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Cane Stakes, standard grade, 6 to 8 feet, per 100, \$1.25; per 500, \$5.35; \$9.00 per 1,000.
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The American Florist Company's

Trade Directory
FOR 1918**Contains 529 Pages.****Price \$3.00 Postpaid.**

THE AMERICAN FLORIST COMPANY'S Trade Directory for 1918, fully revised to date, with thousands of new names and changes of address, is now ready for distribution. It contains 529 pages, including extensive lists of the Florists, Seedsmen and Nurserymen of the United States, Canada, Central and South America arranged both by states and towns and all names alphabetically. Also lists of Foreign Merchants, Firms Which Issue Catalogues, Horticultural Supply Concerns, Parks, Cemeteries, Landscape Architects, Experiment Station Horticulturists, Botanical Gardens, Seed Growers, and much other conveniently indexed and invaluable trade information.

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452 W. Erie Street,
CHICAGO, ILL.

Fort Wayne, Ind.

INCREASED SUPPLY, WITH DULL DEMAND.

There was a very radical change in the flower market the latter half of July, due to the very hot weather and intense humidity, which increased the stock of flowers produced, especially the outdoor varieties, but also lessened the volume of trade. There are excellent asters on the market, in all the best varieties, and they command a good price. Roses of good quality are very plentiful, and the short-stemmed, open stock gets no consideration whatever. Columbia, the new rose, is making quite a place for itself on this market, several of the local growers having a nice cut of them daily.

NOTES.

The New Haven Floral Co. is cutting large quantities of gladioli and roses, including the new rose, Columbia. Three of their large houses are being planted with young carnation stock, which is looking very fine.

All hands are busy at the greenhouses of A. J. Lanternier & Co., filling the carnation houses with the young stock from the field. They are cutting some fine lilies in the rubrum and aurum varieties.

The Flick Floral Co. reports a heavy run on funeral work during the past two weeks, and are showing particularly fine summer roses and asters. Carnations are being planted at the greenhouses.

A good-sized wedding helped to dispose of some good stock at the store of the Freese Floral Co. last week. Baskets of roses and gladioli were used in the decoration of both church and house.

Summer business has held up unusually well at the store of Ed Weninghoff, with flowers for the sick room and baskets for various occasions in nearly as heavy demand as funeral work.

A fine cut of Columbia roses is being sent to the store of the Doswell Floral Co. daily from their greenhouses. Their asters are of very fine quality and find a ready sale.

Ed. Lanternier, R. W. Doswell and Herman Leitz, the latter of the New Haven Floral Co., New Haven, Ind., are in Chicago for a few days on a business trip.

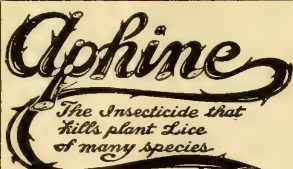
Business during the month of July has more than equaled the demand of the same month in previous years, according to the majority of the florists here.

The cut of summer roses and asters is very large at the Vesey greenhouses, and they are expecting a fine orchid crop the first of September.

Several local florists are planning to attend the S. A. F. convention at St. Louis, Mo., August 20-22.

H. K.

WORCESTER, MASS. — The Worcester County Horticultural Society had an excellent exhibition of flowers, vegetables and fruits in Horticultural hall, July 18. Among those who made displays were Irishmore Gardens, Miss Lucy Coulson, Mrs. H. L. White and Mrs. Percy G. Forbes.



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A spray remedy for green, black, white fly, thrips and soft scale.

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For mildew, rust and other blights affecting flowers, fruits and vegetables.

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For eel worms, angle worms and other worms working in the soil.

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3-inch, per ft. 18c

Reel of 500 ft. 18-c

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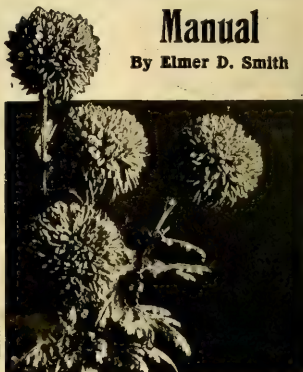
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Vol. LI.

CHICAGO AND NEW YORK, AUGUST 10, 1918.

No. 1575

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COAL SCREENINGS DANGER.

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Let Greenhousemen Beware.

A modification of the fuel order issued to state administrators by the United States fuel administration, July 8, permits the use of screenings in greenhouses west of the Mississippi river and in Illinois and Indiana, provided the approval of the federal fuel administrator is obtained, and which will be withheld where such action would impair the fuel supply to manufacturing plants on the war trade board's preference list, as announced in our issue of July 27, page 52. Greenhousemen will, however, do well to give the matter careful consideration before acting.

Administration Restrictions.

In a communication to the fuel committee of the Chicago Florists' Club, consisting of C. L. Washburn, Peter Reinberg and August Poehlmann, attention is called by the state fuel administrator, J. E. Williams, to the following: "In view of the qualification in the Washington order, we have decided that a general permission for the use of screenings for full operation shall be limited to screenings procured from central or northern Illinois mines. If screenings are desired from southern Illinois mines, such application must be made to this office, stating the name of the mine and the amount of screenings involved, and the matter will receive attention and investigation. Special permission will issue if found merited."

While the use of screenings, where permitted, offers a possible solution of the problem as to operating greenhouse establishments to greater capacity than the original fuel order which restricted consumption to 50 per cent of the usual supply, growers should also bear well in mind that this form of fuel, aside from being of low grade, carries with it the grave danger of spontaneous combus-

tion, especially in most Illinois coals, and the further north in the state the location of the source of supply, the poorer the quality and the more subject are the screenings to such combustion.

The Storage Problem.

In a bulletin of the engineering experiment station, University of Illinois, by H. H. Stoeck, entitled "The Storage of Bituminous Coal," attention is called to the fact that the greatest difficulty in the storage of coal is the tendency of many varieties to fire spontaneously. The gradual heating of a coal pile is mainly due to slow oxidation of the carbon in the coal, and, to a less extent, to similar action of sulphur in the iron pyrites contained in the coal. If the air supply is sufficient to permit oxidation, but not sufficient to carry away the heat as rapidly as it is formed, the temperature in the pile will rise gradually, and finally the coal will fire. Any method of storage, to be successful, must be so designed that the heat generated in the pile will not exceed the heat lost by radiation. The smaller the coal, the greater is the surface area exposed to the air, the more rapid is the oxidation, and the greater the tendency to heat; hence, coal in lumps is not so likely to fire as fine coal, slack or run of mine. If possible, the slack should be removed before storing.

A Questionnaire.

In response to a questionnaire on coal data sent out by the experiment station to a large number of firms and individuals, a summary of conclusions and suggestions was prepared, among them the following:

Fine coal or slack has sometimes been safely stored where air has been excluded from the interior of the pile. This may be accomplished by a closely sealed wall, built around the pile, or by close packing. On the other hand,

where coal cannot be so closely packed, the danger of spontaneous combustion may be lessened by so piling, that air may circulate through it freely and carry off the heat due to oxidation of the carbon.

It is the opinion of many, that damp coal or coal stored on a damp base, is particularly liable to spontaneous combustion and that it is safer not to dampen coal at the time of or after placing it in storage.

If space permits, low piles are preferable, as the coal is more fully exposed to the air and is better cooled, and in case of heating, can be moved quickly. If possible, the coal should be divided by alleyways to facilitate rapid loading out in case of emergency, so that the entire supply may not be endangered by fire in one section.

Ample Water Needed.

Water is effective in quenching fire in a pile, only if the quantity is ample. Unless there is plenty to put out the fire and cool the coal, it is very dangerous to add water to a coal pile.

The practicability of ventilating has been disputed, and while the consensus of opinion in the United States is against the use of pipes, it is probable that many of the opinions are based upon unfavorable results secured through improperly installed or inadequate ventilating systems. There are, however, few adequate systems on record in this country, as they are expensive and interfere to some extent with the rapid handling of the coal.

The best preventive of loss in coal storage is to regularly inspect the pile. If the temperature reaches 150 degrees F., the pile should be carefully watched. Should the temperature rise to 175 or 180 degrees, the coal should be removed as quickly as possible and thoroughly cooled before being replaced in storage.

As a final word of warning, the bulletin places special emphasis on the fact that lack of attention to details and improper handling, will, in many cases, result in dangerous fires and consequent losses. Do not undertake to store coal until you are sure you know how to do it properly and safely.

Growers' Experiences.

J. F. Ammann, of J. F. Ammann & Co., Edwardsville, Ill., located in the soft coal belt, calls attention to the fact that unless a perfectly rain-proof shed is available, screenings should be stored in the open in ricks not over six or seven feet high with ample air passages between. Storage in large quantities even in rain-proof enclosures is advised against for fear of spontaneous combustion, the ricking system being the safer way, and the amount of deterioration from now until the firing season is over, would amount to very little. The ricks should not be more than 10 to 15 feet wide at the bottom, converging to a point at the top.

T. W. Duggan, executor of the Dale estate, Brampton, Ont., reports considerable trouble with their coal supply heating last winter, which is attributed to piling it too high, over 20 feet, whereas insurance men maintain that coal should not be piled higher than eight feet. At present, ventilating pipes are placed running from the floor up at a distance of 21 feet from the wall and 14 feet apart, but he adds that if he were to do it over again, he would use 6-inch ventilating tile, 15 feet from the wall and 13 feet apart, and the stacks

would not be higher than 12 or 14 feet. A special rate of insurance is asked where slack is stored.

W. N. Rudd, president of Mt. Greenwood Cemetery Association, Morgan Park, Chicago, says there is danger of spontaneous combustion, especially in screenings, if there is the slightest degree of dampness when piled, or if piled too high. His personal experience was to have 70 tons of screenings catch fire at one time, and he has known of cases of spontaneous combustion in cars on the track.

Anders Rasmussen, prominent grower of New Albany, Ind., had his coal supply for the coming season piled about 12 feet high in a basement five feet below the ground line. About four weeks ago it caught fire, but fortunately, being in the city limits, he called the fire department, who put it out, temporarily, after pouring water on it for 36 hours. July 29, smoke was again noticed, and it required 12 hours on this occasion for the department to extinguish it. The pile contains nearly 1,000 tons. He says he does not see how the florist living in the country, and having to pump his own water would ever be able to get enough of a supply to put out a fire, and his advice in such a case would be to pile not higher than four or five feet, so that in case of spontaneous combustion, it would be possible to dig in and put it out.

A. Washburn & Sons, well-known Bloomington, Ill., florists, used screenings exclusively several years ago and found grave danger from fire if stored in a tight place where the air could not obtain free access. If piled outdoors, in not too large quantities, it kept very well, and there was little danger of combustion as long as the air could reach it. In cases where snow or sleet formed a crust, it was found necessary to remove this, and in several instances the piles were found to be on fire under the edges of the frozen covering.

Greenhouse Management.

By L. C. Corbett, Horticulturist, Bureau of Plant Industry, United States Department of Agriculture, Washington, D. C.

With a greatly reduced supply of fuel for the coming season, the greenhouse men face the necessity of making the best possible use of every unit of heat. Growers who have efficient heating plants, and well constructed houses in good repair, and who are already making the best possible use of their fuel, can do little except to substitute cool crops for such crops as tomatoes and cucumbers. Many heating plants, however, are in poor repair and do not make good use of the fuel consumed.

Contrary to the general belief, the geographical location of the plant does not make as much difference in the amount of fuel consumed in a given period of time as most growers believe. Data collected by the department of agriculture show that plants located in the Boston, Mass., area use pretty nearly the same amount of fuel in a definite period of time as those located in the southern portion of the country. The firing period, however, is shorter in the latter section, hence with a reduced supply of fuel, plants so located will be able to operate at more nearly capacity, due to the longer season in which no fuel is required.

In order to make the very best use of the supply of fuel available, it will be necessary for every greenhouse man to practice every possible economy. The grower should start at once to put his plant in condition to utilize every unit of heat to be secured from his allotted supply of fuel, whether it be coal, wood, oil, or natural gas. No matter how carefully the greenhouse is constructed, from the very nature of the structure it is difficult to heat. It is a well-known fact that heating engineers allow several times as much radiation for each square foot of glass as they do for brick, stone or even wood walls. The greenhouse must of necessity be of light construction, as heavy



TUMBLER BASKET OF ASTERS AND CELOSIA.

members cause an undue amount of shading, and unless very well braced and secured, there is bound to be a certain amount of vibration in any greenhouse, owing to wind, snows, etc. The tendency is for putty to become loosened, thus making the house more or less open, and unless prompt repairs are made, the structure soon becomes so loose that it is almost impossible to maintain a suitable temperature without the use of an excessive amount of fuel. Anyone who has had occasion to climb on the roof of a greenhouse will realize how much heat is lost around the glass owing to small leaks. There is in all cases, a veritable current of heated air arising from the roof of almost any greenhouse, unless it be a house in the very best of repair. The summer months should be utilized to go over the houses and tighten them up in every way possible. Where any doubt exists, the glass should be removed and replaced, using fresh putty.

Greenhouses are very likely to settle, due to improper foundation, causing the doors and ventilators to fit poorly. Time spent in refitting doors and adjusting ventilators, so that they will close properly, and the placing of heaters on which they rest, will be time felt between the doors and the jambs, and between the ventilators and the and money well invested.

Greenhouses having wood side walls are very likely to be wasteful of heat, and such structures should be tightened in any way possible. It is frequently feasible to line the inside of the wall with cheap building paper, this material being satisfactory for a season or two, and in view of the fact that the whole operation can be done at low cost, it will in many cases pay handsome returns on the time and money spent.

Many growers in the northern section of the country make a practice of using storm doors on the outside of the houses to protect the plants near the doors from strong drafts. This is an excellent idea and should be more generally followed in all sections of the country, as it not only protects the plants from draft, but conserves heat. A vestibule and a storm door may be constructed at small cost, and can be used from year to year.

While all greenhouse men realize that ventilation is essential to the successful growth of practically all plants, yet many growers make the mistake of opening the ventilators of their houses a great deal farther than is necessary to produce the desired results. This practice is exceedingly wasteful of heat, and during the coming winter the grower will find himself under the necessity of conserving every unit of heat in order to carry his crops through on the amount of fuel available to him.

CONCORD, MASS.—Wilfrid Wheeler of this city has been elected state commissioner of agriculture.

NEWPORT, R. I.—John W. Gibson, who has been seriously ill for several weeks, is said to be in a critical condition.

WOONSOCKET, R. I.—Otto F. Shydecker, formerly of this city, has taken the position of head gardener at the James E. Whitin estate, North Uxbridge, Mass.

WHEELING, W. VA.—A report of the condition of the Spragg Floral Co., filed by the receiver, gives the value of the property as \$600.85; outstanding accounts, \$500, and liabilities, \$4,900.



TUMBLER BASKET OF MY MARYLAND ROSES AND CORNFLOWERS.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Ribbon Demand More Active.

Though for a time buyers were not very much inclined to follow up the advancing prices for ribbons with further orders, it was said in the market recently that there has been a resumption of buying activity. This is apparently the result of a growing conviction among purchasers that it would be useless to hold off for a price reaction. It is becoming more evident every day that supplies are not to be plentiful this fall because of curtailed production at the mills. On the other hand, many kinds of ribbons are urgently needed for a variety of purposes. Styles favor ribbons in hats, dresses, and underwear, and retail business is good. Buyers are, therefore, coming to see the necessity of obtaining supplies while it is still possible to do so.

Tumbler Baskets.

With the plentiful material that is now in hand of dahlias and short stemmed roses, not to mention other flowers, of which the long sprayed fall aster with its light feathery blue flowers can also be had in quantity, there is a great opportunity to run sales and feature the tumbler basket.

These pretty receptacles for flowers are presented now in the greatest variety. Each supply house has patterns of its own, many of them with open work sides, through which is seen the colored enamel tins, for tins or fibre cups, have taken the place of tumblers, they giving more water space than the

tumbler and are generally enameled a solid color of the same or contrasting color to the basket. Pink and white, blue and white, green and white in two tones and various other tints and color combinations are seen in the many patterns.

Fill a light blue basket with pink dahlias or roses and a few aster sprays, tie with a light blue narrow ribbon or small fluffy bow of chiffon, and the effect will be found very pleasing. Orange shaded baskets are very showy with Dahlias Minnie McCullough and Country Girl, any of the bronzy tinted sorts or zinnias in their season before the dahlias, are very showy. There is more variety of color in the zinnia than almost any other flower; no matter the shade, they appear to work up harmoniously together.

Single dahlias are fine for basket work, as are the pompons. A combination of a few choice flowers of larger sorts with the pompons makes a pretty and satisfactory basket. Autumn leaves work in nicely with the dahlias.

FILLED WITH ROSES.

When the short stemmed roses can be bought at from \$10 to \$17, a thousand, as in the early fall and the spring, 15 to 18 flowers will fill a basket nicely; in fact, one dozen pink roses, together with a few of the blue fall asters, will make a very pretty showing. Ophelia and Sunburst roses will also work up well with the aster.

To sell these in quantity, they must be well displayed. Two or three may be sold out of half a dozen made up, but if 50 are filled, and the window crowded with them, they are sure to attract attention and move off rapidly. One such sale helps another, until cus-

tomers come and ask so repeatedly for them, they become a standard stock. When not sold as a special, they should bring a higher price, from 25 to 50 cents more, and there should always be something larger and higher priced for those who have more money to spend.

These baskets to be sold for \$1.00, complete and ready for delivery, should not cost over from 35 to 40 cents. Of course, this is only possible when the market is over stocked, but as this is known to happen quite frequently during the season, such periods of over production should be taken advantage of in this way. Very often in the daily routine there are found odds and ends of short stock, or there is a lull and time to work up enough to fill a place at one end of the counter or a small table near the front of the store. Such stock if nicely put together with a view to color effect, sure to catch the eye and find customers. Great care should always be taken to see that none but the freshest stock is used, so as to insure a reasonable life to the flowers. Nothing should be wired—a few fern leaves in the tin, or just the stems and foliage will hold the flowers in place. Gather what are to be used together in the hand and put them in the basket together, a little straightening out and the result is often as satisfactory as when each blossom is placed separately. The accompanying illustrations of baskets are filled with flowers, all of which could be purchased in most of the wholesale markets during September for \$10 per thousand and probably at the same ratio in 500 lots. Baskets fitted with tins can be bought from any of the supply houses at from \$10 to \$12 dollars per hundred.

Next Week in the Flower Shop.

The general consensus of opinion of most men in the retail shop, relative to the business of the summer is, that it is much better than was looked forward to at this time last year. Also, that the general situation is gradually getting better, with the outlook for the coming winter being decidedly more rosy than at this time last season. Those who are keeping up a good front, and making a bid for the seasonable trade of this time, are not missing many tricks. Men who think there is little doing, and that it is not worth while to try for such trifles, invariably lose opportunities that would open their eyes in astonishment could they but see them.

Give this plan a trial next week. Run a "gladioli special." Fill the window with several shallow bowls containing fancy stock, something that will be sure to attract attention. A vase or two of moderate priced stock, with the figures prominently displayed, will help to bring the admirers into the store. A good sized spray of white or pink varieties on palm leaves, with a ribbon will perhaps just fit in with the requirements of some who see it. At any rate, it is a good specimen of your handiwork, and for this reason alone is worth the few spikes required.

A magnolia or oak leaf wreath, decorated with gladioli, is another good window piece. These, if made fresh each day, are well worth the cost of the flowers in the attention they attract.

Inside the store, 100 spikes in vases holding a dozen each, in separate colors, if well placed, will make a good showing. A few sprays of Sprengeri

for each will relieve the straight outlines.

A large vase basket, from which the spikes can be sold, can be made very showy and attractive. A slashing bow of appropriate colored ribbon might be added to lend its effectiveness.

In all the funeral work of this time, gladioli should play an important part. Nothing could be handsomer than well flowered spikes of the choice varieties.

Gladioli are at their best when allowed to open fairly well on the plants. When shipped a distance, they are, as a rule, cut too tight, and never open out to their full quantity of flowers and brilliant colors. They should never be squeezed or crowded into a jar or vase,



Secretary John Young at Multinowah Falls on Columbia River Highway, Near Portland, Ore., in Company With James Forbes, J. B. Pilkington and Others of That City.

as this bruises all the bottom flowers. Short tubs or buckets, with a band or hoop about a foot above the edge, to keep the spikes erect, is best for storage purposes.

Where there is greenhouse room, start a dozen hanging baskets of tradescantia; if stock is not on hand, it can be had from some grower for a trifle, as it is generally found wild under the tables. Stick the common galvanized wire basket, with green mossed lining, full of sprays, which if well watered, grow rapidly at this time. Pinch several times to make thick and bushy, and then let the vines run. These will in a couple of months make fine window ornaments and sell well. Similar baskets of saxifraga are very attractive and salable, but are best done by the grower, as they take longer.

The miniature, narrow-leaved green tradescantia, if grown in six and seven inch fern pans, and given a little space, raised on a pot, so as to finish well all

around, makes an ideal small table center or filling for the fernery.

The patriotic posters which are now so conspicuous are to be had for the asking, and should be prominently displayed in the window and store. Aside from the patriotic motive, they are very decorative. Good sized flags of the countries of the allies, together with Old Glory, should also have a place. From a business point of view, all this is worth while, and all the money it costs. Keep "Say it with flowers" well to the front. It is your slogan, the thing you most desire. Make the best also of the other literature of this S. A. F. publicity campaign. You believe, of course, in having your business helped in this way. Send your "ten spot" of approval to Secretary John Young, 1170 Broadway, New York. Do it right now.

War Conditions in Greenhouses.

LABOR SHORTAGE SERIOUSLY FELT.

C. & G. L. Pennock still continue a business founded by their father Abraham L. Pennock in the early 70's. This was, generally speaking, the pioneer rose growing establishment in the country, a few being grown in a small way at that time in the vicinity of Boston. The almost 150,000 square feet of glass covered ground is vast, as compared to the Safrano and Bon Silene houses of that day, but the writer questions very much if they could even now beat them in quality. Wartime handicaps at this establishment are now severe; but four out of the 12 men considered necessary are left, the others being engaged in war industries at two and three times the usual wages.

Two-thirds of the range was closed down last winter after the holidays, affecting 50,000 plants. Nothing was cut after January 1. At the end of February, they were started up with temperatures 45° to 50°, which gradually increased with the warmer weather up to 60°. The plants came away fast, made a splendid growth, and have given a wonderfully fine crop of flowers. The money value is about 30 per cent below last year, but not having to rest them, it is believed they will even up with last year by fall. The varieties are Mock, Russell, Double White Killarney, Ophelia and Ward.

In the large separate range of three ridge and furrow houses, each 35 feet wide and 375 long, the inside gutters being 10 feet above ground, forcing is continuous. The stock here looks very well, all in ground beds. Ophelia has been in three years. Russell and Double White Killarney, the latter bed in seven years, were particularly strong. These had been cut back severely last season and were almost like young plants again. Jos. E. Simpson, a nephew of Robert Simpson, well-known grower of Clifton, N. J., is the foreman. He has a number of wrinkles about rose growing which work out all right. He does not believe in changing stock on account of age; if cared for properly, beds will last a long time. He is particular regarding the summer resting period, doing this gradually while still cutting stock. The period, until fully ripened, is about six weeks, the last two of which the bed is bone dry. The starting up is the most critical time, particularly if the weather is very hot. The plants must not get much water at first; the young growth

and new roots must come along together. If too much sap is pushed into the young shoots, they get away too fast, are without strength to stand the excessive heat, wilt down, and the plant dies. It is this hurry-up treatment that causes so much loss at this critical period. Careful watering and more time for development, until the growth hardens up, is the safest plan.

It is the same with freshly planted beds of young stock; they will make a much more sturdy growth, if kept a little on the dry side until they become firmly established. Thorough, forceful syringing is considered very important in keeping plants clean and free of insects. The sprayer for the end of the hose is very simple—a $\frac{3}{4}$ -inch brass cap, with a slot $\frac{1}{2}$ -inch in length by $\frac{1}{16}$ -inch width. This screwed on the hose gives a fine, strong well divided spray that can be easily played in any direction.

Plants that had been lifted from beds in one house to make room for another variety, had been cut back and planted quite close together on tables in another house, so as to get all out of this space possible during the fall, and until the house had to be closed down. CARNATIONS SURVIVE SEVERE TREATMENT.

Emil Leiker, a carnation specialist was hard hit last winter, having his entire place, 30,000 feet of glass covered ground, frozen from lack of coal. The temperature in the houses went down to 16°, and remained there for long periods. While the ground froze solid, yet the carnations in the beds survived. An entire side bench of rooted cuttings in two inches of sand, stood through all the winter, frequently being frozen solid, as there was no heat whatever, except that of the sun. Practically not one of them was killed. They started to grow in the spring weather, throwing up shoots with buds which opened out.

The houses here are now filled with tomatoes succeeding the first planting of April, which were set out when danger of frost was past. From these a good early crop was obtained. This second crop to come in during September looks very promising. After this the houses will be closed down as Mr. Leiker says he will not lay in any coal, as he cannot afford to pay \$4 a day to men and run his houses at a profit.

American Rose Society.

DEPARTMENT OF PLANT REGISTRATION.

The following request has been received from the Conard & Jones Co., West Grove, Pa., for registration of a rose, and this has been approved by the rose registration committee. Unless objections are received within three weeks from the date of this publication, the registration will be permanently accepted:

Name—Aunt Harriet. Class, hybrid Wichuraiana; parentage, Apolline x Wichuraiana. Description: Habit of plant, vigorous climber; character of foliage, dark green, healthy; freedom of growth and hardiness, hardy to zero temperature, free grower; flower, very large for multiflora type; color, rich crimson, white eye; form, semi-double; fragrance and bud, moderate; petalage, average multiflora; freedom of bloom and lasting quality, among the best, moderate.

The rose is unlike any other, and

superior for the following reasons: Intense brilliancy, hardiness, fine foliage and especially suited to those who want a fine show from a rose that will require but little care.

E. A. WHITE, Sec'y.

American Gladiolus Society.

BUFFALO CONVENTION, AUGUST 14-17.

The approaching exhibition of the American Gladiolus Society at Buffalo, N. Y., August 14-17, promises to be one of the largest ever held. The event has been already well advertised locally, and the public interest in the exhibition is most unusual at this time of year. Elmwood Music Hall proving unsuitable, the show will be held in the ball room of the Hotel Iroquois. This room was used to stage the annual exhibition of the American Carnation Society and is in every way suitable for a flower show. Intending exhibitors should keep in mind this change.

The local committee, consisting of E. W. Werick, president of the Buffalo Florists' Club; W. J. Palmer, S. A. Anderson, D. J. Scott, E. C. Brucker and Commissioner H. B. Saunders, of the Chamber of Commerce, has the local arrangements well in hand. At a meeting of this committee, August 2, your secretary went over the arrangements for the exhibition.

Exhibitors should mail their entries at once. This will be of great assistance to the local committee in providing sufficient vases, and also to the secretary. Address exhibits prepaid, to Exhibition, American Gladiolus Society, Hotel Iroquois, Buffalo, N. Y., or addressed to the above in care of the W. F. Kasting Company, 568 Washington street.

Vaughan's Seed Store, Chicago, Ill., offers a bronze medal as additional prizes in each of the following open to all classes: No. 37.—Six spikes of *Princeps*; No. 38.—Six spikes of *Primulinus Sunbeam*, and No. 39.—Six vases of the blue, lavender and violet shades, three spikes each.

Hotel Iroquois will be headquarters and meeting place for the society. Visitors are urged to make their reservations in advance, if possible, to insure that they will be taken care of. The rates for rooms are: One Person—Room with tub bath, \$3.00 to \$5.00; room with shower bath, \$2.50 to \$3.00; room without bath, \$2.00 to \$3.00. Two Persons—Room with tub bath, \$5.00 to \$7.00; room with shower bath, \$4.50 to \$5.00; room without bath, \$3.00 to \$4.00.

Why not take a few days' vacation, attend the exhibition and visit Niagara Falls as well as other points of interest. Good roads lead to Buffalo, and that automobile, if not the train, will get you there. The Buffalo people are expecting a great flower show. The local committee is enthusiastically working to make our stay both enjoyable and profitable. Each member should decide how he can help, and then do it. All that is required for a successful meeting and exhibition, is for the American Gladiolus Society to do its part.

A. C. BEAL, Sec'y.

Hall Losses.

In a statement issued by the American Mutual Cyclone and Hail Insurance Co., of Muncie, Ind., the claims received and approved by that company since January, 1918, number 91, the states represented, nine, and the total amount of losses, \$20,852.27.

St. Louis Convention Items.

"CITY SURROUNDED BY UNITED STATES."

The Hon. Woodrow Wilson, our beloved president, has requested that all business conventions be held as usual during the duration of the world conflict, and has further suggested that these be held in the middle west, north, west and south.

The great metropolis, "Surrounded by the United States," is in the middle of the middle west. A more centrally located city could not have been chosen by the Society of American Florists to hold their annual meeting. And why go to a summer resort for your vacation? St. Louis has summer resort weather all summer. Here is what the United States weather bureau records show: For August, 1917, a monthly average of 75.3 degrees. But temperature alone is not what counts for discomfort—humidity is what "gets" you. Humidity records from United States figures show St. Louis to have the lowest average for the four summer months among eight of the largest cities in the country, viz.: 68, from which figure the averages graduate up to 82! Come to the convention and enjoy vacation weather.

In these times of high railroad fare and difficult transportation, it will be a pleasure to travel to centrally located St. Louis to attend the convention. Again, the fact that the great middle west is not always well represented at our annual conventions has been due to the extremely long trips that have been necessary to attend most of the conventions in the past years. From all reports this convention is to be an exception, and St. Louis will be honored by large delegations from this great middle section and the southwest.

Why should Mr. Florist attend this S. A. F. convention? This year's meeting is going to be the most important meeting of the society's long career, on account of the great economical, heating and transportation problems arising out of war's chaos. Where could such information be better discussed and assimilated than at such a meeting? Every florist and craftsman owes it to himself and his business to keep informed, so he can keep his ship of business afloat in the stormy seas of war and consequent economic disturbances.

From a purely sentimental reason, every member owes it to the officers and directors of the society to be present to show his appreciation of what has been done by them in the fuel question.

A year ago that great publicity campaign inaugurated by the society was formally launched, and who would miss the wonderful treat of hearing Wm. Penn, of Boston, make his annual report of what his committee has accomplished? What Mr. Penn has done in such a short year is history, but let us listen to him unfold his plans to repeat and outstrip his past performances.

Let us not forget that the Florist Telegraph Delivery has a meeting in conjunction with the S. A. F. meeting, and to the retail florist who does not know this organization, let him come to learn and weep.

All aboard for St. Louis and the S. A. F. Convention, August 20-22.

J. J. W.

National Publicity for Flowers.

From San Francisco, Calif., the secretary proceeded to Los Angeles, in which city he was in the hands of Fred. Howard, S. A. F. state vice-president, and Frank Shearer, superintendent of parks, who made his first day's work easy of accomplishment and extended to him many courtesies, for which he is deeply grateful. A banquet was arranged for the evening, when the secretary had the opportunity to explain to many in the craft the great benefit to be derived from the publicity campaign. The results of this informal gathering are to be noticed in the list of subscriptions reported. In addition, several new members were added to the society's membership roll. On the second day, A. F. Borden, of the Redondo Floral Co., president of the local club, took the visitor in hand, devoting the entire day to his work, which included a visit to Pasadena. Mr. Borden, and in fact all with whom the secretary came in contact in Los Angeles, did their utmost to make his stay in the city both enjoyable and profitable.

At Salt Lake City, Utah, the secretary was met at the station by G. K. Uno, who escorted him to the Utah hotel, where he found R. Miller, R. Wilson, W. Sorenson, B. Gray, J. H. Maxwell, Chas. Alt, D. E. Law, M. Jorgensen, and A. Alt, representing the trade of the community. Afterwards a meeting was held at the store of Huddart Floral Co., where the secretary had the opportunity to explain the work of the publicity campaign and of the society. Several subscriptions to the fund were forthcoming, and a number of new members came into the S. A. F. fold. The secretary expresses at this time his great pleasure at the warmth of the reception given him in Salt Lake City, and his gratitude for the special courtesies extended to him by Robert Miller, G. K. Uno and A. J. Alt. It was quite evident that interest in the work of our organization was of the strongest character.

Some little time was spent in Omaha, in which city the secretary had the valued assistance of Mrs. J. J. Hess, wife of the society's treasurer, and, of course, the treasurer himself. His work here, naturally, also extended to Council Bluffs, in the neighboring state of Iowa.

In St. Joseph, Mo., he was met at the station, in company with Treasurer Hess, by Director Frank X. Stuppy, at the early hour of 7 a. m., and an entire hour was given to the official work, several subscriptions and many new memberships resulting. Samuel Murray and Arthur Newell of Kansas City came on to "St. Joe," and carried the secretary with them to their own city, where next day, and with Wm. L. Rock, treasurer of the Florists' Telegraph Delivery, a long day was put in among the trade, over \$300 in subscriptions and 13 new members being the result of the round-up. The gentlemen forming the escort were most enthusiastic over the "personal visit method" adopted to create interest in the publicity work, and were strongly of the opinion that this procedure would assuredly carry the fund "over the top."

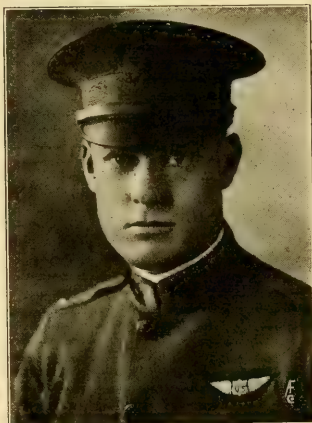
The secretary ultimately reached St. Louis, where he at once took up the work of the convention. At intervals between the present time and the convention, he will visit nearby cities, in an endeavor to carry the fund over the remaining stage.

Who can say now that the publicity campaign fund of \$50,000 is not possible of accomplishment? There is less than \$8,000 now to collect, and if all you gentlemen who have been "waiting to see," will now do what you have been intending to do when your vision be-

came clear, will act, the fund will be completed on time. You have noted the great interest taken in the campaign by your brother florists throughout the country, and surely are impressed sufficiently to reach for your cheque books and do your bit. Send along your contributions—or, had we not better say, your insurance premiums, for, surely, no better insurance was ever effected by florists.

The following additional subscriptions have been recorded, annually for four years, unless otherwise noted:

Howard & Smith, Los Angeles, Calif.	\$ 50.00
Wright's Flower Shop, Los Angeles	25.00
The Orchid, Pasadena, Calif.	25.00
F. Lichtenberg, Los Angeles	25.00
Powder Florists, Los Angeles	20.00
Superior Nursery Co., Los Angeles	10.00
Eldred Flower Shop, Pasadena	10.00
F. R. Hills, Los Angeles	5.00
Redondo Floral Co., Los Angeles	50.00
J. Dieterich, Los Angeles	10.00
Folger Bros., Montebello, Calif.	10.00
D. S. Purdie & Co., Los Angeles	25.00
Potter Floral Co., El Paso, Tex.	25.00
T. H. Keefe, Madison, N. J.	5.00
Albert Goldenson, Los Angeles	5.00



The Late Lieut. Harry W. Prince, Philadelphia.
Killed in Airplane Accident at Thetford, Eng., June 16.

D. E. Law, Salt Lake City, Utah	5.00
Salt Lake Floral Co., Salt Lake City	5.00
B. C. Morris Floral Co., Salt Lake City	10.00
Bailey & Sons Co., Salt Lake City	15.00
Cramer Floral Co., Salt Lake City	10.00
Keith O'Brien, Salt Lake City	10.00
Ernest Lamborne, Salt Lake City	10.00
King Floral Co., Salt Lake City	10.00
Boldt-Lundy House of Flowers, Denver	10.00
Huddart Floral Co., Salt Lake City	10.00
William R. Gibson, Jacksonville, Fla.	5.00
F. L. Lainscott, Council Bluffs, Iowa	15.00
C. G. Hargadure, Florence, Neb.	10.00
John H. Bath, Omaha, Neb.	10.00
Haefeli Floral Co., St. Joseph, Mo.	15.00
Park Floral Co., St. Joseph	15.00
Samuel Murray, Kansas City, Mo.	100.00
A. F. Barber, Kansas City	25.00
Jacob Hepting, Kansas City	25.00
Arthur Newell, Kansas City	25.00
John Stevens, Kansas City	25.00
Hunfeldt-Orears Floral Co., Kansas City	25.00
W. J. Barnes, Kansas City	25.00
R. S. Brown & Son, Kansas City	15.00
Adolph D. Mohr, Kansas City	10.00
J. R. McGrall, Kansas City	10.00
Elmhurst Landscape & Nursery Co. (1 yr)	10.00
August Luther, Kansas City	15.00
Peterson Floral Co., Kansas City	10.00
Teddy Peppers, Kansas City	5.00
	\$790.00

Returns from Dealers' Aids.....\$ 2,881.50
Previously reported from all sources.. 88,338.75

Grand total\$42,010.25

JOHN YOUNG, Sec'y.

San Francisco.

JULY BUSINESS IS WEAK.

While it may be said that there is not very much business going on, still it is true that there is no great overabundance of flowers. Trade since the first of the month has fallen off greatly, with very little funeral work to speak of. There cannot be said to be any over-supply of any particular variety of flowers, but the poor demand does not give any stimulus to prices, no matter how good the quality offered. Some extra long, field-grown Ulrich Brunners are coming in and are very fine; in fact, they have replaced American Beauties, which just now are poor in quality. Ophelia is still in ample supply and of very good quality. Richmond is the best we have in red. Good white roses are scarce. Cecile Brunners are in large supply and of fine quality. Carnations are in ample supply, but the quality is poor and large quantities are offered daily on the streets. Sweet peas are beginning to show the effect of the bad weather and are nearly all off color. The cut of orchids is very limited, and at times it is difficult to fill orders for any considerable number. Gardenias are in full crop and are often offered in job lots. Lily of the valley is scarce. Gladoli are plentiful and of the finest quality, but the call for this flower, which never was very popular in this market, is slow. Some grand Lillium auratum are seen; in fact, much the finest in recent years. They command very good prices. Zinnias are beginning to be a factor in the market and will continue so until fall. The dahlias offered are the finest seen in years, but owing to their keeping qualities at present, are not very popular. Scabiosa caucasica is proving to be very popular here, as well as Pyrethrum hybridum. A few Marie Louise violets were seen during the week and sold readily. There is a large supply of asparagus, and Boston ferns and kentias, in variety, are being largely featured by all the stores.

NOTES.

At the E. W. McEllan Co.'s range at Burlingame, the replanting of the rose houses is about finished. Great quantities of Russell and Ophelia will be grown here this coming season. Very few American Beauties are benched here. The branch greenhouses across the bay, purchased last spring, will be devoted almost exclusively to American Beauty roses. They are cutting very heavily just now of gardenias of the very best quality. Immense quantities of Asparagus plumosus is grown here for the shipping trade.

That chrysanthemums are going to be in the market very early this year is shown by the arrival of the first pompons of the season. Considering this early date, the quality is very good. The only color seen yet is yellow. There seems to have been no reduction in the acreage planted to chrysanthemums this season for shipping purposes. It may be safely said to be equally as large as last season. At present writing, they are all in fine condition, and a very large cut may be expected this coming season.

The Art Floral Co., of which P. V. Matraia is manager, has a splendid summer effect in its store this week. Great specimen kentias are arranged here and there, together with other tropical plants, giving the delightful cooling effect so much sought after these warm days. Mr. Matraia expects to leave shortly for a fishing trip.

Plans are rapidly being put in shape for the annual picnic of the Pacific Coast Horticultural Society. P. Ferrari, who is chairman of the committee of arrangements, promises that this will be the best ever, and a very large attendance is expected from among the bay counties. It will be held at Paradise Cove.

Martin Poss, proprietor of the Floral City Greenhouses, at San Mateo, is busily engaged replanting his rose houses. He has a fine lot of Lorraine coming along for Christmas trade. Among improvements, is a large lath house which is nearing completion. He reports funeral work is keeping up steadily.

Luther Burbank is receiving the sympathy of the trade in the death of his brother, David Ball Burbank, which occurred July 21. Mr. Burbank was a native of Massachusetts and 80 years of age. He was one of California's pioneers, and at the time of his death, was president of the Bank of Tomales.

W. B. Clarke, manager of the San Jose branch of the Cottage Gardens Nurseries, reports a heavy demand for all kinds of florists' forcing stock, particularly rhododendrons and azaleas. His firm is working up a large stock of both of these, and expects to be able to satisfy all demands.

The monthly meeting of the Menlo Park Horticultural Society was well attended. Very fine exhibits of sweet peas and other flowers were staged. The showing of fruits and vegetables was also very commendable. It is not expected that the society will hold its fall show this year.

Jesse Seal, the well known dahlia grower, is sending in the finest Spencer sweet peas being received in this market. The quality of the flowers is unusual for this season of the year, and they are bringing top-notch prices. Some fine dahlias are also being cut daily.

The commissioner of corporations has issued a permit to the McGee Wholesale Nurseries to issue 1,000 shares of stock to G. W. McGee, H. S. Young and R. M. Sims. The company intends to devote its energies to the growing of fruit and ornamental stock.

One of the sights of Garden Gate Park just now is the giant plants of fuchsias in nearly every variety. The plants, some of which are 14 feet high, and a mass of bloom, and are worthy of a visit from anyone interested in this grand old flower.

The Thomas Floral Co., at the corner of Jones and O'Farrell streets, say they are well satisfied with business since opening up a few months ago. They have a fine location and always keep up attractive displays of the best stock obtainable.

A. Couchi, who is noted for being the best grower of Ulrich Brunners in this vicinity, is now sending in some of the best stock seen in years. It is so good that it has replaced American Beauty almost entirely in most of the leading stores.

The trial grounds of the California Dahlia Society at San Rafael, will soon be the mecca of all dahlia fanciers as all the latest novelties will soon be in bloom. The grounds are under the supervision of T. C. Burns.

John McLaren, superintendent of Golden Gate Park, and his assistant, John Atkinson, have been quite busy during the past two weeks judging war gardens all over the city.

Nels Peterson has benched all his carnation plants for the coming season. They all look to be in fine shape and give every promise of producing his usual high grade stock.

Pelicano, Rossi & Co. have had a busy week with funeral work. They are now receiving some extra fine dahlias from Frank Pelicano's dahlia farm on Guttenberg street.

Domoto Bros. are supplying the market with a fine quality of Lilium auratum and rubrum. It is the best stock handled here in recent years.

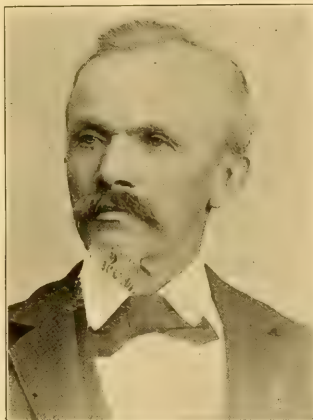
Edwin Hoff, manager of the MacRorie-McLaren Co.'s Powell street store, is back after several weeks' vacation.

Pete Rosalia, of the Art Floral Co., has gone to the Sierras for his vacation. G. N.

OBITUARY.

William L. Hoerber.

William L. Hoerber, vice-president of Hoerber Bros., well-known Chicago wholesale florists, died from heart disease at the Lake Geneva sanitarium, Lake Geneva, Wis., Saturday, August 3, at the age of 47. He was in business at Paducah, Ky., with his brother, Fred C. Hoerber, up to nine years ago, when they sold out and ventured into the florist business, building a large range of glass at Des Plaines, a short distance from Chicago, and opened a wholesale establishment at 162 North Wabash avenue. He had charge of the Chicago wholesale house when they first started, but later looked after the growing end of the business, when his brother, Fred C. Hoerber, changed places with him and took charge of the store. While in Paducah, he contracted malarial fever, which left him in poor



The Late Julius Koehler.

health and was responsible indirectly for his death. He was up and about until about six months ago, when he went to the sanitarium for treatment, and was apparently getting along very well, for he intended to leave for California. Naturally his sudden death was a complete surprise to his many friends in the trade, who extend their heartfelt sympathy to the entire Hoerber family in the loss of a loving husband, son and brother. Mr. Hoerber was held in high esteem by all who knew him, and while the funeral was a strictly private affair, there were many expressions of sympathy in the shape of beautiful floral tokens from the trade. He is survived by a wife, Margaret Hoerber, nee Zolk, two brothers, John L. and Fred C. Hoerber, who were associated with him in business, a sister, Mrs. Louis A. Passow, and father, John L. Hoerber, Sr. The funeral was held Tuesday, August 6, at 3 o'clock from his sister's residence, 3222 Washington boulevard, with interment at Waldheim cemetery.

Lieutenant Harry W. Prince.

John Prince, foreman for W. K. Harris, Philadelphia, Pa., has just received a letter from England, with particulars of the accidental death of his son, Lieutenant Harry W. Prince, of the aviation service, which occurred June 16, Enslitting a year ago, Lieutenant Prince

spent six months at the aviation school in Texas, where he became very efficient and was promoted and received his commission as lieutenant just before leaving for England. Shortly after his arrival, at the aviation field in Thetford, he went up on a practice flight with an English instructor and captain. When they had attained a height of 1,000 feet, a nervous recruit in a single seated plane collided with them, and all three were dashed to the ground and killed. Lieutenant Prince was a very promising young man, mechanical engineer by profession, who had made great progress in his chosen calling.

Julius Koehler.

Julius Koehler, an old-time member of the craft in Philadelphia, Pa., passed away July 28. He was 87 years old. Mr. Koehler was a native of Saxony, Germany. He came to this country when 20 years of age. For several years he was gardener of the Robert Stewart estate at Torresdale, Pa. In 1873 he started into business for himself on Bridge street, Frankford, growing plants and cut flowers for the city florists. He was a good plantsman and successful grower, and built up quite a trade for his Easter and Christmas specialties. The older trade remembers with pleasure when he made the rounds of the stores in his wagon, nothing being too much trouble to please his customers. Mr. Koehler retired about 10 years ago, the business being continued by his two sons. William succeeded to the greenhouses on Bridge street while Eugene continues the store and cut flower department. He also leaves a daughter, Mrs. Gilmore. There are in all 11 grandchildren. K.

Frank Pileski.

Frank Pileski, a grower of Whitestone, N. Y., was overcome by the excessive heat while working in his greenhouses, August 5, and immediately expired. He was formerly a member of the firm of Pileski & Schott, of Flushing, N. Y. About two years ago, the partnership was dissolved, Pileski buying land and building greenhouses at Whitestone. He was about 40 years old and is survived by his wife and five children. A. F. F.

A. V. D. Snyder.

A. V. D. Snyder, a well-known florist and seedsman of Ridgewood, N. J., where he had been in business for 30 years, died at the home of his daughter, Mrs. R. A. Post, Ridgewood, August 1, aged 63 years. He was a native of New Jersey. His wife died only a few months ago. His surviving children are Mrs. Post and one son. A. F. F.

HOUSTON, TEX.—One large house at the new range of the R. C. Kerr Co. will be devoted exclusively to Rose Columbia.

BUFFALO, N. Y.—A very much enjoyed outing and banquet was held recently by the local florists at the country house of the Buffalo Automobile Club.

WELLESLEY, MASS.—Thomas Capers, the well known grower, will close his carnation houses during the coming winter.

AUBURNDALE, MASS.—The range of F. W. Fletcher has been sold, the proprietor having entered government horticultural work.

BROOKLINE, MASS.—Mrs. Emma L. Palmer, wife of F. E. Palmer, prominent florist of this city, died at her home here, July 30, following an illness of several months.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earliest if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO.

"In God's name, cheerily on, courageous friends
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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ONE establishment growing cyclamen plants uses \$900 worth of seed.

RICE is not to be thrown away at future weddings. The enterprising florist will find a floral substitute.

St. Louis Cool.

According to the St. Louis Chamber of Commerce, from figures based on the reports of the United States weather bureau, convention visitors may expect genuine summer resort weather. Here are the official average figures for the summer months of 1917: June, 75.3 degrees; July, 78.9; August, 75.3. In addition, attention is called to the fact that the four months average for humidity in 1916, shows St. Louis with an average of 68, to have the lowest record among eight of the largest cities of the United States, the others in order being Seattle, Wash., Chicago, Cleveland, O., Boston, Mass., Buffalo, N. Y., New York and San Francisco, the four months' average for the last named in that year being 82.

Society of American Florists.

ST. LOUIS CONVENTION HEADQUARTERS.

The Jefferson hotel will be the headquarters of the Society of American Florists at the annual convention, August 20-22. As all St. Louis hotels are usually well filled during the time the convention is held, it is advisable for all intending to be in attendance to reserve rooms now. The secretary will be glad to make such reservations if requested.

SECRETARY YOUNG AT ST. LOUIS.

The secretary is now located at the Jefferson Hotel, St. Louis, Mo., where communications in regard to the convention should be sent. A card of membership has been issued to all members in good standing. This card admits the person to whom it is issued to the convention hall at all times during the convention, and to the trade exhibition. The non-receipt of a card by any member is an indication that his 1918 dues have not been paid, as only those in good standing will be permitted to attend the meetings. It is, therefore, incumbent upon all who intend to be present at the convention, but have not paid their annual dues, to make prompt remittance.

As is customary, the secretary's presence in the convention city, ahead of the convention, is required for the purpose of giving attention to all the details entailed by the society's management, and particularly in regard to the trade exhibition. Intending exhibitors will please take notice that he is at their service, and will be pleased to render any possible assistance in the staging and care of exhibits.

The outlook for a successful convention is very promising. The importance of the subject matter of the programme is expected to draw a large attendance. The United States fuel administration has notified our Washington representative that Wallace Crossley, State Capitol, Jefferson City, Mo., federal fuel administrator for the state of Missouri, will be the speaker on the subject, "The Coal Conservation Order as It Applies to Florists," scheduled for discussion at the afternoon session, Thursday, August 22. Mr. Crossley is thoroughly familiar with his subject, and the application of the order to all sections of the country.

Among the additions to the list of exhibitors are the following: John A. Evans Co., Richmond, Ind.; The Ove Gnatt Co., Inc., La Porte, Ind.

The local committees are actively engaged in perfecting plans for the entertainment of visitors, which means that all who are in attendance are assured of a most enjoyable visit.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that Bobbink & Atkins, Rutherford, N. J., submit for registration the new seedlings of *Pyrethrum* roseum here mentioned: Rutherford—Double red with light center. President Wilson—Double, deep rose-pink. Sylvia—Soft rose, double. Pink Beauty—Light rose pink, single. Rosy Morn—Double rose with lighter center. Cactus—Deep rose petals quilled and pointed the same as cactus dahlias. Dainty—Semi-double deep rose, center white. Favorite—Semi-double, deep rose, center white. Columbia—Double, deep rose, shading to white. Delight—Shell pink, semi-double, white center. Rose Pearl—Deep rose, like cactus, deeper single. Purity—Double, pure white.

Any person objecting to these registrations, or to the use of the proposed names, is requested to communicate with the secretary at once. Failing to receive objection to the registration, the same will be made three weeks from this date.

Public notice is hereby given that as no objection has been filed against the registration of Hydrangea Mrs. Woodrow Wilson, by Frederick H. Dressel, Weehawken, N. J., same becomes complete.

JOHN YOUNG, Sec'y.

August 1, 1918.

CREDIT AND COLLECTION COMMITTEE.

The credit and collection committee will meet at the Hotel La Salle, Chicago, at 9:00 A. M. August 17. All interested in this subject or having suggestions to make are invited to join the committee in its deliberations.

R. C. KERR, Chairman.

New York to St. Louis.

The transportation committee of the New York Florists' Club has made the following arrangements for the trip of its members and friends to the annual convention of the Society of American Florists at St. Louis, Mo., August 20-22:

The party will proceed over the Pennsylvania Railroad, Sunday, August 18. Arrangements have been made for accommodations on the Keystone express No. 21, leaving the Pennsylvania Terminal Station, 43rd street and Seventh avenue, at 2:04 p. m., due in St. Louis 5:25 p. m. the following day (Monday).

Under existing traffic conditions it has been impossible to secure any rebate in the regular rates, which for the train selected are as follows: Fare, one way, \$31.68; war tax, \$2.53; additional fare for Pullman berth, \$5.28; war tax, 42 cents; lower berth, \$6; war tax, 60 cents; upper berth, \$4.80; war tax, 48 cents, or, inclusive, the fare one way will be: Upper Pullman berth, \$45.19; lower berth, \$46.51.

In view of the limited passenger service available, all who wish to join the club party should make early reservations to A. L. Miller, chairman transportation committee, Sutphin road and Rockaway boulevard, Jamaica, N. Y., stating the persons for whom transportation is desired and the number of upper and lower berths.

Chicago to St. Louis.

The Chicago & Eastern Illinois railroad has been chosen for the trip of the Chicago Florists' Club members and friends to the annual convention of the Society of American Florists at St. Louis, Mo., August 20-22, leaving Dearborn Station, Monday, August 19, at 11:30 P. M., due St. Louis the following morning at 7:37 o'clock. The rates of fare one way, including tax, are: In coach, \$9.41; in sleeping car or parlor car, \$10.97. There is no party rate and no reduction for round trip. Pullman fares, tax included, are as follows: Lower berth, \$2.20; upper berth, \$1.76; drawing room, \$7.70; parlor car seat, \$1.10.

Regarding sleeping car accommodations, and all further particulars, address Sam M. Childs, General Agent Passenger Department, 108 West Adams street, Chicago. Telephone Harrison 5100.

Parties from other points passing through the city are invited to join the Chicago delegation on this train.

Wants, For Sale, Etc.

**One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.**
Where answers are to be mailed from this office
enclose 10 cents extra to cover postage, etc.

Help Wanted—A section man to take
charge of roses. Wages, \$20.00 to \$25.00
per week, depending on ability. Address
Key 918, care American Florist.

Help Wanted—Several men, prefer-
ably with some knowledge of garden
seeds. An unusual sales proposition
offering a real opportunity.
The Wing Seed Co.,
Mechanicsburg, Ohio.

Help Wanted—Competent grower of
chrysanthemums and potted plants.
Wages \$21.00 per week. Address
United States Cut Flower Co.,
Elmira, N. Y.

Help Wanted—Night temperature
man; one who understands boilers;
good wages to right party. Address
United States Cut Flower Co.,
Elmira, N. Y.

Situation Wanted—As head gardener
or supt. of private place or institution;
now employed; wish to change; mar-
ried. Best of references as to charac-
ter, habits and ability. Thoroughly un-
derstand all branches of gardening.
Good reasons for leaving. Good com-
mercial place considered where en-
ergy and ability count. Expect good
salary. No objection to distance. Ad-
dress

L.
Gardener, Ft. Steilacoom, Wash.
Wn. Box. 29.

For Sale—Two greenhouses, 25x100
ft., modern construction, hot water
heat. Located in hustling town of
3,000. Excellent business.

Mrs. Adah M. Johnson,
Carey, O.

Help Wanted

Young reliable grower for carnations, chry-
santhemums and general line of pot plants;
steady position and good wages. State age,
experience and wages wanted in first letter.

MILLER'S GREENHOUSES
MUNCIE, INDIANA

BOILERS

FOR SALE CHEAP

Second-hand Kewanee steam boiler
(firebox) capable of heating 15,000 ft.
of glass; Superior hot-water boiler, capable
of heating 15,000 ft. of glass; one tubular
boiler, capable of heating 10,000 ft. of
glass. Also a large quantity of boiler
flues for heating purposes.

Henry Wittbold
NORTH EVANSTON - ILLINOIS

FOR SALE

Glass, 16x18 in., \$4.50 per box
" 16x24 " 5.00 " "

Evans' Ventilating Machines,
\$8.00 each

" Arms, 15c
" Hangers, 7c "

1 inch Vent. Pipe, 5c per foot
2 inch Heating " 10c " "

J. A. BUDLONG

184 No. Wabash Avenue, CHICAGO

HELP WANTED

Section men wanted. Good
wages paid to competent men.
Must be out of draft age.

POEHLMANN BROS. CO.
MORTON GROVE, - - - ILLINOIS

FOR SALE Greenhouse Glass

10x12 in., per box, \$3.50
16x18 " " " 4.50

Wire Stakes

6 ft., per 1000...\$12.50; per 100.....\$1.25
Rafters, 1½ and 1¼ inch wrought iron
piping, Garland iron gutters and Evans
ventilating machines.

— WRITE FOR PRICES —

PETER REINBERG
30 East Randolph St., CHICAGO

Wanted Foreman and Grower

SALARY \$150.00 PER MONTH

Pot plants our specialty.

Anton Then Greenhouses
2219 Winnemac Ave., CHICAGO
Telephone, Ravenswood 537

YOU are hereby notified that the Annual Meeting
of the Florists' Hall Association of America,
will be held at Moolah Temple, St. Louis, Mo., at
9 o'clock a. m., on August 21, 1918, for the purpose
of electing four Directors, and the transaction of
such other business as may come before the meet-
ing.

JOHN G. ESLER, Sec'y.

NOTICE

—OF—

STOCKHOLDERS MEETING

CHICAGO, July 20, 1918.

Stockholders of the American Florist Company.

You are hereby notified that the annual meeting
of the stockholders of the American Florist Com-
pany will be held in the Jefferson Hotel, St. Louis,
Mo., Wednesday, August 21, 1918, at 3 o'clock p. m.
for the purpose of electing directors and officers for
the ensuing term and for the transaction of such
other business as may come before the meeting.

J. C. VAUGHAN, Pres.
M. BARKER, Sec'y.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2½x5¼ inches.

FOR CUT FLOWERS: In two colors on
gummed paper; your card, etc., in
black and leaf adopted by the S. A. F.
in red. Prices: Per 500, \$3.35; per 1000
\$5.00. Samples on request. Electro of
leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

FOR SALE—RETAIL STORE

Best south side location in Chicago, large ice box, wall case, two large marble
top tables and counter, zinc work table, desk, chairs, tables, ribbons, chiffons and
all necessary vases, pots, supplies, boxes, wire goods and baskets; ready for
business. Good cash and charge trade. Unless you have ready cash don't waste
your time or ours. Call or address

ROOM 1004, 168 NORTH MICHIGAN AVENUE, CHICAGO.

All Florists' Stocks and Supplies

Should be Shipped as Early as Possible.

There will be much congestion of freight
and express this fall and all shipments
will be subject to delay.

Move Seeds, Bulbs, Plants and Supplies
While the Conditions are Favorable.

St. Louis.

BUSINESS IS AT STANDSTILL.

The market has been very dull the past week, with not even a good sized funeral to use up the surplus stock. Business as a whole is at a standstill, and only the occasional birthday bouquet and hospital box varies the monotony. Quite a number of the retail florists are putting in their time in renovating their stores. In flowers on the market, gladioli are in the largest supply, and the quality, taking into consideration the long dry spell, is very good. Tuberoses have become a drug on the market, with little or no call. Roses of inferior grades are also a glut. Some few good Russell and Columbia are seen, but other varieties have been coming in very poor. Asters are only fair, and have a light demand. Some outdoor stock, such as gypsophila, delphiniums, marigolds, etc., are seen, but has no great call. In greens, everything but smilax is in good supply.

NOTES.

A fact that has caused some comment among retail florists in this jurisdiction is that a few supply houses from the east, who do quite a big business with local retailers, do not intend to visit the convention with an exhibit. If it is for any reasons of lack of help, the local committees will be glad to do anything they can to assist them stage their exhibits.

Secretary John Young arrived in this city August 2 and has established headquarters at the Jefferson Hotel for the coming convention. He will also maintain offices at the Moolah Temple, for the special benefit of contemplated trade exhibitors.

W. J. Pilcher, vice-president for eastern Missouri of the S. A. F., advises that the membership from the florists' club is now well over the 100 mark, insuring this club representation on the board of directors for the coming year.

Art Beyer, with F. C. Weber, who is in Michigan on his vacation, writes that he will be back to participate in the convention. In addition, he says: "Boys, be ready to hear some good fish stories." J. J. W.

Fort Wayne, Ind.

SUPPLY AFFECTED BY HOT WEATHER.

The hot weather is having a telling effect on stock, as the quality of much of it is very poor, and the production has materially increased with the advent of higher temperatures. Many of the roses pop open on such short notice that they are only fit for the dump. Russell, Shawyer and Columbia are about the best varieties. Carnations are completely out of the running. Some very excellent asters supply the vacancy caused by them, however, and bring in good returns. Gladioli are extra fine, and the best varieties carry good prices. Dahlias have made their first appearance of the season, and Golden Glow was also noted in the flower shops for the first time last week, where it is used for decorative purposes. The first days of August ushered in a large quantity of funeral orders, and this trade has been supplemented with a few good-sized decorations, and a good demand for flowers and plants for the sick.

NOTES.

J. C. Nielson, representative of Poehlmann Bros. Co., Chicago, a visitor here last week, securing advance orders for the fall and holiday business, reports that the factories manufacturing waterproof crepe paper have been taken over by the government, for the manufacture of casing for artificial limbs for the army. This commodity, therefore,

Seasonable Stock

READY NOW

Poinsettias—2 1/4-in., \$6.50 per 100; \$60.00 per 1,000.

Bougainvillea Glabra Sanderiana—Well shaped, trimmed plants, 4-in. pots, \$25.00 per 100.

Genista—5-inch, special stock, well trimmed and heavy, \$30.00 per 100.

Ficus Elastica—4-inch, 10 to 12 in. high, \$40.00 per 100.

Hydrangea, French Type—Hamar, Vibraye, Chautard, E. Mouliere, 5-inch—3 to 4 branches, \$30.00 per 100; 4-inch—2 to 3 branches, \$20.00 per 100; heavy field grown for tubs—7 to 10 branches, \$40.00 per 100.

Kentia Belmoreana—2 1/4-inch, heavy, \$10.00 per 100; 3-inch, heavy, \$20.00 per 100.

Ferns—Cyrtomium Falcatum, 2 1/2-inch, \$3.50 per 100, \$30.00 per 1,000; Aspidium, 2 1/2-inch, \$3.00 per 100. Birds Nest Fern, 2 1/2-inch, \$8.00 per 100; 3-inch, \$15.00 per 100.

Asparagus Sprengeri—2 1/4-inch, \$3.50 per 100, \$30.00 per 1,000.

The Storrs & Harrison Co., Painesville, Ohio

AWARDED WHERE EVER SHOWN
— GOLD AND SILVER MEDALS —
CLEVELAND NEW YORK BOSTON

New Dwarf Solanums

CLEVELAND and ORANGE QUEEN. Ready now for growing on.

3-inch \$10.00 per 100. 4-inch \$15.00 per 100.

Finished plants ready November 1st.

Same prices as last year.

ORDERS BOOKED NOW

CARL HAGENBURGER, West Mentor, O.

SAVE COAL

Grow the NEW IMPROVED PRIMULA MALACOIDES. For best results, plenty of water and cool temperature. The Rohrer strain is without a doubt the best and most popular Primrose on the market. A most beautiful shade of Light Pink, Light Lavender and Snow White. Grows much heavier and larger than the older strains, with double the quantity of blooms. One of the most popular, economical and profitable plants to grow this season.

For August and September delivery from 2 1/2-inch pots:—

Pink and Lavender.....	100	1000
Pure White.....	\$6.00	\$55.00
	8.00	75.00

C. U. LIGGIT, Office, 325 Bulletin Bldg., PHILADELPHIA, PA.

WHOLESALE PLANTSMAN

will be very scarce this season, as the wholesalers have only what is already manufactured to sell. Immortelles and other imported goods are said to be decidedly on the short side.

A large decoration for a prominent reception was executed by the Flick Floral Co. last week, with Miss Marguerite Flick in charge. Large hampers and baskets of Columbia and Russell roses, asters, purple buddleias, and Golden Glow were used. Funeral orders have been numerous at this establishment.

George R. Doswell, who left this city the latter part of June for Camp Benjamin Harrison, has been transferred to the Chamber of Commerce, at Indianapolis, where he will take a comprehensive course in motor mechanics.

Twenty-five corsages were made up and donated to the Red Cross gift shop by the Lanternier florists, August 3. Gladioli and auratum and Japanese lilies are making a fine showing at this store.

Several large donations of cut flowers are made each week to the Red Cross gift shop by W. J. & M. S. Vesey. This firm reports a big cut of asters, roses, Easter and rubrum lilies, and tomatoes.

The Freese Floral Co. donated a quantity of cut flowers for the Red Cross gift shop. Baskets of summer flowers present an attractive window arrangement at this establishment.

Asters and roses predominate at the store of the Doswell Floral Co. This firm made another large donation of cut flowers to the local Red Cross society, August 3.

Summer flowers in large variety are being displayed in the downtown shop of Ed Wenninghoff, asters and gladioli predominating.

H. K.

MUNCIE, IND.—Nicholas Tertschek, a well-known florist of this city, and formerly of Dayton, O., died July 28, following a short illness.

FINE QUALITY OF BEAUTIES

Russell, Milady, Brilliant, Ophelia, Ward and White Killarney Roses

Gladioli, Orchids, Valley, Lilies, Asters

PLUMOSUS SPRENGERI ADIANTUM ASTERS GALAX FERNS GYPSOPHILA

PLANTS

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.	Kentia Belmoreana, 5-in. pot, \$12 per doz.	Dracaena Massangeana, 4-in. pot, \$50 per 100.
Kentia Belmoreana, 2½-in. pot, \$12 per 100.	Kentia Forsteriana, 6-in. pot, \$2 each.	Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.
Kentia Belmoreana, 3-in. pot, \$20 per 100.	Kentia Forsteriana, made up, 5-in. pot, 75c to \$1 each.	Crotons, 4-in., \$4.80 per doz.
Kentia Forsteriana, 3-in. pot, \$20 per 100.	Livistona Rotundifolia, 4-in., \$6 per doz.	" 5-in., \$9 per doz.
Kentia Forsteriana, 4-in. pot, \$6 per doz.	Livistona Rotundifolia, 5-in., \$9 per doz.	" 6-in., \$1 to \$1.50 each.
Kentia Belmoreana, 4-in. pot, \$6 per doz.	Livistona Rotundifolia, 6-in., \$1.25 each.	English Ivy, 4-in., \$15 per 100.
Kentia Forsteriana, 5-in. pot, \$12 per doz.	Phoenix Roebelenii, 5-in. pot, \$1 each.	Smilax, 2½-in., \$3 per 100.
Begonia Chatelaine 100	Pandanus Veitchii, 4 inch, 50c each.	Primula Obconica.
2½ inch..... \$ 5.00	" 5-inch, 75c to \$1.00 each.	3-inch per 100, \$7.00
3 inch..... 10.00	" 6-inch, \$1.25 each.	Baby Primula Malacoides.
	" 7-inch, \$2.00 each.	2½-inch..... per 100, 5.00

2½-in. Own Root Rose Stock

Aaron Ward	\$ 7.50 per 100; 70.00 per 1000.
Killarney Brilliant	
White Killarney	
Milady	\$ 7.00 per 100; 65.00 per 1000.
Richmond	

3½-in. Own Root Rose Stock

White Killarney	\$ 11.00 per 100; 105.00 per 1000.
Ophelia	
Aaron Ward	
Sunburst	
Killarney Brilliant	\$ 10.50 per 100; 100.00 per 1000.
Milady	
Richmond	

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

BEAUTIES-RUSSELLS-COLUMBIA

Best Summer Roses—We are now cutting a large quantity.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Columbia, Hoosier Beauty, Ophelia and White Killarney.

CURRENT PRICE LIST

Choice Beauties from new plants 50c to \$2.00 per dozen.

RUSSELL—best in this market.

Per doz.

Good, extra long	\$2.00
Good medium	\$1.00 to 1.50
Good short50 to .75

COLUMBIA, HOOSIER BEAUTY, OPHELIA, SUNBURST.

WHITE KILLARNEY—

Per 100

Long stems	\$6.00 to \$8.00
Good medium	5.00
Good short	3.00 to 4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

LILY OF THE VALLEY, per 100..... 5.00 to 6.00

ASTERS

Depending on quality..... per 100, \$2.00 to \$4.00

GREENS.

ASPARAGUS & SPRENGER, per 100.....\$2.00 to \$3.00

GALAX, green and bronze, per 1,000..... 1.25

NEW FANCY FERNS, per 1,000..... 2.00

ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

✍ WRITE FOR OUR SPECIAL QUOTATIONS ON ROSES IN 1000 LOTS.

NOTICE—We close at 5 o'clock week days and all day Sunday.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

GLADIOLI AND ASTERS PLENTIFUL.

Gladioli and asters are plentiful, but are selling well at good prices, considering the large quantity offered in this market. American Beauty roses of good quality are included in the offerings and are having a ready call. Mrs. Chas. Russell are in brisk demand, and the same holds true for Columbia, which is making new friends every day. The weather has been extremely warm the early part of this week, consequently roses are not arriving in as good a condition as the dealers would like to have them, but at that the quality is passable and there is no great surplus to speak of. Champ Welland, Mrs. George Shawyer, My Maryland, Ophelia, Sunburst, Hoosier Beauty, Mrs. Aaron Ward, Double White Killarney, Killarney, Killarney Brilliant, White Killarney, Hearst, Montrose, Mrs. Bayard Thayer and Mrs. Moorfield Storey are included in the rose shipments, as are a fair supply of the miniature varieties. A few carnations are received. Orchids, gardenias and lily of the valley are in short supply. Gypsophila of splendid quality is seen in quantity at several of the wholesale houses which report a brisk demand for same. Water lilies are selling exceedingly well, owing to the hot weather, and are featured in all the leading stores. Calendulas, Golden Glow chrysanthemums, daisies, snapdragons, candytuft and other miscellaneous indoor and outdoor flowers are seen in the market, including a limited supply of lilies. Business so far this month has been good, and if the total sales for August are anywhere near as good as those of July, the majority of the wholesalers will have no reason to complain. The St.

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

WRITE

For quotations on
4-inch and 6-inch

CHIFFON

Louis convention is the main topic of conversation in the wholesale district, and indications are that there will be a good representation from this city and vicinity. The official temperature reached 102 degrees, August 5. The city's record, established in 1901, was 102.8 degrees.

NOTES.

The A. L. Randall Co. entertained 35 of its traveling men August 2-4, when they held a meeting here and it is needless to say that there was something doing all the time. Business matters were discussed at the meetings and the entire force was optimistic in regard to the fall outlook. Manager

Frank Johnson reports that the resident representative plan is working out fine, in fact much better than expected.

Bassett & Washburn are cutting a good supply of Mrs. Chas. Russell roses which are in good demand considering the general market conditions.

Miss Sylvia Sternheim, head bookkeeper at Kennicott Bros. Co.'s store, is away on her vacation part of which is spent at Milwaukee, Wis.

The Misses Nettie Parker, of A. T. Pyier & Co., and O. A. Tonner, of O. A. & L. A. Tonner, are enjoying a well-earned vacation.

August Barnett has returned from his vacation and is back on duty at Erne & Co.'s store.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

BIG CROP OF ROSES:

Russell--Weiland--Ophelia--Etc.

Lilies, Valley. Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

	Per 100
Specials	\$15.00 to \$18.00
Select	12.00
Medium	8.00
Short	4.00 to 6.00

RICHMOND

	Per 100
Select	\$8.00
Medium	\$5.00 to 6.00
Short	3.00 to 4.00

MILADY

	Per 100
Select	\$8.00
Medium	\$5.00 to 6.00
Short	3.00 to 4.00

Killarney

	Per 100
White Killarney	Select \$8.00
Killarney Brilliant	Medium \$5.00 to 6.00
My Maryland	Short 3.00 to 4.00
Champ Weiland	

Sunburst

	Per 100
Sunburst	Select 8.00
Ophelia	Medium 6.00
	Short 4.00

ROSES, OUR SELECTION

	Per 100
Asters	\$ 4.00
Harrisii	\$ 2.00 to 4.00
Valley	12.50 to 15.00
Smilax	6.00

Adiantum

	Per doz. strings
Adiantum	3.50
Asparagus, per bunch	1.00 to 1.50
Boxwood	50c to 75c
Galax, bronze and green, per 1,000	\$1.00
Leucothoe Sprays75 to 1.00

2,000,000 FEET OF MODERN GLASS.

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Randolph 631

CHICAGO

Extra Fancy Gladioli

Wonderful Assortment at \$3.00 to \$8.00 per 100.

Columbia

\$4 to \$25 per 100

Russell

\$4 to \$20 per 100

Milady

\$4 to \$12 per 100

Brilliant

\$4 to \$12 per 100

Ophelia

\$4 to \$12 per 100

Sunburst

\$4 to \$12 per 100

Roses-Our Selection

\$3 per 100

Asters

\$2 to \$4 per 100

Valley

\$6 per 100

Easter Lilies

\$10 to \$15 per 100

Leucothoe

Sprays 75c

Plumosus

Strings, 50c to 75c
Per bunch, 35c to 50c

Adiantum California

Extra fancy, per 100, \$1.50

Sprengerii

Per bunch, 35c to 50c

Adiantum

Fancy long, per 100, 75c to \$1

New Ferns

Per 1000, \$2.00

Galax

Per 1000, \$1.25

Order here. You cannot do better elsewhere—often not nearly as good.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF Roses in All The Leading Varieties

CURRENT PRICE LIST—Subject to Change
Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	\$8.00 to \$10.00
Good	5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.	Per 100
White—KILLARNEY—Pink.	
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	\$3.00 to 4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$9.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00
MINIATURE ROSES.	
Baby Doll	\$2.00 to \$3.00
Elgar	2.00 to 3.00
ROSES, OUR SELECTION	4.00
CARNATIONS.	Per 100
Fancy	\$3.00
Good	2.00

MISCELLANEOUS.	Per 100
Valley	\$6.00 to \$8.00
Lilies	\$2.50 to \$5.00
New Ferns, per 1,000	3.00
Smilax, per doz. strings	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprengeri, bunch50
Asparagus Plumosus, bunch50
Boxwood, per lb.35
Other Green Goods Market Rates.	

Postponed examination No. 345, for the position of gardener, Class G, Rank II, Division Z, will be held at the offices of the West Park board in Union Park, August 9 at 9:00 A. M. Applications must be filed in the office of the board before 5:00 P. M., August 8. The examination is open to men between the ages of 21 and 55 years, regardless of residence. The duties of gardener include the planting, pruning and general care of trees, shrubs and perennials, lawns and outside gardens, and the occasional supervision of laborers in related work.

Peter Papes, of the Central Floral Co., Detroit, Mich., is spending his vacation with friends and relatives in this city. He paid a visit to his partner at his local store, doing business under the same name at 132 North State street, immediately upon his arrival here, but found Peter Duris and his assistants so busy with funeral work that he decided to move on before he was called upon to help out during the rush.

A. L. Vaughan is doing double duty at A. L. Vaughan & Co.'s store this week, while Miss Charlotte Paradise, cashier and bookkeeper, is away on her vacation. John Carlson is back on the job after enjoying a well-earned rest and Bill Johnson, who has charge of the shipping department, will leave next week for the Black Hills to visit his uncle's ranch.

The Chicago Flower Growers' Association is handling a large quantity of gladioli in all the leading varieties in addition to a complete line of all other seasonable stock. Manager Klingsporn reports their top July sales were away ahead of those of the same month of 1917.

Fred, Lautenschlager, E. C. Pruner, Phil McKee, A. F. Longren, Matt Mann, Allie Zech, R. E. Kurowski, Paul Klingsporn, R. J. Windler, T. E. Waters, William Marshall and several others have manifested their intention of attending the St. Louis convention.

Poehlmann Bros. Co. will have an exhibit at the St. Louis convention that will be worth while visiting, for T. E. Waters of the supply department has a new wrinkle up his sleeve this year. August Poehlmann is back from a business trip to Rockford.

Miss Marguerite McNulty, who has charge of Peter Reinberg's office, has two brothers, Archie and Don, with the American troops in France. Archie went over the top on July 4 and came

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies
30 East Randolph St., CHICAGO

Mention the American Florist when writing.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS
30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

Mention the American Florist when writing

through safely, according to a letter received this week.

Zech & Mann are disposing of a large supply of gladioli, which is the leader at their store now, notwithstanding they have a complete line of all other seasonable offerings. Lilies are in good supply at this establishment.

The sympathy of the trade is extended to Hoerber Bros. in the loss of their brother and business partner, William Hoerber, whose death occurred this week, an account of which appears in our obituary column.

Jack Byers, formerly with Zech & Mann, who is with the American troops in France, celebrated his Fourth of July by going over the top and nothing in the letter that he writes signified that he was even wounded.

The George Wittbold Co.'s employees were the guests of Fred Wittbold and family at their bungalow on the Des Plaines river one day last week, when everyone present had a most enjoyable time.

Martin Schoepfle, son of John Schoepfle, 933 Belmont avenue, was called to the colors August 1. A son of John Fuhrmann, 3164 North Clark street, left on the same day.

Wietor Bros. will have no trouble in disposing of all their field-grown carnation plants at the rate they are selling now, for an early clean-up is in sight.

D. S. Musser, of Miller & Musser, was called to Henderson, Ind., August 3, by the serious illness of a sister who was operated upon that day.

Percy Jones, Inc., has a large supply of 4-inch and 6-inch chiffon on hand and is quoting very attractive prices to all customers this week.

F. W. Martin will leave in the near future for New York to visit his son, who is likely to sail for overseas in the near future.

J. A. Budlong continues to feature Golden Glow chrysanthemums in quantity as well as a fine supply of gladioli and asters.

Chas. Mason, in service, from Vaughan's Seed Store, is now thought to be with the American troops in France.

Albert Koehler is back on the job at the American Bulb Co.'s store after enjoying a most pleasant vacation.

J. Turskie has rented Frank Felke's range at Wilmette, taking possession August 1.

Otto Strobuck, of the George Wittbold Co., is spending his vacation at Antioch.

Miss Schneider, of the Wabash Flower Market, is enjoying a month's vacation.

A. F. Longren and family are the guests of Harvey Kidder of Ionia, Mich.

William Amling celebrated his fifty-second birthday at Maywood, August 3.

L. Krug and wife, of Fairbury, visited the wholesale market this week.

The Florists' Club will meet at Kart-hausers' grove, August 8, at 7:30 p. m.

J. G. Schuman is back in the employ of Wendland & Keimel.

Visitors: C. J. Pass, North Platte, Neb.; F. E. Cochran, of the Cochran Floral Co., Norfolk, Neb.

THE ST. LOUIS
CONVENTION NUMBER

— OF —

The American Florist

— WILL GO TO PRESS —

NEXT WEEK

Many orders for Seeds, Bulbs, Plants and Supplies needed for fall work and business will be placed during the next 60 days, and Growers, Manufacturers and Dealers can secure a large share of this business by liberal advertising in our

34th Annual Convention Number

NO CHANGE IN PRICES

Single Column Inch, \$1.00

Page of 30 inches, \$30.00

AMERICAN FLORIST COMPANY

440 S. Dearborn St. :: :: CHICAGO



For 34 years the representative paper of the Florists, Seedsmen and Nurserymen of the United States and Canada.

Please send your copy for this issue as early as possible

For
Your
Supply of
CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

CAR LOADS ARRIVING

VAUGHAN'S
CLEAN SPHAGNUM
FOR FLORISTS

Burlapped Bales

SPHAGNUM

MOSS

**GREEN
SHEET**

For Florists

MOSS

For Nurserymen

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph St. NEW-YORK, 43 Barclay St.

VAUGHAN'S SEED STORE

**Wired Bales
Cheaper**

North Shore Horticultural Society.

The North Shore Horticultural Society held its annual midsummer show, July 24, in the Young Men's Club Hall, Lake Forest, Ill. There was an unusually fine display of cut flowers and vegetables, the entries in the plant section being poor. The exhibits of vegetables by K. Cofing, gardener to D. W. Cummings, were very fine, the three principal awards going to him in the vegetable classes. Exhibits of fruit (greenhouse grown) were made by J. O. Armour, Thos. Head, superintendent, and L. F. Swift, O. Petterson, gardener. Some extra fine gladioli were exhibited by Mrs. Bevan, T. Kiley, gardener, and A. E. Kunderd, of Goshen, Ind., the latter being awarded a certificate of merit for his fine display. The judges were August Koch, of Garfield park, Chicago; James Livingstone, of Milwaukee, Wis., and J. Krupa, of Lincoln park, Chicago.

The principal prize-winners were L. F. Swift, who was awarded the sweepstakes cup; D. M. Cummings, Cyrus H. McCormick, W. E. Fisher, superintendent; H. F. McCormick, J. Jackson, gardener, and Mrs. E. S. Moore, D. M. Naughton, superintendent. The vegetables, flowers and fruit were sold at auction at the close of the show, for the benefit of the Red Cross, Mr. Paulson making a very efficient auctioneer.

J. H. FRANCIS, Corr. Sec'y.

Wichita, Kan.

USUAL JULY DULNESS NOTED.

The month of July, just past, showed little change from the usual dull summer month, except the comforting fact that the total volume of business was encouragingly better than for July, 1917. As usual, funeral orders provide the bulk of the work. Owing to the unusually severe growing conditions during June, the supply of locally

grown stock is quite inadequate; hence, the bulk of stock used must be secured from wholesale markets in more favorable localities. About the usual quantity of chrysanthemums seems to be in prospect, with stocks generally in fair condition. Carnations in the field have done fairly well, and probably a larger number than formerly will go into the houses this season. Prospects for fall and winter show no new turn at this time from the conditions of last season, which showed good business. Getting the stock and keeping down expenses seem to present the chief problem.

NOTES.

E. H. Kline and wife of the store force of W. H. Culp & Co. are spending a four weeks' vacation visiting relatives and friends at Dayton, O., and will probably take in the convention at St. Louis on their return trip.

Frank Cluff has slacked up a little on chrysanthemums, but will grow a little heavier in carnations. Mr. and Mrs. Cluff motored to Colorado Springs for their vacation trip and report a fine time.

Miss Lotta Tomer, chief clerk in charge of the order department for W. H. Culp & Co., left this week on a two months' vacation trip to Portland, Ore.

Chas. P. Mueller has planted carnations in most of his houses formerly devoted to roses and will grow no roses for winter flowers this season. C.

LOUISVILLE, KY.—The F. Walker Co., of this city, is offering its range at New Albany, Ind., for sale.

LANCASTER, PA.—The store of the E. F. Barr Co. is presenting a very up-to-date appearance with numerous improvements that are being made.

EAST MILTON, MASS.—The annual outing of the Gardeners' and Florists' Club of Boston was held at Cunningham Park, July 24, with a large attendance and an enjoyable programme.

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& N
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30 E. Randolph St.

CHICAGO

Long Distance Phones | Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady

Sunburst

Shawyer

Ward

Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

**A heavy all-the-year-round
supply of choice stock.**

MISCELLANEOUS.

GLADIOLI

Rubrum

Valley

Cattleyas

Calendulas

ASTERS

White Daisies

Feverfew

Gypsophila

GREENS.

Plumosus.

Sprengeri.

Galax, bronze.

Galax, green.

Ferns.

Adiantum.

Smlax.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.		ROSES—Continued		CARNATIONS.	
Extra long stems.....	\$5.00	Ophelia, special	\$10.00	Fancy	Per 100
Stems 48 inches	4.00	“ select	8.00	GLADIOLI	Per 100
Stems 30 to 36 inches	3.00	“ medium	\$5.00 to 6.00	Fancy	\$3.00 to \$4.00
Stems 24 inches	2.50	“ short	3.00 to 4.00	ORCHIDS. Per Doz.	
Stems 18 to 20 inches	2.00	White Killarney, special	\$10.00	Cattleyas	\$9.00
Stems 12 inches	\$1.00 to 1.50	“ “ select	8.00	EASTER LILIES. Per 100	
Short stems	1.00, 4.00 to 6.00	“ “ medium	\$5.00 to 6.00	Select	\$12.50 to \$15.00
MRS. CHAS. RUSSELL Per 100		Killarney, special	\$10.00	MISCELLANEOUS. Per 100	
Special	\$25.00	“ “ select	8.00	Asters	2.00 to 4.00
Select	\$15.00 to 20.00	“ “ medium	\$5.00 to 6.00	Gypsophila75 to 1.00
Medium	8.00 to 12.00	“ “ short	3.00 to 4.00	Valley	\$6.00
Short	4.00 to 6.00	Mrs. Ward, special	\$10.00	Calendulas	\$2.00 to 4.00
ROSES.		“ “ medium	\$5.00 to 6.00	DECORATIVE.	
Richmond, special	\$10.00	“ “ short	3.00 to 4.00	Plumose strings	\$0.50 to \$0.75
“ select	8.00	Sunburst, special	\$10.00	Plumose	per bunch .35 to .40
“ medium	\$5.00 to 6.00	“ select	8.00	Sprenger	“ .35 to .50
“ short	3.00 to 4.00	“ “ medium	\$5.00 to 6.00	Adiantum, fancy long	per 100 1.00
Milady, special	\$10.00	“ “ short	3.00 to 4.00	Smilax	per doz. 2.50
“ select	8.00	Cecile Brunner	\$2.00 to 3.00	Ferns	per 1,000 2.50
“ medium	\$5.00 to 6.00	Elgar	2.00 to 3.00	Galax	“ 1.25
“ short	3.00 to 4.00	Baby Doll	2.00 to 3.00	Mexican Ivy	“ 5.00 .75
Killarney Brilliant, special	\$10.00	ROSES, OUR SELECTION	4.00	Leucothoe sprays	75c
“ “ select	8.00	Extra special roses billed accordingly.		Boxwood, per lb.	25c; cases 7.50
“ “ medium	\$5.00 to 6.00				
“ “ short	3.00 to 4.00				

Summer Business Booster



IN CUT FLOWER BASKETS	
25 Tumbler Baskets with paraffine liners, all colors.....	\$6.50
25 Tumbler Baskets in all colors, complete with tin liners.....	\$8.50
12 Baskets, 9 to 11 inches deep, 24 to 32 inches over all; with liners, all complete...	\$9.50

WRITE FOR CATALOG.

RAEDLEIN BASKET CO., 713 Milwaukee Ave., CHICAGO, ILL.

Mention the American Florist when writing

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L D. Phone, Randolph 6578.

CHICAGO, ILL.

Newark, N. J.

In passing through Newark and the Oranges, one is struck with the great number of service flags displayed by churches, business houses and private residences; also with the large number of stars on many of them. New Jersey is well represented at the front.

The Newark florists find the trade situation about the same as reported from other cities—summer dullness—but there is the usual amount of funeral work. August Begerow says it is about the same as other summers have been.

The Essex County Florists' Club held its annual outing at Berkley Heights,

N. J., August 1, and it is said to have been an enjoyable event.

Chris. Penek, of the Rosery Floral Co., says they are doing as much business as they can expect to do at this season.

Phillips Brothers had quite a lot of funeral work, August 3.

A. F. F.

👉 LOOK WHO'S HERE 👈

FINE YELLOW 'MUMS

Better than California stock and just as cheap,
at prices, \$1.50; \$2.50 and \$3.00 per dozen

Fine Roses in Quantity

Big cut of Russell-Ophelia-Montrose-Sunburst-Hearst-Double White Killarney-Double Pink Killarney-Weiland-Killarney Brilliant-Pink Killarney-Richmond-Milady and Ward Roses to offer in addition to other seasonable stock particularly Gladioli-Valley-Asters-Candytuft-Gypsophila-Daisies-Calendulas-Galax-Feverfew-Harrisii-Asparagus-Sprenger-Adiantum and other Seasonable Stock and Greens.

👉 We have the only good White Killarney to be found in this market.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO**

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

👉 **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** 👈

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Boston.

SUMMER CONDITIONS FELT.

Business for the past week has been extremely quiet and summer trade is in full blast. Flowers are beginning to shorten up. Carnations are on the wane and sweet peas have been ruined by the hard rain storms of the past two weeks. Gladioli are selling well and prices hold up. Easter and speciosum lilies are in great demand. Salpiglossis and centaureas find ready buyers.

NOTES.

Henry R. Conley reports summer business about the same as other years. It has been two months since he has heard from his son, Lester, who has been in France since last fall.

Charles and Henry Robinson have left for a two weeks' vacation at the South Shore. Business interests at their store will be looked after by Joseph Margolis.

Houghton & Gorney's store looks very attractive with a profusion of summer flowers well arranged in baskets and vases. Business has been very good this season.

The annual gladiolus exhibition of the Massachusetts Horticultural Society, for which a liberal list of prizes has been announced, will be held August 10-11.

Welch Bros. Co. reports good summer business with a large assortment of roses, sweet peas, gladioli and speciosum lilies.

Victor Hartford, salesman at Henry M. Robinson & Co.'s, has returned from a two weeks' vacation in the White Mountains.

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing.

Galvin's two stores are kept busy with funeral work and help is very scarce, as the draft has called several away.

Penn. The Florist, has added a new Dodge car to his delivery system. His store has been kept very busy this season.

Wm. Penn has returned home from a four weeks' vacation, where his time has been spent fishing and hunting.

Charles E. Evans reports a hail storm 10 days ago ruined his entire crop of asters.

S. K. G.

ASBURY PARK, N. J.—J. C. Vaughan, Chicago, and Robt. Craig, Philadelphia, Pa., were here over Sunday, August 4.

NORTH TONAWANDA, N. Y.—The King Construction Co., well-known greenhouse builders, has closed its Philadelphia, Pa., office until after the war. Correspondence should be addressed to the general office of the firm in this city, or to Wm. J. Muth, 117 North Lansdowne avenue, Lansdowne, Pa.

THE BOOK OF GLADIOLUS



THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

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KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
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CHICAGO

HOERBER BROS.

Wholesale **Cut Flowers**
Growers of

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.50

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE 154 N. WABASH AVE. CHICAGO
CENTRAL 679 ILLINOIS

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$5.00
" " 48-in.	4.00
" " 36-in.	3.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
" Mrs. Chas. Russell....	1.00@ 4.00
100	
" Hoosier Beauty	4.00@10.00
" Killarney Brilliant	4.00@10.00
" Columbia	4.00@25.00
" Killarney	4.00@10.00
" White Killarney	4.00@10.00
" Richmond	4.00@10.00
" My Maryland	4.00@10.00
" Mrs. Geo. Sawyer.....	4.00@10.00
" Milady	4.00@10.00
" Sunburst	4.00@10.00
" Mrs. Aaron Ward.....	4.00@10.00
" Hadley	4.00@10.00
" Ophelia	4.00@10.00
" Double White Killarney.	4.00@10.00
" Mrs. Moorefield Storey..	4.00@10.00
" Champ Weiland	4.00@10.00
" Stanley	4.00@10.00
" Tipperary	4.00@10.00
" Francis Scott Key.....	4.00@10.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 3.00
" Our Selection.....	3.00
" Carnations	2.00@ 3.00
" Cattleyas	per doz. 6.00@ 7.50
" Daisies	1.00@ 2.00
" Lilium Harriett	10.00@15.00
" Valley	6.00
" New Ferns	per 1000, \$2.50
" Calendulas	2.00@ 3.00
" Gladioli	3.00@ 8.00
" Asters	2.00@ 4.00



IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.

J. E. POLLWORTH, Sec'y and Gen'l Mgr

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing.

PLAIN CHIFFON

(About 35 to 40 yards to bolt.) Can be had in any color.

2 in. wide, per yd., 34c 6 in. wide, per yd., 7c
4 in. wide, per yd., 6c 10 in. wide, per yd., 10c

Geo. H. Angermueller Co.

Wholesale Florists, 1324 Pine St., St. Louis, Mo

Mention the American Florist when writing.

One Piece Flower Boxes

One piece; one size; One price.
24x4x3.....\$2.00 per 100

Sample box sent on request.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing.

Field Grown Carnation Plants

C. W. Ward, White Enchantress, Light Pink and Rose Pink Enchantress, Encha
tress Supreme, Alice, Matchless, White Perfection, Beacon, Alma Ward.

Send for complete list and prices. Satisfaction guaranteed.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

DEMAND HITS LOW MARK.

The past week has found business at about the lowest level of the summer season. There was an agreeable change in the temperature and a much needed rain, which was estimated by a prominent weather man as worth over a million dollars to the outdoor crops of this neighborhood. It certainly was invaluable to all florists' outdoor crops. Roses have shortened up a bit, although they are still in excess of the demand. The first of the new crop American Beauties are in and sell up clean at \$3 per dozen for stock with 30-inch stems. Gladioli now rule the market, taking up half the room of the ice boxes. The best varieties find a reasonable demand at fair prices, but the majority of the stock is almost given or thrown away. Asters are not much for quality; in the very dry spell of the past three weeks, the early sorts had little chance to develop, and except when needed for work, there was little demand for the small, imperfect and short stemmed stock. There are still a few carnations, but so few as to be hardly worth considering; most of the growers are now cleaning out their houses and replanting. Easter lilies are good stock; a trifle scarce the past week and the more or less funeral work on, regulates their demand. Fewer and candytuft move off in quite large quantities; it is good summer stock, always salable when there is any demand. Cattleyas are a bit shy and bring full market prices. Local asparagus is more plentiful and draggy.

GLADIOLI.

As a flower to stimulate the summer business the gladiolus is not pushed, kept to the front, or given half the attention its good qualities deserve. It is the most showy of all the summer flowers, is free from disease and ravages of insects, almost certain to be in full supply in its season, and yet no special effort is made to interest the public or put it before them in decorative effects. Wagon loads of boxes of these flowers have been brought daily to the market for the past three weeks, coming in such quantities as to tax every facility of the dealers to handle them. Only about one-third of the stock was really fit, that is, of good color and variety and of salable quality. Owing to the dry weather, much of it was burnt, the edges of the buds and tips of the foliage being brown. It is not worth while to send such stock to the market, it being simply a waste of energy and money, as it will not bring express charges. Stock is evidently cut and packed in the heat of the day, while warm, as much of it arrives heated, either due to this, or too many packed in a box. The remedy is better and more efficient methods in selection of varieties, cutting, packing, and in the creation of a larger market by up-to-date methods of publicity.

NOTES.

This city will be well represented at the coming convention and trade exhibition in St. Louis. Henry A. Dreer, Inc., will have their usual fine display of greenhouse stock—palms, ferns, etc.

EDWARD REID

Good Summer Roses, Asters, Gladioli, Easter Lilies. All seasonal Flowers.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, Aug. 7. Per 100

Roses, Killarney	2.00@ 6.00
" Mrs. Chas. Russell	4.00@12.00
" Ophelia	3.00@ 8.00
" Richmond	2.00@ 8.00
" Sunburst	2.00@ 8.00
Lilium Giganteum	8.00@10.00
Gladioli	2.00@ 8.00
Sweet Peas	.35@ .50
Carnations	1.00@ 2.00
Antirrhiums	2.00@ 4.00
Rubrum	5.00@ 6.00
Asters	1.00@ 4.00

Boston, Aug. 7. Per 100

Roses, Beauty	12.00@25.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney	4.00@ 8.00
" Killarney Brilliant	5.00@ 8.00
" Hadley	4.00@12.00
" Mock	2.00@ 6.00
" Mrs. Chas. Russell	4.00@12.00
" Tuft	2.00@ 6.00
" Milady	2.00@ 6.00
" Ward and Hilliardson	2.00@ 6.00
" My Maryland	2.00@12.00
Carnations	3.00@ 6.00
Easter Lilies	8.00@12.00
Valley	6.00@10.00
Gladioli	3.00@ 4.00

BUFFALO, Aug. 7. Per 100

Roses, Beauty Special	\$20.00@ \$30.00
" Fancy	15.00@ 20.00
" Extra	10.00@ 15.00
" 1st	5.00@ 10.00
" Killarney	3.00@ 6.00
" My Maryland	3.00@ 6.00
" Sunburst	3.00@ 6.00
" Ward	2.00@ 4.00
" Ophelia	3.00@ 6.00
" Russell	4.00@ 8.00
" Sawyer	8.00@ 10.00
Lilies	40.00@ 50.00
Cattleyas	40.00@ 50.00
Asters	1.00@ 2.00
Carnations	1.00@ 2.00
Asparagus Sprengel	.35@ .50
Ferns	per 1,000 2.00
Smilax	20.00
Sweet Peas	.25@ .50
Calendulas	1.00@ 2.00
Daisies	.50@ 1.00
Gladioli	2.00@ 4.00

These will be in charge of J. J. Karins. The Jos. Heacock Co.'s kentias and cibotiums will be an interesting feature. James Heacock will represent the company. The Robert Craig Co. is growing especially fine crotons, dracaenas and ferns, with several plant novelties in addition. L. J. Seiger will be on hand to welcome the delegates. H. Bayersdorfer & Co.'s exhibit will contain an especially fine line of novelties, for the most part creations of their own factory. Visitors will be received by Martin Reukauf and Isaac Bayersdorfer. The S. S. Pennock Co. will exhibit ribbons and other supplies. E. J. Fancourt will be in charge.

Wm. Berger's Sons had the flowers for the luncheon on the occasion of the launching of the first of the fabricated steel vessels at the Bristol shipyards, Bristol, Pa. The vessel stuck on the ways and the launching had to be postponed. Harry Berger says it was no

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Price List On Cut Flowers

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Pittsburgh Cut Flower Co.

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Grovers of Quality Flowers.

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THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
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Send for Our Catalogue.

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1309-1311 N. 2nd St., Philadelphia, Pa.

BERGER BROS.

Roses, Orchids, Peonies, Gladioli, Asters

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

fault of the flowers, as that part of the affair was a great success.

The improvement of the houses of J. J. Habermehl's Sons, at 22nd and Diamond streets, will soon be finished. The ground here is almost entirely built over, the present renovation being to make the houses more ornamental and provide room for taller plants.

James Jamison, foreman for several years with Malcomb Franklin, and the past winter with John Stephenson's Son, has bought a farm in Bucks county, where he and his two sons will go back to the simple life, away from the hurly-burly of rose growing.

Malcomb Franklin, of Yardsy, Pa., who has but one large rose house, 75x600 feet, is building a partition across the center, and will run but half this house containing 11,000 plants the coming season.

George Burton has the honor of cutting the first of the new crop American

C. C. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Beauties, sending a good sized shipment of stock with 30-inch stems to the Leo Niessen Co., August 2.

Robert Jamison, the rose wizard of the Joseph Heacock Co., at Roelofs, Pa., is spending his vacation these August days with his family at Atlantic City.

Jack Duetscher is in the city last week on special service. He looks fine and expects to be in the next regiment that goes over.

Robert Craig, Sr., with Mrs. Craig, is at his summer cottage at Ocean Grove, N. J.

WITH THE WHOLESALESAERS.

Edward Reid has somewhat recovered from his last week's wild woods experience in the Poconos, with bears, wildcats, and four-inch catfish. Four inch "catties" are all right for school boys, but when one reaches man's estate, they are not much reward for an all-night's work. He is busy now with his Sunburst, Victoria, and Maryland roses, and claims to be "King Bee" on asters.

Gladioli in immense quantities, asters, roses, and choice larkspurs are the features of the Leo Niessen Co.'s stock. Business is fair for the season, but too much stock, particularly gladioli. The new yellow, Schwaben, is a fine flower.

Carl Cortis, of the Jos. Heacock Co., is setting up the big ice box, and enclosing the yard in a very workmanlike manner. Carl is certainly an all-round son of the craft.

"A little slow, but fair for summer," was the good word with John Berger. Easter lilies, gladioli and Maryland roses were quantity stocks. K.

West Orange, N. J.

Joseph A. Manda has recently bought a strip of land adjoining his original property, on which there is a good dwelling house, and he is now a land-lord. He expects to build more green-houses when trade conditions become settled. In the meantime, he has a fine stock of orchids, and is preparing to properly house them and shut down several houses. He has been advised that his son, who was for a time in a French hospital, has recovered from his wounds and returned to duty in the marine corps. He will attend the St. Louis convention, leaving Mrs. Manda, who is also a clever and experienced florist, to conduct the business in his absence. A. F. F.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in
FLORISTS' SUPPLIES.

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FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

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WIRE DESIGNS

Write for Price List

C. A. Kuehn, **WHOLESALE Florist**

All Seasonable Cut Flowers
Mfr. and Dealer in "Florists'" (Brand) Supplies
1312 Fine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Aug. 7. Per 100		
Roses, Beauty, special	25.00
" " fancy	8.00@15.00
" Mrs. Chas. Russell	6.00@15.00
" Killarney	2.00@4.00
" Hadley	4.00@10.00
" Sunburst	3.00@6.00
" Wards	2.00@3.00
" Ophelia	3.00@8.00
" Carnations	1.00@3.00
Cattleyas each \$0.75@1.00	8.00@8.00
Valley	5.00@6.00
Lilium Rubrum	10.00@12.00
Snazdragons	4.00@6.00
Asters	1.00@1.50
Gladioli	1.00@3.00
Dahlia	1.00@2.00
Candelabra	1.00@2.00
Sweet Peas	30¢@75
Asparagus..... string or bunch35@.50
Adiantum	1.00
Smilax15@.20

MILWAUKEE, Aug. 7. Per 100		
Roses, Killarney, W. Killarney	\$3.00@5.00
" Ward	2.00@6.00
" Mrs. Chas. Russell	5.00@20.00
" Ophelia	3.00@8.00
" Hoosier Beauty	3.00@8.00
" Bon Silence, per bunch25@.35
Carnations, assorted	1.00@3.00
Valley	5.00@6.00
Sweet Peas	2.00@75
Cattleyas per doz.	9.00
Lilies	15.00
Asters	2.00@3.00
Gladioli	4.00@6.00

ST. LOUIS, Aug. 7. Per 100		
Roses, Hadley	2.00@5.00
" Killarney	2.00@4.00
" White Killarney	2.00@4.00
" Hoosier Beauty	3.00@10.00
" Russell	4.00@15.00
" Sunburst	3.00@8.00
" Ward	3.00@6.00
" Mrs. Shawyer	2.00@8.00
" Ophelia	4.00@10.00
Ferns per 1,000	1.75
Carnations	2.00@3.00
Gladioli	4.00@6.00

McCALLUM CO.

Florists' Supplies

PITTSBURGH, PA.

Philadelphia Wholesale Florists' Exchange

Roses, Gladioli, Asters.

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

PITTSBURGH, Aug. 7. Per 100		
Roses, Beauty, special	20.00@25.00
" " fancy	12.00@18.00
" " extra	6.00@8.00
" No. 1	2.00@4.00
" Killarney	2.00@4.00
" My Maryland	2.00@10.00
" Sunburst	2.00@8.00
" Mrs. Aaron Ward	2.00@6.00
Cattleyas	40.00@50.00
Lilium Giganteum	8.00@10.00
Asparagus Sprengel, bunch	35¢@40
New Crown Green Galax	per 1000 \$1.25
Carnations	2.00@3.00
Valley	4.00
Delphinium, per doz.	1.00
Gallardia	1.00@1.50
Asters	1.00@2.00
Coronilla	1.00
Gladioli, per dozen50@1.00
Sweet Peas50@.75

New York.

ASTERS AND GLADIOLI DOMINATE MARKET.

The drought was broken on the afternoon of July 30 by a deluge of rain, but market conditions were not improved. If there was any difference, they grew worse toward the last of the week, as the rain increased the supply of gladioli and asters. It has seldom happened that such a great stock of asters reached the market in any one week. The rain improved the quality, but the fatal drawback was light buying. The dealers would have been glad to have cleaned up on asters at 50 cents per 100, but it could not be done. In gladioli, the situation was worse than the previous week. On August 3, fairly good asters could be bought for 15 and 20 cents per 100. One Brooklyn retailer bought 5,000, August 2, for \$20. It will readily be seen that with so much stock going cheap, it was hard to get a fair price for roses or anything else that was plentiful.

August 5.—The glut of gladioli and asters continues. Our quotations do not show the worst features, for thousands are being lost. In the rose ranges considerable stock is being dried off and rested, which has cut down the supply, but there are yet plenty. There is no change in orchids, though inferior flowers go lower than our quotations.

EASTERN COAL SUPPLY THREATENED.

The coal situation does not seem to be particularly promising for this section of the country. It is stated that at a conference held in Washington, July 30, which was attended by representatives of the shipping board, the industries board and the railroad administration, curtailment of the fuel supplies of non-war industries in the eastern states was considered. Such a step, if taken, will be caused by the greatly increased demand of war industries in this section. It is stated that coal production in Pennsylvania, Maryland and West Virginia, which supply New England and other eastern states, has fallen off at an alarming rate during the past few months. A short time ago it was stated that there was coal at the mines, and that the trouble was in transportation, but now Chairman Hurley of the shipping board, states that for several weeks, ships have been lying idle at Norfolk awaiting coal from the mines. A large percentage of the coal for bunkering the ships of the shipping board and the navy and for supplying the by-product coke ovens which must be maintained to keep the steel industry going must come from the coal fields of Pennsylvania, West Virginia and Maryland, which produce the particular grade of coal required for these purposes. It would seem to be high time to stop drafting coal miners into the army. A roustabout cannot be made over into a coal miner in a day or a week.

LABOR SHORTAGE.

In the various discussions on the labor shortage, we have noticed nothing that is more to the point than the following from the Saturday Evening Post: "War industries are short three to four hundred thousand common laborers. A big munitions plant, making large-caliber guns, is short 2,000 machinists. War plants of Connecticut and Maryland alone are short 35,000 skilled hands. This is the gist of a recent announcement by the department of labor. Yet the labor is here. It needs only mobilizing and the training. For one item there is the tradeless man. Every community contains more or less numerous examples of him—the man who works casually or at odd jobs, or who can turn his hand indifferently to

various sorts of manual occupations. He is not a loafer, though he may be 'at liberty' as theatrical people say, a good many days in the year. Generally he is past the age at which men serve an apprenticeship to a trade, but by no means past learning one. As an industrial soldier he is more or less the free lance, the bushwhacker, who takes a shot on his own hook. This ought to be his opportunity and duty, to step into the ordered and disciplined ranks—to learn a regular skilled trade and enroll in it. No one can look carefully about any typical American community, big or little, without realizing that a great quantity of labor power is unorganized, ill applied, half or wholly going to waste. If war pressure can be intelligently applied to that labor power a great permanent gain will be made." A number of propositions have been advanced toward increasing the supply of labor, the most objectionable being the proposal to import a large number of Chinese coolies. The writer does not hold the prejudice against the Chinese so loudly proclaimed, over 40 years ago, by the almost forgotten Dennis Kearney, but does not believe that there is any occasion for bringing them to this country. The advocates of Chinese labor should not be misunderstood; cheap labor is really what they want. There are good reasons for the belief that labor will never again be as cheap in this country as it has been in the past. In a country as productive and resourceful as this, there is no room for a business that cannot or will not pay living wages to its help. There is quite a difference between living with some of the comforts of life, and merely existing. A. F. F.

NOTES.

So far as we can learn, but a small number will attend the St. Louis convention from this city and vicinity. President Totty is seriously considering making the trip with his family, which is not large, by automobile, by way of Indianapolis, Wheeling and Dayton. Julius Roehrs and wife, of Rutherford, N. J., will attend. Mrs. Roehrs being president of the ladies' society. John G. Esler, of Saddle River, N. J., the expert on hail storms, will be there. Frank Traendly, who has been farming all summer, is likely to go and take Mrs. Traendly. Farm produce is high, and he must have made a lot of money.

William P. Sears, the well-known retailer of Sixth avenue and 42nd street, has two sons in the United States army. Walter J., who was formerly with him in the store, is now a corporal in the machine gun unit at Camp Hancock, Augusta, Ga. Edward A. is by profession a civil engineer, and is now in the engineer officers' training camp, Washington Barracks, Washington, D. C. He was previously an inspector of munitions for the Italian government, but thought he could do more for his country by enrolling in its service.

Mrs. Williams, bookkeeper in Fleishman's store, in the Hudson Terminal building, 380 Church street, has just

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY, NEW YORK

Mention the American Florist when writing.



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Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK

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returned from a vacation of three weeks, part of which she spent at Atlantic City. Alexander Kupperman, of this store, has gone with his family for a month's stay on the Great Lakes. Joe Harris, a former employee, is now at the Plattsburg, N. Y., training camp.

Albert Bowe, who had been employed in the wholesale district in 28th street since a boy, his last position being with Riedel & Meyer, Inc., and who was among the first to enlist in the 165th Regiment, the old 69th N. Y., when we entered the war, is reported killed in action.

Among the new incorporations reported from Albany, July 31, is the Colonial Florist, of this city, capital \$10,000. The incorporators are C. Sakeles, S. Sakeles and G. S. Wittyson. The headquarters are at Broadway and 157th street.

Mrs. W. H. Long, of 412 Columbus avenue, is spending the summer with her parents in Cape Breton, Nova Scotia.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

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Telephone:
8864 Farragut.**GEO. J. POLYKRANAS**

Wholesale Commission Florist

CONSIGNMENTS SOLICITED

104 West 28th St.,

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Telephone No. 2264 Farragut.

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3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
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Goldstein & Futterman
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The Right People to Deal With.

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Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

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Wholesale Flower Markets

NEW YORK, Aug. 7. Per 100

Roses, Beauty special.....	15.00@25.00
" " extra and fancy.....	8.00@10.00
" " No. 1 and No. 2.....	1.00@3.00
" Columbia.....	1.00@10.00
" Hadley.....	2.00@8.00
" Francis Scott Key.....	4.00@20.00
" Prima Donna.....	.50@5.00
" Alice Stanley.....	.50@5.00
" Mrs. Geo. Sawyer.....	.50@5.00
" Double White Killarney.....	1.90@6.00
" Killarney.....	.60@3.00
" " Queen.....	.50@4.00
" " Brilliant.....	.50@4.00
" Aaron Ward.....	1.00@4.00
" J. L. Mock.....	1.00@4.00
" Ophelia.....	.50@4.00
" Mrs. Chas. Russell.....	2.00@10.00
Cattleya Orchids, special.....	75.00@100.00
Rubrum.....	1.00@2.00
Lilies, Longiflorum and Formosum.....	3.00@6.00
Lily of the Valley.....	4.00@8.00
Adiantum Croweanum and	
Hybridum.....	.50@.75
Asparagus Plumosus.....	dos. bchs. 1.50@3.00
Smilax.....	dos. strings 1.00@2.50
Sweet Peas.....	.25@.50
Gladioli.....	.25@1.50
Rosivardia, white.....	.75@1.00
Asters.....	.15@.25

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.

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Henshaw Floral Co.

(Incorporated)

Wholesale Commission Florists

127 W. 28th St., NEW YORK

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Price: \$3.00 Postpaid

AMERICAN FLORIST CO.

440 S. Dearborn St., Chicago

Telephones { 4422 Farragut D. J. Pappas, Pres
4423 Farragut**United Cut Flower Co., Inc.**

WHOLESALE

111 W. 28th St., NEW YORK

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PHONE { 2335 FARRAGUT
2336**WM. KESSLER,**

WHOLESALE FLORIST

113 WEST 28TH STREET

Bet. Sixth and Seventh Aves. NEW YORK

Mention the American Florist when writing

N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

V. S. DORVAL, Secretary
Mention the American Florist when writing.**The Kervan Co.**

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

119 West 28th St., NEW YORK

GEO. B. HART

WHOLESALE FLORIST

24-30 STONE STREET,

ROCHESTER, NEW YORK.

Mention the American Florist when writing.

M. C. FORD

121 WEST 28TH STREET

NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing.

D. FEXY

Wholesale Commission Florist

106 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing

THE FLORISTS' SUPPLY HOUSE OF AMERICA

Get Ready Now To Go Over The Top

With everything the best in Brilliantine Baskets, Magnolia Leaves, Cape and Waxed Crepe Flowers, Wheat Sheaves, Cypas. NOW is the time to order, Delays count big later on.

Branch Factory, 709 First Avenue, New York.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

President Schenck of the New York Florists' Club gave a luncheon, August 6, at the Brevoort hotel, to Park Commissioner William F. Grell of this city and Park Commissioner J. N. Harneon of Brooklyn. Both were presented with gold medals, awards for meritorious exhibits at the flower show in the Grand Central Palace last March. Among those present were Tax Commissioner J. P. Sinnott, William F. Grell, J. N. Harneon, Charles H. Totty, Edward Seery, Frank H. Traendly, A. L. Miller, Joseph A. Manda, Arthur Herrington, Joseph Eschman and A. F. Faulkner.

M. Matheron, carnation grower of Hempstead, N. Y., visited the wholesale district, August 5. He has his carnations planted in the houses.

B. Hammond Tracy, the "gladiolus king" of New England, is visiting the wholesale district. A. F. F.

Columbus

WEATHER BRINGS PLENTIFUL SUPPLY.

In contrast with two weeks ago, when it was with difficulty that enough flowers could be secured to fill orders, all kinds of seasonable stock is now abundant. Thanks to the setting in of the right kind of weather, the gladiolus crop, which threatened to be a failure, is turning out most satisfactorily, both in quantity and quality. Displays are now very attractive, the chief varieties being America, Panama, and Niagara. Prices run as high as \$3. Asters are also prolific and of high state of perfection. Carnations are now out of the market. There are practically no pot plants of any kind. An unusual demand for Boston ferns has created a scarcity. Leading florists claim that they have never had a better July trade. The increased number of summer weddings incident to war times, with the prospects of all soldiers soon going to the front, is given as one of the reasons. Flowers are being used more extensively this season in fashionable shop decorations.

NOTES.

One of the attractive florist shops of Columbus, O., is that of Frank C. Viereck. It develops in a statement given out by his wife, August 3, that he is a brother to George Sylvester Viereck, editor of The Fatherland, New York, who is now being shown up by the government for sedition and grafting. She says her husband is an innocent sufferer from this publicity, in that it has hurt his floral business, and that he has taken a position as traveling salesman for a nursery to help support his family. Mrs. Viereck is looking after the shop. She asserts that he is a loyal American, and never held membership in any German society. "My husband is friendly and charitable to everybody and makes friends," she states. "His father and George ignored Frank because he was inclined to the culture of flowers and would not get down to books. The father is insulting and headstrong. When he was here five years ago he was greatly displeased because our two sons, his grandchildren, didn't understand the German language. He

Lily Bulbs FOR AUTUMN AND WINTER From Storage



There will be no New Crop Lilies. Secure Storage Bulbs now.

GIGANTEUM

Per case
7 to 9 in. (300 to case)...\$20.00
10 to 11 in. (180 to case)... 27.00

SPECIOSUM ALBUM

Per 100
8 to 9 in. (200 to case)...\$ 9.50
9 to 11 in. (140 to case)... 12.00

SPECIOSUM RUBRUM

Per 100
9 to 11 in. (140 to case)...\$10.00
10 to 11 in. (125 to case)... 12.00
11 to 13 in. (90 to case)... 17.00

AURATUM

Per 100
8 to 9 in. (160 to case)...\$ 7.00
11 to 13 in. (75 to case)... 17.00

Above prices F. O. B. Chicago.

Midsummer List of Flower Seeds,
Plants and Early Bulbs now
ready. Write for it.

Vaughan's Seed Store

CHICAGO NEW YORK

is a German politician, lecturer and literary man, and stands high in cultured circles in Berlin. George was 12 years of age when I first saw him. He had just come to America to live here, but was able to speak English fluently and correctly. His mother, it was said, had been a San Francisco woman. He did not want to return to Germany and become subject to military service." The family lived in America until a few years ago, Mrs. Viereck said, when they went back to Berlin. The father had kept in touch with Berlin life by making a trip there every year. He always preferred to live in Germany, but his wife liked America best. Some code letters from George, which were intercepted in England, were supposed to be family letters. The father and George visited Columbus five years ago, and were given considerable attention by prominent local German families. The florist's wife says that her husband has been in America 23 years and took out his naturalization papers in Baltimore. Her home was in Maryland, and she and Frank were married 18 years ago. They had lived in Columbus eight years. He was first in the employ of the Livingston Seed Company, but soon started in business for himself. She had never heard anything from her husband about the claim now said to have been made by the New York editor that he was connected with the royal family of Germany through morganatic marriage of Wilhelm I. with a court actress. It will be recalled that George Sylvester Viereck is now under charge of having received \$100,000 from the German government

for spy activities since the war started, and with having secured a like sum from private subscriptions among German-Americans for a supposed employment bureau.

Joseph Katona, florist at Olentangy park, the principal out-door amusement resort of this city, has bought of the owners of the park a parcel of ground adjoining the premises, for the sum of \$15,000. No announcement has been made of Mr. Katona's plans for improving the property.

The T. J. Ludwig store has broken its past record by having three very large weddings within 10 days. All were of a military character, one being out of town, one was the largest in the history of the store.

J.

CHRISTIANA, NORWAY.—Fairy tales of high prices reach here. A flower woman in a market is said to have made nearly 7,000 pounds sterling in one month.

ROANOKE, VA.—Wertz, the Florist, has incorporated with a capital stock of \$50,000. The officers are Frank L. Wertz, president, and Thos. M. Darnall, secretary.

SAN DIEGO, CALIF.—The murderers of Wm. Besthorn, gardener for Mme. Schumann-Heink, whose body was recently found buried in the yard of the singer's home, are being sought by the sheriff. The remains were unearthed by his dogs.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

GREAT BRITAIN

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We are in the Heart of New York
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 And give special attention to steamer and the-
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The Food Conservation Laws
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Store in America; the largest stock; the
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High Grade Cut Blooms

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Flowers delivered in city and state on short notice.

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All Orders Promptly Executed.

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Covers All New England Points.

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Established in 1883.

Greenhouses and Nurseries in Riverdale.

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Special attention given to Telegraph
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The Rosery Floral Co.,

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Everything in Flowers

Prompt Deliveries to any town or city
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"Up-to-the-Minute" Service and Execution.
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The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Rendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1919.

THE Bermuda lily bulb supply is very indefinite so far.

RUTABAGA SEED (Long Island) is \$2.00 per pound and very scarce.

VISITED CHICAGO: Watson S. Woodruff, Orange, Conn., returning from the west.

DUTCH growers report the tulip harvest will be light, while hyacinths promise a good yield.

NEWARK, N. J.—Alexander Forbes, of Alexander Forbes & Co., is making a month's trip to California.

PHILADELPHIA, PA.—A nephew of the late William Henry Maule, in the aviation service, was killed July 4.

ONION SET harvesting in the Chicago district is progressing very favorably under dry, hot weather. Prices firm.

RECENT visitors to New York included Chas. F. Gueff, of the Jerome B. Rice Seed Co., Cambridge, N. Y.; S. F. Leonard, of the S. F. Leonard Seed Co., Chicago.

MRS. L. D. WALLER, of Guadaloupe, Calif., has presented her husband with a nine-pound boy, and it is the present intention to make a sweet pea specialist of him.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade August 7 were as follows: Timothy, \$8.00 to \$9.00 per 100 pounds, advancing 75 cents to \$1.00.

THE French bulb crop is said to be late in the digging. Some New York houses report cable advices of these bulbs having moved. Latest news indicates no material change in prices, but ocean freights are 20 per cent above last year's.

ACCORDING to Commerce Reports, tomato growers at Mazatlan, Mexico, are interested in the purchase of suitable tomato seed for the planting season which begins November 1. The American consul at that place will supply a list of growers in the district upon request.

TOLEDO, O.—Cash clover was steady, August 6, at \$18.50, closing at the same figure as on the previous day, and showing an advance of \$1.50 during the week. Cash timothy gained 5 cents, selling at \$4.40. September closed at \$4.90, October \$4.72½, December 4.77½, March \$4.90 and April \$4.80.

Japanese Lily Bulbs.

Another hearing regarding Japanese lily bulb importations was held at Washington, D. C., July 31. The Japanese legation said that imports of greater importance demanded the full capacity of available tonnage on the Pacific, therefore exporters have little hope of a favorable result from the conference.

Burlap.

The burlap market is steady at present and the demand is even lighter than is customary for this time of year. Calcutta is high in the market, and the prevailing price is 19 cents for light weight and 24½ cents for heavy weight.

Peas and Beans in the Northwest.

General crop conditions in the vicinity of Livingston, Mont., are fairly good, although peas are not up to last year's standard. The Paradise valley will probably come through with half of the normal yield, while the Galatin, just west of that section, will probably produce 75 to 80 per cent of the average. The situation in the Bitter Root valley is poor, and the same is true of Washington, many crops being halled out and much damage caused by the dry, hot weather in June. The situation in northern Idaho is fairly promising, but the yield of peas in the southern part of the state, especially in Twin Falls district, will be light. Bean crops in this section are quite good, but not out of danger. Aphis is reported in many crops of both peas and beans.

B.

New York Seed Trade.

Lieut. Peter Henderson, grandson and namesake of the founder of Peter Henderson & Co., is now in the aviation service in Texas and is reported recently married to Miss Aline Manierre of Chicago. The lieutenant is 30 years of age and son of the late Alfred Henderson. He is a graduate of Yale, vice-president of the firm, having been identified with the advertising department since 1912. Charles Henderson and his son, Howard, are in California. Patrick O'Mara of this firm has returned from an extended vacation, spent in the Berkshires, and is looking well.

Since Wm. Elliott & Sons went out of business at 42 Vesey street, H. P. Stanley, who was with them for 10 years, has had the store and has been doing business in plants. He expects to continue in the seed and plant business.

James McHutchison is reported to be recovering his health at Kennebunkport, Maine.

The Misses Peek, of Vaughan's Seed Store, have the sympathy of a wide circle of friends in the loss of their mother, who died August 5.

Philadelphia Seed Trade.

Carl Gloeckner, in charge of the bulb department of the Henry F. Michell Co., talks interestingly of the situation as it is today. There is every rea-

son to believe that Dutch bulbs will arrive on usual schedule time, in his opinion, and, although growers are subject there as here to the labor handicap, the stock is reported to be in good condition and sufficient to fill all orders. With French bulbs the situation is not so promising. Recent letters and cables declare stock to be up to standard, but overland transportation to Marseilles, the only ocean shipping point, is made very difficult, as cars are not to be had for such freight, which must be shipped by inland waterways, motor trucks or wagons. The center of the French bulb industry is at Ollioules, where nearly 400,000 acres are devoted to the cultivation of Paper Whites, Roman hyacinths, freesias, early forcing Golden Spur, Lilium candidum and other French varieties. The distance to Marseilles is 90 miles. All shipping to the United States from this port is by the Fabre line, with but one vessel a month. Bulbs usually arrive the last of July or early August, but latest cables say no vessel is just at present available and growers hesitate to lift their bulbs until they are assured of speedy shipment. Some growers have written that they were promised transportation by the middle of August at latest, and perhaps a week sooner. Mr. Gloeckner fully expects French bulbs to arrive during the latter part of August. The assurance that Lilium Harrisii will come through from Bermuda helps a little. When bulbs arrive here Mr. Gloeckner will advise growers to have all stocks sent by express, as freight deliveries last season were in many cases so delayed as to cause serious loss.

Fred Michell has just received a letter from Capt. Chas. F. O'Connor, of the 19th regiment of engineers, of which his son, Harry F. Michell II, was a member, giving some details of his death, which occurred April 7, 1918. Mr. Michell was one of a party of five who were sent down the river on a raft. When in this comparatively helpless position, they floated through clouds of gas, were overcome, fell from the raft and in their helpless condition were drowned. None of the bodies of the five soldiers has ever been found. Capt. O'Connor did not hear of the incident until a month after it happened, as he himself had spent two months in the hospital, recovering from a similar asphyxiation.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Pieters-Wheeler Seed Company

Growers of
High Grade

SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish,
Correspondence
Solicited.

Braslan

Seed Growers

SAN JOSE, CALIFORNIA

Company

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALAD, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Early Bulbs



American-grown Narcissus
for an early start. Reliable,
well-cured; now on the way.

	Per 100	Per 1000
Emperor, Double Nose.....	\$3.00	\$27.50
Emperor, fancy grade, round bulbs.....	2.75	25.00
Princes Maximus, fancy grade..	1.75	15.00
Bicolor Empress, fancy grade.....	3.00	27.50
Bicolor Grandis (Grandee).....	2.25	20.00
Obvallaris (Tenby Daffodil) fancy	2.00	18.00
Sir Watkin, fancy grade.....	3.00	27.00
Barri Conspicuous, fancy grade..	1.50	12.50
Jonquilla Rugulosus.....	1.25	11.00
Poeticus (Pheasant Eye), fancy..	1.00	9.50
Poeticus Ornatus, fancy grade..	1.25	11.00

DOUBLE NARCISSI

	Per 100	Per 1000
Alba Plena Odorata.....	\$1.35	\$12.00
Orange Phoenix, fancy grade....	1.75	16.00
Sulphur Phoenix, fancy grade....	1.75	16.00

7% Discount off above to Seedsmen only.

CALLA AETHIOPICA

These can be grown at less expense during
winter months, requiring less heat than other
lilies. Should prove popular on account of coal
restrictions. Ready Now.

	At Chicago	At New York
	Per 100	Per 100
1 to 1½ in....	\$4.50	\$42.00
1½ to 2 in....	7.00	65.00
2 to 2½ in....	9.50	90.00
2½ in. up....	11.50	110.00

Our Mid-Summer List of Seeds for Summer
Sowing is now ready—Write for your copy.

Vaughan's Seed Store

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NEW YORK

Before Placing Orders for

SWEET PEAS, Spencers, Grandi-
floras, etc., ASTERS and FLOWER
SEEDS in general; TOMATO, LIMA
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JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

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Beet, Sweet Corn, Garden Beans, Onion Sets,
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Mention the American Florist when writing

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Specially Prepared for Export

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IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

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GROWERS LANGPORT, Eng.

Cable Address: "KELWAY, LANGPORT."

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Seed Packets for 1919

Should be Ordered at Once

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Larger bags for counter and package trade up to two pound or more.

Catalogue Envelopes. Return Envelopes. Coin Envelopes.

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FITCHBURG, MASS.

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DENAIFFE & SON LA MENITRE

CENTRAL FRANCE

(About 140 miles south-west of Paris)

WHOLESALE SEED GROWERS FOR THE TRADE ONLY

All the approved American varieties: Beet, Brussels Sprouts, Cabbage,
Carrots, Leek, Lettuce, Mangel-Wurzel, Onion, Parsnip, Parsnip,
Radish, Rutabaga, Spinach, Swiss Chard and Turnip.

Prices crop 1918 ready about October 1. Address all inquiries for same, orders and
other correspondence to our sole American Agent and Representative

CHARLES JOHNSON, Marietta, Pa.

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NEW CROP KENTIA SEEDS JUST ARRIVED

BELMOREANA and FORSTERIANA

WRITE FOR PRICES, STATING QUANTITY REQUIRED

MCHUTCHISON & CO., 95 Chambers Street, NEW YORK

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TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

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GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asparagus.

Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale
and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION.

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WHAT DO YOU
SAY IT
STANDS FOR?

WATCH FOR THE
SECOND EDITION OF
SAME "NEXT WEEK"

MICHELL'S PANSY SEED

Michell's Giant Exhibition, Mixed. A plant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt. 30c; 50c per tr. pkt.: 1/4 oz., \$1.25; \$3.00 per 1/4 oz.; per oz., \$7.00.

Giant Trimardeau, Mixed. Large flowering and choice colors. Tr. pkt., 30c; \$1.25 per oz. Also Giant Prize and Regular sorts in separate colors.

Also all other seasonable Seeds, Bulbs, and Supplies.

Send for Wholesale Price List.

HENRY F. MICHELL CO.
518 Market Street, PHILADELPHIA, PA.

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BAMBOO CANE STAKES

	Size	Number to bale	Price Per bale
NATURAL,	6 ft.	2000	\$21.00
"	6-9 ft.	600	7.00
"	9-12 ft.	400	8.50

Prices ex warehouse New York.

Terms—Net cash 30 days.

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THE J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

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JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.

All seasonable varieties.

Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

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WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

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CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO

CABLE ADDRESS, "MCGILL-SEED"
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CALIFORNIA

New Early-Flowering or Winter-Blooming GIANT PANSIES



An entirely new and distinct strain of Pansies. The main advantage of these new Pansies over all hitherto existing Pansies is the extreme earliness of flowering and its unusual hardiness, which enables them to withstand quite severe Winters and to bloom right on into the Summer. Sown at the same time as other Pansies, they begin flowering the early part of March or as soon as the snow is off the ground, many times having four or five large flowers to a plant, when all other Pansies are only showing buds. The flowers are large, well formed and fragrant.

14. **WINTER SUN.** Golden yellow, eye. 16. **CELESTIAL QUEEN.** Light or sky blue.
15. **ICE KING.** Silvery white, with eye. 17. **CHARM OF MARCH.** Dark velvety blue.
18. **MIXED.** The above four colors with other shades and variations. Each color separate or mixed.
500 seeds, 25c; 1000 seeds, 40c; 1/4 oz., \$1.10; 1/4 oz., \$2.00; oz., \$7.50.

For description and prices of other Pansy Seed send for list.

CHAS. FROST
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WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - NEBRASKA.

Mention the American Florist when writing

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Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.

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GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. **MILFORD, CONN.**

Mention the American Florist when writing

FREESIA

Purity Mammoth

size, also $\frac{5}{8}$ and up.

Freesia refracta alba, $\frac{3}{4}$ inch.

Sweet William, single, mixed, fine strain.
Cyclamen Seed. Finest American grown from the very finest strains.

Prices on application.

J. M. THORBURN & CO.

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Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips, Growing Crops Given Personal Attention.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

Yokohama Nursery Co., Ltd.

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We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.

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SEEDS WHICH SUCCEED

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THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin,
Sweet, Flint and Dent Seed Corn.

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CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue to Market Gardeners and Florists.

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EDGAR F. HURFF

SWEDESBO, N. J.

Grower of High Grade Seed.
TOMATO, Pepper, Egg Plant, Squash, Pumpkin,
Cucumber and Watermelon Seed and Field Corn,
on Contract.

CORRESPONDENCE SOLICITED

Flower Seeds For Summer Sowing

ASPARAGUS plumosus nanus. 250 seeds \$1.00; 1000 seeds, \$3.00; 5000 to 10,000 seeds at \$2.75 per 1000.

Sprengeri. 250 seeds, 25c.; 1000 seeds, 75c.; 5,000 seeds, \$3.50; oz., 50c.; lb. \$5.00.

CALCEOLARIA HYBRIDA. Vaughan's Extra Choice Mixture, Trade pkt. (1000 seeds), 50c.; 3 trade pkts, \$1.40.

CINERARIA. Vaughan's Columbia Mixture, Trade pkt. (500 seeds) 50c. 3 Trade pkts. for \$1.40.

DECALENA INDIANA. Trade pkt. 10c.; oz. 30c.; lb. \$3.50.

SCHIZANTHUS, Grandiflorus Selected Hybrids. Superior in form and range of color to other Hybrids. Sprays in bud when cut and placed in water will open their flowers and remain in bloom for several weeks. Trade pkt. (500 seeds) 50c.; $\frac{1}{2}$ oz. \$1.00.

Wisetonensis Mixed. Trade pkt., 25c.

SMILAX. Trade pkt. 10c.; oz., 35c.; $\frac{1}{2}$ lb., \$1.10; lb., \$4.00.

CYCLAMEN, Giant English Grown, in variety and mixed sorts.

ANTIRRHINUM, Majus. Tr. pkt. Oz.

Golden King, yellow, $\frac{1}{4}$ oz., 25c. \$0.10 \$0.50

Queen Victoria white, 10 .50

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Dark Rose, coral red, 10 .50

Lovely, white with pink lip, 10 .50

Delicate Pink, daybreak, 10 .50

Golden Queen, semi-tall, 10 .50

Queen of the North, semi-tall, white, 10 .50

Purple King, rich velvety purple red, 15 1.00

Cottage Maid, pale pink white throat, 15 1.00

Vaughan's Special Mixture, extra, 15 .90

Winter-Flowering Stocks

Giant Perfection—Cut and Come Again

White (Princess Alice), Pink, Dark Blue, Sky Blue, Scarlet, Canary yellow. Each of above, trade pkt., 25c.; $\frac{1}{2}$ oz., 50c.

Mixed, all colors, trade pkt., 25c.; $\frac{1}{2}$ oz., 45c.

Beauty of Nice. Tr. Pkt. Oz.

Pink, $\frac{1}{4}$ oz. 60c. \$0.25 \$2.20

Mont Blanc, white, 25 2.50

Crimson, $\frac{1}{4}$ oz. 35c. 15 2.50

Old Rose Improved, $\frac{1}{4}$ oz. 50c. 25

Dark violet, $\frac{1}{4}$ oz. 50c. 25

Cote d'Azur, blue, $\frac{1}{4}$ oz. 40c. 25

Rich golden yellow, $\frac{1}{4}$ oz. 40c. 25

President Wilson, slate, 50

Queen Alexandra, lilac rose, $\frac{1}{4}$ oz. 40c. 25 2.50

Monte Carlo, yellow, $\frac{1}{4}$ oz. 45c. 25 3.00

Abundance, lilac rose, $\frac{1}{4}$ oz. 40c. 25 2.50

Beauty of Nice, mixed, $\frac{1}{4}$ oz. 40c. 25 2.40

Annuals For Greenhouses

Annuals which are successfully grown from seed for Cut Flowers

CALENDULA, Orange King. Lb., \$2.40; oz., 25c.; trade pkt., 10c.

CALLOPIS Coronata maxima. Splendid cut-flower. Pure golden yellow. 2 to 3 inches across, on long wiry stems, oz., 30c.; trade pkt., 10c.

CANDYTUFF. Giant Hyacinth-flowered, white, Lb., \$5.00; oz., 50c.; trade pkt. 15c.

CENTAUREA CYANUS, Double Blue. Lb., \$5.00; oz., 40c.; trade pkt., 10c.

Double Lawson Pink. Oz., 50c.; trade pkt., 15c.

GYSOPHILA elegans grandiflora alba. Lb., 80c.; oz., 10c.; trade pkt., 5c.

HUNDEMANNIA Fumariaefolia (Bush Escholtzia). Oz., 40c.; trade pkt., 10c.

SEND FOR OUR SPECIAL PRICE LIST OF PERENNIAL SEEDS

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41-43 Barclay St.
NEW YORK

LUPINUS hybridus roseus. Oz., 80c.; trade pkt., 15c.

MIGNONETTE, True Machet. Vaughan's Selected Stock. Trade pkt., 10c.; $\frac{1}{2}$ oz., 40c.; oz., 75c.

New York Market. An extra choice strain for greenhouse. Our seed is greenhouse-grown, raised by a most careful grower. The plants grow from 2 to 3 feet high and produce flower spikes up to 20 inches long. Trade pkt., (1000 seeds), 50c.; $\frac{1}{4}$ oz., \$1.00; oz., \$7.00.

STATIC, Suworowi, Russian. Bright rose. Trade pkt., 50c.

PRIMULA, Chinese Giant.

Vaughan's International Mixture. This is composed of the most salable colors of single flowering Chinese Primulas, the best whites, pinks and reds, with a sprinkling of other colors, enough to give a large variety of colors, the most important shades predominating. Trade pkt. of 250 seeds, 50c.; $\frac{1}{2}$ oz., \$1.40; per $\frac{1}{4}$ oz., \$4.00.

PRIMULA OBCONICA

Grandiflora. Mixed and in variety. Trade pkt., 50c.

Gigantea. Mixed. $\frac{1}{2}$ oz., \$1.50; 600 seeds, 50c.

PRIMULA—Various Sorts

Trade pkt.
Malacoides, $\frac{1}{4}$ oz. 50c. \$0.25
Alba, $\frac{1}{4}$ oz. \$1.00 .25
Rosea, $\frac{1}{4}$ oz. \$1.00 .25
Deep Lavender, Very free blooming, flower clusters borne on long stout stem; individual flowers size of five cent piece, 50

Pansies

VAUGHAN'S INTERNATIONAL MIXTURE. This is one of the Specialties that has established the reputation of Vaughan's Flower Seeds and one which we maintain most carefully. Trade pkt., 50c.; $\frac{1}{4}$ oz., \$1.50; $\frac{1}{2}$ oz., \$5.00; oz., \$10.00.

VAUGHAN'S GIANT MIXTURE. This mixture includes the richest reds, coppers and bronzes, together with the most delicate rose and pink shadings, all the distinct colors of Trimardeau and the splendid Cassier strain. Trade pkt., 25c.; $\frac{1}{4}$ oz., 75c.; oz., \$5.00; $\frac{1}{2}$ lb., \$18.00.

VAUGHAN'S CUT FLOWER MIXTURE. This mixture is put up by ourselves and contains mostly light colored sorts. We have sold this mixture for several seasons to some of our Chicago cut flower growers. Trade pkt., 25c.; $\frac{1}{4}$ oz., 60c.; oz., \$4.00.

NEW EARLY-FLOWERING GIANT. The new strain produces its giant flowers about four weeks earlier than other types. In March, when the old type pansies hardly show any buds the plants of the new strain bear from three to five of their giant flowers. **Early Flowering Giant White, Yellow, Light Blue, Dark Blue and Mixed.** Trade pkt. (500 seeds), 25c.; $\frac{1}{4}$ oz., 80c.

CHICAGO PARKS BEDDING MIXTURE. This is a mixture made by ourselves from 20 different and distinct varieties of this type. While the flowers of this strain do not grow as large as those of the Giant Pansies they excel them by a much greater number of flowers to a plant. Trade pkt., 15c.; $\frac{1}{4}$ oz., 35c.; oz., \$1.15; $\frac{1}{2}$ lb., \$4.00.

VAUGHAN'S P. P. (Popular Price) MIXTURE. This mixture, like all "Vaughan" mixtures, is made up by ourselves from separate colors and strains of the Giant and Chicago Parks Bedding types and will furnish a large variety of colors with a good proportion of giant flowers. Trade pkt., 20c.; $\frac{1}{4}$ oz., 35c.; oz., \$2.00; 4 ozs., \$7.00.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President;
S. W. Severance, Louisville, Ky., Secretary;
Eugene Davis, Grand Rapids, Mich., Treasurer.

LENEX, MASS.—An instructive lecture on the soy bean by Dr. Yami Kin, a Chinese authority, was a feature of the meeting of the Lenox Garden Club July 29.

A LONG ISLAND trucker is growing 300 acres of Irish Cobbler potatoes, with a yield of 400 bushels to the acre. His auto trucks take 100 barrels to a load (in bushel sacks), the selling price being \$4.25 per barrel of 165 pounds.

BOSTON, MASS.—The community market in Horticultural hall opened July 30, but was a disappointment to more than 1,000 prospective purchasers, as, the home gardeners evidently having a market for their surplus stocks among their neighbors, few applications for space were received.

ACCORDING to the July crop report of the United States department of agriculture the acreage of soy beans for 1918 was 383,000 compared with 524,000 in 1917. Plantings of cow peas were 5,485,000 acres as compared with 7,019,000 last year, while velvet beans show 1,601,000 acres as against 4,686,000 the preceding year.

Prices of Indoor Fruits and Vegetable.

Chicago, August 6.—Cucumbers, 2-dozen box, 50 cents; celery, crate, 35 to 60 cents; head lettuce, 2-dozen, \$1.50 to \$2.00; radishes, per 100 bunches \$3.00; tomatoes, 4 baskets, 35 to 75 cents.

New York, August 5.—Celery (state), per bunch, 15 to 40 cents; cucumbers, 75 cents to \$1.25 per basket; mushrooms \$3.00 to \$5.00 per basket; tomatoes, per pound, 14 to 15 cents; lettuce, per package, 50 cents to \$1.25; radishes, per 100 bunches, 50 cents to \$1.00.

Vegetable Markets.

Reports to the Bureau of Markets, United States department of agriculture, of shipments and jobbing prices for the period July 30-August 5, show decreases in volume of movements, noticeably large in white potatoes and watermelons with prices on both these items tending upward. In onions, Washington and California sacked yellow stock made a gradual advance of 10 to 15 cents, closing firm in markets in the middle west at \$3.10-\$3.40 per 100 pounds. New Jersey yellows advanced to \$2.75 per bushel hamper in New York. Supplies were generally light. Sweet potato shipments are beginning to move earlier than last year. Total shipments were 64 cars. Alabama stock opened well in middle west markets at \$3.00-\$3.25 per bushel. North Carolinas in eastern markets went at \$8.50-\$10 per barrel. New Jersey is supplying the bulk of the carlot movement in tomatoes. Prices dropped 25 to 50 cents in New York under heavy receipts, declining to \$1.50 at the close. Iowa cabbage was fairly steady at \$3.00-\$3.25 per barrel in Kansas City and Pittsburgh. Most northern markets are being supplied by home-grown stock.

Women Successful Farmers.

Charles Lathrop Pack, in charge of the war gardens campaign at Lake-wood, N. J., sent eight farmerettes to Dixville Notch in the spring and the results of their efforts have been so successful that a government representative has been sent to make a report of their work. The young women have one of the best managed farms in the state.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing



Winter Onion Sets

Vaughan's Seed Store
—CHICAGO

Henry Fish Seed Co.

Bean Growers for the
Wholesale Seed Trade

CARPINTERIA, CALIF.

FREESIAS

FISHER'S PURITY, California grown

½ to 5/8 in. Large
5/8 " ¾ " Mammoth
¾ and up Jumbo

CALLAS

Grown in California Sandy Soil
Not overforced Greenhouse Bulbs
1½ to 2 in. White, 1000 per case

LILIIUM GIGANTEUM

and MULTIFLORUM from
Cold Storage New York & Chicago

Write for Prices

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

FREESIA PURITY

¼ inch, good grade,.....per 1000, \$ 7.50
5/8 inch, extra fine bulbs.....per 1000, 13.50
¾ inch and up, mammoth bulbs.....per 1000, 17.00

ST. LOUIS SEED CO., St. Louis, Mo.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

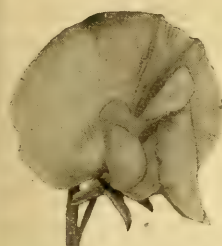
Mangel-Wurzel, Giant Half-Sugar Mangel Wurzel, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

English Catalogue on Application.

ENGLISH CORRESPONDENCE.



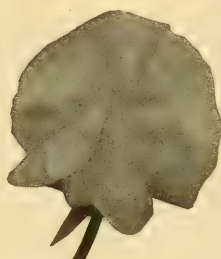
Early Lavender King
Greatly reduced.

Burpee's Sweet Peas

New Winter Flowering Spencers.

The coal problem is one of great concern to the commercial florist, and there appears to be no alternative, except to produce such crops as can be grown with the smallest amount of heat. Sweet Peas can be successfully grown under conditions that would not allow production of other popular flowers.

We recommend to our florist friends that they sow Sweet Peas under glass for a commercial winter crop. Sweet Peas are the logical paying crop for the coming winter. They may be grown with very little heat.



Early Sankey. Greatly reduced.

WHITE

3395 Burpee's Early Sankey. Magnificent white. Black seeded. $\frac{1}{2}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$3.75; lb., \$12.50.

3396 Burpee's Early Snowstorm. The best of the white-seeded, early-flowering Spencers yet introduced. The flowers are of great size and substance, beautifully waved and are borne in great profusion. $\frac{1}{2}$ oz., \$1.00; oz., \$1.75; $\frac{1}{4}$ lb., \$6.00; lb., \$20.00.

CREAM

3381 Burpee's Early Canary Bird. This is a splendid, rich, deep cream or primrose colored self. $\frac{1}{2}$ oz., 75c; $\frac{1}{4}$ oz., \$1.25; oz., \$2.00.

3391 Burpee's Primrose Beauty. An attractive and pleasing shade of deep primrose, flushed with rose. $\frac{1}{2}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$1.50; lb., \$15.00.

LIGHT PINK

3385 Burpee's Early Loveliness. The color is white, the entire flower being suffused soft pink until it reaches the edges, which are distinctly plicated with rose-pink. $\frac{1}{2}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$3.75; lb., \$12.50.

3397 Burpee's Early Sweet Briar. Color a lovely shade of pink throughout, but with a soft salmon or amber suffusion, this being more accentuated in the younger flowers and buds. $\frac{1}{2}$ oz., 75c; $\frac{1}{4}$ lb., \$1.25; oz., \$2.00.

DEEP PINK

3384 Burpee's Early Enchantress. It is a bright rose-pink, becoming deeper toward the edges of standard and wings, gradually softening in tone toward the center of the flower. $\frac{1}{2}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$3.75; lb., \$12.50.

3390 Burpee's Early Pink Beauty. A soft rose-pink on white ground, richer toward the edges, gradually softening in color as it reaches the center of standard and wings. $\frac{1}{2}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$3.75; lb., \$12.50.

ROSE PINK

3383 Burpee's Early Impress. This is a magnificent flower of largest size. A most distinct and glorious shade of bright deep rose-pink. $\frac{1}{2}$ oz., \$1.00; oz., \$1.75; $\frac{1}{4}$ lb., \$6.00; lb., \$20.00.

CREAM PINK

3382 Burpee's Early Daybreak. The color is a pleasing shade of rich rose-pink on cream ground, the color becoming deeper toward the edge of standard and wings. $\frac{1}{2}$ oz., 75c; $\frac{1}{4}$ oz., \$1.25; oz., \$2.00.

3396 Burpee's Early Sunburst. The color is a pleasing shade of rich pink, becoming lighter toward the base of standard and wings. The entire flower is suffused with soft amber and salmon. $\frac{1}{2}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$3.75; lb., \$12.50.

W. ATLEE BURPEE CO., Seed Growers, Philadelphia

CRIMSON and SCARLET

3386 Burpee's Early King. A glowing, rich, bright crimson. $\frac{1}{2}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$3.75; lb., \$12.50.

3394 Burpee's Rosy Morn. The color is a pleasing shade of rose with crimson-scarlet standard, immense flowers. $\frac{1}{2}$ oz., 50c; oz., 85c; $\frac{1}{4}$ lb., \$2.50, lb., \$8.00.

ROSE

3393 Fordhook Rose. This lovely variety is a charming shade of rosy carmine. $\frac{1}{2}$ oz., 50c; oz., 85c; $\frac{1}{4}$ lb., \$2.50; lb., \$8.00.

LAVENDER

3389 Fordhook Pink. A distinct shade of pink suffused with lavender throughout. Under artificial light it is particularly pleasing. $\frac{1}{2}$ oz., 50c; oz., 85c; $\frac{1}{4}$ lb., \$2.50; lb., \$8.00.

3391a Burpee's Early Princess. Color a lovely shade of soft lavender suffused mauve. A color in great demand. The flowers are most attractively fluted or waved. $\frac{1}{2}$ oz., \$1.00; oz., \$1.75; $\frac{1}{4}$ lb., \$6.00; lb., \$20.00.

3399 Burpee's Early Zephyr. Briefly described as a silvery blue self. $\frac{1}{2}$ oz., 75c; $\frac{1}{4}$ oz., \$1.25; oz., \$2.00; $\frac{1}{4}$ lb., \$6.00.

3392 Burpee's Early Lavender King. A first-class lavender has been much wanted in this type, therefore we have great pleasure in offering the new Lavender King. This glorious new variety is a rich, true, deep lavender throughout. $\frac{1}{2}$ oz., \$1.00; oz., \$1.75; $\frac{1}{4}$ lb., \$6.00; lb., \$20.00.

BLUE

3380 Burpee's Early Blue Bird. This is a charming shade of blue. Somewhat similar to Wedgwood. $\frac{1}{2}$ oz., 75c; $\frac{1}{4}$ lb., \$1.25; oz., \$2.00.

MAUVE

3388 Burpee's Early Mauve Beauty. Color a pleasing shade of rosy mauve. Charming under artificial light. $\frac{1}{2}$ oz., 75c; $\frac{1}{4}$ lb., \$1.25; oz., \$2.00.

BICOLOR

3398 Yarrowa. The color is a bright rose-pink with a clear, creamy base. Floradale-grown seed exclusively. Oz., \$0.75; $\frac{1}{4}$ lb., \$2.40; lb., \$8.00.

3387 Fordhook Pink and White. This is the most popular color in early-flowering Sweet Peas. Having a bright, rosy-pink standard with creamy white wings, lightly suffused rose. Oz., \$1.00; $\frac{1}{4}$ lb., \$3.75; lb., \$12.00.

PICOTEE EDGED

3384a Burpee's Early Exquisite. The ground color is a soft shade of primrose, the edge of the standard and wings being beautifully 'picotee'd' with deep rose-pink. A strong, robust grower, the large flowers are freely borne on long stiff stems usually in threes and fours. $\frac{1}{2}$ oz., 75c; $\frac{1}{4}$ oz., \$1.25; oz., \$2.00.

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Rose Pink Enchantress ..	5.00	45.00
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The Nursery Trade

American Association of Nurserymen.

J. R. Maybaw, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

CHICAGO.—William Peterson, of the Peterson Nursery, is spending the summer at Winona Lake, Ind.

ROCHESTER, N. Y.—The tussock moth has again made its appearance in apple orchards in this vicinity.

LOS ANGELES, CALIF.—F. D. Butterfield, well known to the nursery trade in this vicinity, died here July 18.

MACON, GA.—The sixth annual meeting of the Georgia Horticultural Society was held in this city, August 8.

ALBUQUERQUE, N. M.—A "tree planting day" has been suggested when 1,000 business men would each plant a tree on a 200-acre tract available for the purpose.

Roses at Bagatelle.

We have received a report on the new roses sent to the rose gardens, at Bagatelle, near Paris, for trial, and it is satisfactory to learn that both the gold medals have been awarded to roses sent from English-speaking countries—one to Howard & Smith, of Los Angeles, California, for their new variety, Los Angeles, and the other to William Paul & Sons, Ltd., of Waltham Cross, for Paul's Scarlet Climber. Los Angeles is the result of a cross between Lyon rose and Mme. Second Weber. It has the beautiful coloring of Lyon rose, without its capriciousness, flowering all through the season.—London Gardeners' Chronicle.

American Dahlia Society.

A list of special prizes has been announced in Classes A to K inclusive for the exhibition of the American Dahlia Society in conjunction with the Massachusetts Horticultural Society at Horticultural hall, Boston, Mass., September 14-15. The following firms and individuals are among the contributors: Henry F. Michell Co., Philadelphia, Pa.; Penn. The Florist, Boston; Fottler, Fiske, Rawson Co., Boston; Carter's Tested Seeds, Boston; R. Vincent, Jr., & Sons Co., White Marsh, Md.; J. K. Alexander, East Bridgewater, Mass. Special silver and bronze medals are also offered by the American Dahlia Society for the finest general display arranged for effect, any or all types, to occupy a space of 50 square feet. Further information may be obtained by communicating with the secretary of the society, J. R. Lewis, 736 Riverside drive, New York City.

Pomological Station in Brazil.

Vice-Consul Richard P. Momsen reports that the Brazilian government has authorized the establishment of a pomological station in Deodoro. The work of the station will comprise the production of domestic fruit trees and those

foreign types already selected and acclimated, the introduction of new foreign species, the improvement of indigenous fruit trees, the study of insect pests and methods of combating them, the study of better methods of packing and transporting plants and fruits, experiments to determine the most successful methods of conserving fruits and the question of distributing fruit to dealers. The school will be open to students who wish to pursue this branch of agriculture and to farmers who wish to observe practical demonstrations of modern pomological methods.

Aesculus Parviflora.

The last of the horsechestnuts to flower, *Aesculus parviflora*, will soon be in bloom. It is a tall, round-topped, shapely shrub well suited to plant in large masses or as a single specimen. In good soil and when uncrowded by other plants it soon spreads over a large area. A native of the southeastern states, where it is found from South Carolina to Florida and Alabama, this horsechestnut is hardy in New England, and in cultivation at the north grows into a larger and finer plant than in its native wilds. The small white flowers are produced in long, narrow, erect spikes which stand up above the plant and make them conspicuous during the last weeks of July. There is a mass of these plants at the northern base of the wooded hill on the right-hand side of the Meadow Road and in the rear of the horsechestnut group.—Arnold Arboretum Bulletin.

Gold Medal Roses.

The British Horticultural Advertiser describes three gold medal roses shown at the exhibition of the National Rose Society of England, July 4, as follows:

Col. Oswald Fitzgerald, H.T. (Alex. Dickson & Sons, Ltd., Newtownards, I.)—A well-formed flower, almost big enough for exhibition, of a deep glowing crimson; the richest and most brilliant H.T. we have seen. We are inclined to consider this as the novelty of the day.

Golden Ophelia (B. R. Cant & Sons, Colchester).—This combines the perfect form of Ophelia with rich yellow color.

Lamia (W. Easlea, Dancroft Nursery, Leigh-on-Sea).—Rich apricot, the buds tinted red on outer petals; well-shaped bud opening rather single. Not large, but a grand bit of color.

Pax (Rev. J. H. Pemberton, Havering-atte-Bower, Essex).—Creamy-white, neat bud opening almost single. A hybrid from the musk rose and with pleasant musk scent. Pretty, but not to our ideas a gold medal rose.

Poppies in France.

I can recall when summer hazed
The sky, and all seemed in a trance,
How the bright poppies burned and blazed

Across the rolling fields of France.

They made a glory of Champagne,
Wave after wave of harmony;
They spread a cloth of crimson stain
On many a field in Picardy.

Again the poppy blooms are fair
Beneath the summer's haze-hung sky,
But now (O poignant sorrow!) there
Than theirs behold a deeper dye!

—CLINTON SCOLLARD.

Orchids

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	Each	Doz.	100
Albatre. Large, compact. Milk white center edged carmine.....	\$0.40	\$4.00	\$30.00
Carmen Triumphant. Guards and crown pale pink, collar amber-white, fragrant, mid-season.....	.25	2.40	18.00
Charlemagne. Lilac-white with blush center; fragrant, free. Late, extra..	.25	2.40	15.00
Couronne d'Or. Snow-white, yellow reflex, very large. Late; a splendid long distance shipper.....	.30	3.00	20.00
*Duchess de Nemours. (Calot). Sulphur-white with greenish reflex, cup-shaped.....	.25	2.40	15.00
Duke of Wellington. Very large well formed sulphur-white bloom, stems very firm and long; fragrant.....	.25	2.40	18.00
Festiva. (Drop White). Large, full, rose-shaped bloom, creamy white flecked with carmine.....	.35	3.60	25.00
Festiva Maxima. Flowers of immense size, 7 to 8 inches in diameter, snow-white with red blotches on edges of center petals.....	.25	2.40	16.00
Jeanne d'Arc. Soft pink, center sulphur-white and pale pink, very fragrant. Valuable for cut flowers.....	.25	2.40	18.00
La Tulipe. Delicate rose, fading to creamy white tipped with carmine; very large bloom, late.....	.30	3.00	22.00
Madame Breen. Guards rosy-flesh, center creamy white, fading to pure white. Large long stem, fragrant, early.....	.25	2.40	18.00
*Madame de Verneville. Guard petals sulphur-white, center delicate rose, one of the most desirable of the white Peonies for all purposes.....	.25	2.40	14.00
Marie Lemoine. Large, compact, pure white, cream white center, carmine tips. Fragrant.....	.30	3.00	20.00
*Queen Victoria. White, center petals tipped carmine, large, full bloom; one of the best cut flower sorts, early	.20	1.80	12.00

LIGHT AND DARK PINK AND ROSE.

*Alexander Dumas. Light violet-rose, of medium size. A creamy white collar of narrow petals mingled with the white outer petals. A fine cut flower variety and a good producer. Early.....	.30	3.00	20.00
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LIGHT AND DARK PINK AND ROSE—Cont'd.

*Eugenie Verdier. Delicate flesh pink, very tall, free and very beautiful. Midseason.....	\$0.30	\$3.00	\$20.00
Faust. Delicate flesh with a dark center. Midseason.....	.25	2.40	15.00
*Kohinoor. Shell pink, very free, splendid cut flower sort. Midseason.....	.25	2.40	15.00
Madame Forel. Immense, compact, ball-shaped bloom. Clear deep rose. Strong stems, very fragrant. Late..	.35	3.60	25.00
*Marguerite Gerard. Large, compact, semi-rose developing into a crown with stamens. Very pale hydrangea pink, fading to nearly white, central petals flecked dark carmine. Late..	.60	6.00	40.00
*M. Jules Elie. Very large globular flowers with broad imbricated petals, glossy pink, silver reflex. Fragrant	.60	6.00	40.00
*Souv. de G. Calot. Large satiny bloom, pink; splendid cut flower.....	.25	2.40	18.00
Souv. de L'Exp. Universelle. Brilliant rose. One of the finest.....	.30	3.60	20.00

RED AND CRIMSON.

*Felix Crousse. One of the best red sorts, large double ball-shaped flowers. Free bloomer.....	.40	4.00	30.00
Gloire de Douai. Immense, glowing, deep crimson.....	.30	3.00	20.00
*La Grange. Very desirable on account of its striking red color, heavy stem, and large double flowers.....	.35	3.60	25.00
Louis van Houtte. Deep carmine-rose tipped silver, with fiery reflex. Semi-rose type. Fragrant.....	.25	2.40	15.00
M. Martin Cahuzac. Medium sized, globular, semi-rose type. Dark purple garnet with black reflex. The darkest peony known. Strong, vigorous grower. Free bloomer. Mid-season.....	2.25		
M. Krelage. Large compact, dark sofferino red with silvery tips; strong, upright, free bloomer.....	.35	3.60	25.00
*Officialis Rubra Plena. This is the old fashioned red; the most brilliant of all reds.....	.25	2.40	15.00

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Double White, Pink and Red.....	\$1.50
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Ferns, Crotomium Falcatum, 2 1/2-in., \$3.50 per 100, \$30.00 per 1,000; Aspidium, 2 1/2-in., \$3.00 per 100; Bird's Nest Fern, 2 1/2-in., \$3.00 per 100; 3-in., \$15.00 per 100. The Storrs & Harrison Co., Painesville, O.

Ferns. Boston, pot grown, 5-in., \$3.00; 6-in., \$6; 7-in., \$9; 8-in., \$12; 9-in., \$15 per dozen. The George Wittbold Co., 737-739 Buckingham Place, Chicago.

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FREESIAS. Improved Purity. Jumbo 3/4 to 1-inch, per 1,000, \$17.00; extra size, 3/4 to 1-inch, per 1,000, \$12.00; 1/2 to 3/4-inch, per 1,000, \$7.50; 1/2-inch, plump, per 1,000, \$5.50; 3/4 to 1-inch, per 1,000, \$4.00. Write for samples. VAUGHAN'S SEED STORE, Chicago and New York.

Freesias. Fisher's Purity. California grown. 1/2-in. to 5/8-in., large; 5/8-in. to 3/4-in., medium; 3/4-in. and up, jumbo. Write for prices. McHutchison & Co., 95 Chambers St., New York.

Freesia Purity. 1/2-in., good grade, \$7.50 per 1,000; 5/8-in., extra fine, \$13.50 per 1,000; 3/4-in. and up, \$17.00 per 1,000. St. Louis Seed Co., St. Louis, Mo.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

FREESIAS.

Freesia Purity, mammoth size, also $\frac{1}{2}$ -in. and up; refracta alba, $\frac{1}{2}$ -in. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Freesia bulbs. For sizes and prices, see advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

GENISTAS.

Genista, 5-in. special stock, well trimmed and heavy, \$30.00 per 100. The Storrs & Harrison Co., Painesville, O.

GERANIUMS.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Poitevine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums, Ricard and Poitevine, 2-in., \$3.00 per 100; 3-in., \$4.00 per 100. GEORGE C. DREW, Hyannis, Mass.

HYDRANGEAS.

Hydrangea, French type: Hamar Vibrage, Chautard and E. Mouliere, 5-in., 3 to 4 branches, \$30.00 per 100. 4-in., 2 to 3 branches, \$20.00 per 100. Heavy field grown for tubs, 7 to 10 branches, \$40.00 per 100. The Storrs & Harrison Co., Painesville, O.

HYDRANGEAS, French varieties, $\frac{2\frac{1}{2}}$ -inch, \$4.00 per 100; 5-inch, \$20.00 per 100; Otakea, 5-inch, \$25.00 per 100. Ernest Rober, Wilmette, Ill.

GREENS.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Alabama.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

IVIES.

English Ivy, hardy 2-in., \$2.50 per 100. GEORGE C. DREW, Hyannis, Mass.

LANTANAS.

Lantanas, mixed varieties; pink, yellow, and red, 2-inch, strong plants, \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

MYOSOTIS

MYOSOTIS. The earliest and finest winter-blooming Forget-me-not. Grow along the carnation benches. $\frac{2\frac{1}{2}}$ -in. plants, \$3.50 per 100, \$30.00 per 1,000. FRED H. LEMON & CO., Richmond, Ind.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

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Palms. Latania Borbonica, 4-in., 18-in. high, 1 to 2 leaves, \$2.00 per dozen, \$15.00 per 100. The George Wittbold Co., 737-739 Buckingham Place, Chicago.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

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Pandanus Veitchii, nicely variegated, large specimens only, at \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

PANDANUS VEITCHII, fine plants, well colored, \$1.00, \$1.50, \$2.00 and \$3.00 each. HENRY SMITH, Grand Rapids, Mich.

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Peonies. 30 acres. Can supply your wants. Write for Catalogue. Gilbert H. Wild, Sarcocix, Mo.

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POINSETTIAS, 4-inch stock plants, \$12.00 per 100; 3-inch, \$8.00 per 100; $\frac{2\frac{1}{2}}$ -inch cuttings, \$6.00 per 100. \$50.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

Poinsettias, $\frac{2\frac{1}{2}}$ -in., \$6.50 per 100, \$60.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

PRIMULAS.

PRIMULA MALACOIDES ROSEA, Fine plants from $\frac{2\frac{1}{2}}$ -in. pots, August and September. \$3.50 per 100. \$30.00 per 1,000. FRED H. LEMON & CO., Richmond, Ind.

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Primula Obconica, $\frac{2\frac{1}{2}}$ -inch, \$5.00 per 100, \$45.00 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

ROSES.**EXTRA FINE $\frac{2\frac{1}{2}}$ -INCH ROSE PLANTS.**

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White Killarney	4.00	35.00
Sunburst	4.00	45.00
George Elgar	4.00	

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L. D. Phone, Randolph 2081.

Roses. Own root, $\frac{2\frac{1}{2}}$ -in. for benching. Aaron Ward, Opheila, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. Milady and Richmond, \$7.00 per 100, \$65 per 1,000. $\frac{3\frac{1}{2}}$ -in. stock, \$35 per 1,000 additional. Foehlmann Bros. Co., Morton Grove, Ill.

ROSE PLANTS, own roots, good strong planting stock. Pink and White Killarney, Maryland, Kaiserin, Richmond, Mock and Sunburst, \$4.00 per 100; 4-in., \$8.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Roses. Winter-flowering. For varieties and prices, see advertisement on front cover page of this issue. F. E. Pierson, Tarrytown, N. Y.

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SEEDS.**ASPARAGUS PLUMOSUS NANUS SEED.**

New crop. California lathhouse-grown, now ready:

Per 1,000 seeds.....\$1.50

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ASPARAGUS ELONGATUS SEED.

Per 1,000 seeds.....\$5.00

Write for prices by the pound.

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Seed. New early-flowering or winter-blooming Giant Pansies; Winter Sun, Ice King, Celestial, Queen, Charm of March, and mixed. 500 seeds, 25c; 1,000 seeds, 40c; $\frac{1}{2}$ oz., \$1.10, $\frac{1}{4}$ oz., \$2; oz., \$7.50. Chas. Frost, Kenilworth, N. J.

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Seeds. For summer sowing. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, wine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

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Seeds, growers for the trade: Beans, peas, sweet corn, onions, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

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Seeds. Kentia Belmoreana and Forsteriana. New crop just arrived. Write for prices. Hutchinson & Co., 95 Chambers St., New York.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seed. Michell's Pansy. For varieties and prices see advertisement elsewhere in this issue. Henry F. Michell Co., 618 Market St., Philadelphia, Pa.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

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SEEDS.

Seeds. Flower and vegetables. Renowned specialties. Sale to seed merchants only. JOS. PAQUET, seed grower. Nice, France.

Seeds; specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Specialties in onion, carrot, beet, radish and parsnip. R. C. McGill & Co., San Francisco, Calif.

Seeds. Vegetable, flower and forage. Simon Louis Preves & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds. Flower, vegetable and farm. Wholesale only. Kelway's, Loughport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

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Smilax, 2½-in., \$3.00 per 100. GEORGE C. DREW, Hyannis, Mass.

SNAPDRAGONS.

Snappdragon Netrose, silver pink, 2½-in., \$4.00 per 100. George C. Drew, Hyannis, Mass.

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Solanums. New dwarf Cleveland and Orange Queen, ready now for growing on. 3-in., \$10.00 per 100; 4-in., \$15.00 per 100. Carl Hagenburger, West Mentor, O.

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Sphagnum moss and green sheet moss. For florists and nurserymen. For spot shipment or contract. Write us. Vaughan's Seed Store, Chicago and New York.

STEVIA.

Stevia, double, 2½-in., \$3.50 per 100. GEORGE C. DREW, Hyannis, Mass.

SWAINSONA.

SWAINSONA, 4-in. pots, strong plants, \$15.00 per 100. HENRY SMITH, Grand Rapids, Mich.

VEGETABLE PLANTS.

CELERY PLANTS. Golden Self-Blanching (French strain); Giant Pascal; also The Grand, new, easy blanching, which is easy to grow; the plants, ready for the field, \$2.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Cabbage, celery and parsley plants, field grown, 50c per 100, \$3 per 1,000, prepaid; \$2.00 per 1,000, not prepaid. M. PATTINGTON, Sciortville, N. Y.

VINCAS.

Vinca variegated, 2½-in., \$3.00 per 100; 3½-in., \$7.50 per 100. GEORGE C. DREW, Hyannis, Mass.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmunge Window Glass Co., Okmunge, Okla.

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Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Radelin Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

One-piece flower boxes, 24x4x3 in., \$2.00 per 100. The John Henry Co., Lansing, Mich.

Refrigerators. Write for catalogue. Buchbinder Bros., 618 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastics for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2540 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Neponset flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2814-2822 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

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Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

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SUPERIOR CARNATION STAPLES.
Mead rose split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3.00 for \$1, postage paid.

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284 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3.00 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 85c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, \$1.25; per 500, \$5.35; \$9.00 per 1,000. Pipe stems, 4 to 6 feet, per 100, 85c; per 1,000, \$5.50. VAUGHAN'S SEED STORE, Chicago.

Bamboo cane stakes. 6 ft., \$21 per bale, 6-9 ft., \$7 per bale; 9-12 ft., \$8.50 per bale. McHutchison & Co., 95 Chambers St., New York.

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Mfrs of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

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Berger Bros., Philadelphia, Pa.
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Budlong, J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Erne & Company, Chicago.
Fezy, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Goldstein & Futterman, New York.
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Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hents & Nash, Inc., New York.
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Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
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Kennelott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Kyle & Foerster, Chicago.
Mackie, William, New York.

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The American Florist Company's

Trade Directory

FOR 1918

Contains 529 Pages.

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THE AMERICAN FLORIST COMPANY'S Trade Directory for 1918, fully revised to date, with thousands of new names and changes of address, is now ready for distribution. It contains 529 pages, including extensive lists of the Florists, Seedsmen and Nurserymen of the United States, Canada, Central and South America arranged both by states and towns and all names alphabetically. Also lists of Foreign Merchants, Firms Which Issue Catalogues, Horticultural Supply Concerns, Parks, Cemeteries, Landscape Architects, Experiment Station Horticulturists, Botanical Gardens, Seed Growers, and much other conveniently indexed and invaluable trade information.

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440 S. Dearborn St., CHICAGO

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Meconl, Paul, New York.
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Philadelphia Wholesale Florists' Exchange.
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Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
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Stebrecht, Geo. C., New York.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
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Witthold, Geo., Co., Chicago.
Zech & Mann, Chicago.

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Telephone or Telegraph At Our Expense.
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WORKO Wooden Soled Shoes

The commonsense shoe to wear where floor or ground is damp or heavy work-shoes are necessary. Waterproof, shaped-to-foot wooden sole and flexible leather uppers mean dry, comfortable feet all day long.

FLORISTS WEAR THEM

and say they have no equal. Economical too. Cost less and outwear two or three pairs of leather shoes. All sizes. Shoes \$2.50; slippers, \$1.85, postpaid. Return if not satisfied. Write today for folder or send size and we will ship direct.

THE WORKO MFG. COMPANY,
Dept. 208, RACINE, WISCONSIN

REED & KELLER, 122 W. 25th St., NEW YORK. FLORISTS' SUPPLIES

We manufacture all our

Metal Designs, Baskets, Wire Work and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

Mention the American Florist when writing.

Rochester, N. Y.

JULY CLOSES SATISFACTORILY.

Business was brisk during the last half of July, in spite of the fact that the weather was very warm. Weddings occur frequently, although they are simple affairs and the call is for limited decorations and bridal bouquets. Glad-toll are now being received in great quantities and find favor with flower buyers as well as being used to quite an extent in designs. Asters have also arrived and are of good quality for so early in the season. Roses are scarce and the quality is becoming poorer daily, due to the warm weather. Carnations are small and inferior. Garden flowers are still being offered.

NOTES.

A garden exhibit will be one of the special features of the industrial exhibition to be held in this city in September. Entries have already been announced by a number of local florists.

Nicholas Collatos arranged a very attractive patriotic window last week, featuring miniature airplanes and army tanks. Baskets of flowers made a striking background.

Arthur Newborn is disposing of some of his surplus stock of superfine gypsophila. Quantities of this flower were destroyed by the recent storms in this vicinity.

J. B. Kellers' Sons have been busy with funeral work, with orders for many pieces for the Hart funeral.

J. C. Murphy, 299 Plymouth street, has given up his store and will enter one of the camps as a mechanic.

Miss Lillian Wheeler is spending her vacation at Lake Canandaigua.

E. C. Armbrust has returned from Lake Canandaigua.

Visitors: James Bates, Oakfield, N. Y.; Milton Selinka, New York.

CHESTER.

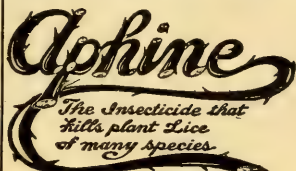
DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100	No.	Diam.	Ea.	Doz.	100
10	20 in.	\$3.25	\$37.50	\$287.50	50	12 in.	\$1.50	\$15.00	\$110.00
20	18 in.	2.75	33.00	237.50	60	10 in.	0.95	10.50	77.50
30	16 in.	2.25	26.00	195.00	70	8 in.	0.75	8.25	62.50
40	14 in.	1.90	22.00	168.75					

The Riverton Tub is sold exclusively by us, and is the best ever introduced.



Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, 714-716 Chestnut St., Philadelphia, Pa.



The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale. Gallon, \$2.50
Quart, \$1.00

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables. Gallon, \$3.50
Quart, \$1.00

VERMINE.

For ear worms, angle worms and other worms working in the soil. Gallon, \$3.00
Quart, \$1.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADEIRA, N. J.

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Light, Serviceable, Waterproof

PAPER POTS

Waterproof, Don't Break, Cost Little. Shippers may use them and save their customers many dollars in express charges.

It will pay you to use these. Earthen Pots Scarce, FREIGHTS SOLO.



VAUGHAN'S SEED STORE, Agents, Chicago and New York

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Azalea Pots, Hanging
Baskets, Lawn Vases,
Urns, Etc.

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Refined Clays—Skilled Labor.

The Peters & Reed Pottery Co.,

SO. ZANESVILLE, OHIO.

"Moss Astec" Ware

WM. M. WARRIN,

16 W. 23rd St., New York.

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By Elmer D. Smith



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Vol. LI.

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Treasurer.

The thirty-fourth annual convention will be
held at St. Louis, Mo., August 20-22, 1918.

Who Plants A Tree.

Who plants a tree
Plants not what is, but is to be—
A hope, a thought for future years,
A prayer, a dream of higher things
That rise from out our doubts and fears,
As seed or acorn from the cold
And dungeon darkness of the mould
To light upsprings.

Who plants a tree
Blesses earth's children yet to be.
Toilers shall rest beneath its shade,
The dreamers dream of golden hours,
And frolic youth and winsome maid
Shall bless the shadow that it gives;
So, happy birds among its leaves,
And lowly flowers.

Who plants a tree
Plants aspiration heavenly:
Youth, with eternal upward glance,
And vigor, counting not the toil
That raises life 'bove circumstance;
Plants resolution absolute,
And home-bred courage striking root
In native soil.

Who plants a tree
Plants beauty where all eyes may see,
In mirror of her loveliness,
How Nature fashions beauteous forms
Through sunny charms and darksome stress—
A parable of human life
That grows to excellence through strife
Of beating storms.—Robert H. Adams in
Youth's Companion.

Chicagoans Discuss Wholesaling.

Interesting Views Presented at Meeting of Chicago Florists' Club.

At the regular meeting of the florists' club, at Karthausers' grove, August 8, the feature of the evening was a discussion of conditions at present affecting the growers, wholesalers and retailers in the Chicago district and the relations existing between these branches of the trade. There was a spirited discussion entered into by a number of prominent wholesalers, their views being presented, in part, as follows:

From Wholesaler's Standpoint.

By John Michelsen, of E. C. Amling Co.

We have seen the Chicago flower market progress from day to day and season to season. There are some things we can all be proud of, but there is still plenty of room for improvement along all lines, especially under the present conditions.

First of all, we must look after our supply of stock; this means the man who really is the foundation of our business, namely, the grower. Without him and his welfare looked after, all our efforts are lost, so he is consequently the most important. You can only obtain a price for his stock by asking for it. We should impress upon him to keep a complete record of his production and receipts so he can be able to tell, from time to time, when to market his crops to the best advantage; also, what varieties of stock to plant, in order to meet the demand. He must also produce the best quality possible, and if he can do this, he is bound to benefit by it, as the demand for quality is always there. There is in spite of this, at times, an oversupply, and when this occurs he will lose money if his stock is not the best. The best grower never loses in proportion to the one who grows undesirable stock. This much for our supply.

Now, how about the wholesaler who condemns the poor stock, and the retailer who comes to his store or calls up on the phone and is promised the world with a fence around it and sometimes only gets the fence? Do we always size up our supply correctly?

This is a vital point from a selling standpoint. Do not try to fool the buyer, as this hurts your demand very much and makes sales on the wrong line of stock. Get your customer to push the varieties of stock you know you can supply. This will make money for the customer as well as the grower.

Let us try to equalize the demand so all the stock will sell at a good price. No grower has ever lost anything on a high market, so why worry about the items short on the market, but rather worry about the heavy cuts that we cannot get away from? Induce quality that you generally find goes with the large cuts. We should always impress on the retail florist that he cannot run a flower store without flowers, and that he loses money as well as a customer, when his competitor fills the order. His argument that he cannot afford to carry stock is not a good one, for his percentage of the profits should be so based, and he must also charge more money to cover the increased cost of operating.

We should not handle stocks from surplus shippers, who as a rule, are our competitors on the shipping trade. In so doing we do two things—help to load up the market and prevent the regular shipper from getting what belongs to him, and lower the prices in general. Growers who do not ship entire cuts to one house, keep us in the dark. You can only judge your supply by the daily cuts, and when you know that you have received all the stock there has been cut from any one place from day to day, this is the only competition necessary without let-

ting a grower make competition on his own stock in the same market.

We can do more shipping business if we do our business better than the florists in other cities, not by selling cheaper, but by delivering better stock and in good condition. Many good retailers are up against unfair competition, due to our lack of collecting our money promptly from his competitor, who uses our money in furthering his business, while the other one pays promptly.

The whole sum and substance of our business is that we need more real business and many other ways of doing things omitted. Do justice to your grower by trying to get the best prices possible to enable him to produce at a higher cost. He pays his commission, or his selling expenses, by operating his wholesale house. Do justice to the retailer by keeping down unfair competition. With this in the minds of all wholesalers, we can overcome the present as well as the future conditions.

Increased Cost of Growing.

Abstract of a paper by Otto W. Frese, manager cut flower department, Poehlmann Bros. Co.

About 35 years ago, I marketed for J. C. Vaughan, the first flowers sold on the Chicago market on a commission basis, the consignment consisting of a market basket of carnations, sweet alyssums and other garden varieties from a small town in Illinois. The entire lot was taken by one State street florist and other shipments followed. It was then that the commission charge of 15 per cent was established, and this rate, based at that time on the comparatively small cost of handling has remained unchanged, despite increasing costs of labor, rent, fuel, boxes, etc., until the present day. But with practically everything that enters into the business advanced from 100 to 200 per cent, it is impossible that the same margin of profit can be maintained, and in my opinion, the wholesaler should receive at least 25 per cent under existing conditions. This can be done by classifying growers according to the variety and grade of the stock they ship, creating a scale to apply to the different classes. If it were not for the sale of green and other supplies the wholesalers would find themselves running behind on the present basis. There should also be an exception to stock from outside markets when such comes in competition with local production to the extent of glutting the market and lowering prices.

A large number of the growers are under the impression that they do not get full returns. It is my opinion, however that the producer gets every penny—and sometimes more. The trouble is some growers have very little confidence in the wholesaler as shown by their changing from one to another, becoming known as "switchers" and their stock naturally is not handled to the best advantage. I do not believe, however, that this feeling exists in the mind of the intelligent and competent grower, and the sooner the undesirables are forced out, or place more confidence in the wholesalers, the better it will be for all concerned and for themselves in particular. The greatest cause of dissatisfaction is the price that stock is sold for and the question of raising prices on all good marketable stock should be worthy of earnest consideration.

Of course, in so doing, there would be the protests of the retailers, claiming it would be impossible to make sales at higher prices. This is natural as the retailer aims to buy and also sell as cheap as he can, but then if the price was raised uniformly, the retailer would have to charge more and he could get better returns. Cut flowers have not increased in years, selling at the same prices, despite increased cost of production, but there must be a change if the growers are to stay in business. Flowers are as essential as a great many other commodities. An increased wholesale cost would naturally result in higher selling prices and in retail sales this additional expense must not be lost sight of.



David Lloyd George and the Flower Girl.

The argument has been advanced that growers should set the prices at which their goods should be sold. This would, however, be poor policy, as they are not in daily touch with market conditions. Sales, therefore, must be left entirely in the hands of the wholesaler, and he should at all times have the grower's interests in mind and strive to maintain prices. A great deal of favoritism is often shown and too much good stock is unnecessarily jobbed off.

We are gradually advancing along different lines and are now doing things that were formerly thought impossible, and they are working out satisfactorily to everyone concerned. The public is paying higher prices for everything and naturally expect to pay more for flowers. It is not reasonable that they should be sold for the same price as heretofore. The grower must receive more for his product, and if he does not receive co-operation at the hands of the retailer, the situation will be far reaching and confronted with a shortage of stock, the retailer will have to pay higher prices than he ever dreamed of. Stiffen up your backbone, Retailers. When you approach a customer and ask him \$3 for roses that formerly sold for \$1.50 or \$2, he will pay. He knows why you ask more.

Profitable Prices for Grower.

By Paul Kilgusorn, manager of Chicago Flower Growers' Association.

This is a subject which needs no introduction, as it has been discussed more or less thoroughly since the inception of the florist business. However, up to the present time, it has not turned out to be a 100 per cent proposition from the grower's viewpoint.

The following suggestions are submitted for general consideration:

First—The production of a good average quality of flowers. We all know that some growers produce much finer quality than others, and consequently, should receive better returns for the stock sent to the market. Poor stock is unprofitable at all times for the grower and the middle man who handles the goods to sell to the retail trade.

Second—Get the proper market value for the stock. This would be easy of accomplishment if the wholesaler and salesman were more thoroughly posted on the original cost of the stock, the grower's overhead expense, and the prevailing market conditions. Such knowledge is essential to insure the grower a fair profit on his investment and labor. The average retail buyer aims to secure his stock as cheaply as possible, after accomplishing his purpose by setting his own price, and in a good many instances overruling that of the salesman. A more general knowledge among salesmen of the grower's problem, would lead to better judgment in selling, in compromising, and in holding the price in accordance with market conditions.

It is well for the retailer to stop and consider, that unless the grower realizes a profitable return for his flowers, he may discontinue growing them, and perhaps turn his attentions to the production of vegetables. Such has been the case in many instances within the past year, and furthermore of the same would not be conducive to the trade in general.

What will the retailers do if this should occur? Is it not well to weigh this problem carefully, and stop the tendency to hammer down prices to the point while the retailer realizes an abnormal profit, and the producer suffers a loss? Never overlook the fact that one needs the other, and that neither should have all the profit. It should be fairly divided.

Wholesale House of Future.

Abstract of paper by J. E. Pollworth of Kenilcott Bros. Co.

Modern business is always aggressive. To spend intelligently in accordance to the needs of the business is conservation. Let us introduce commercial ideas and practices found in other lines of activity. Some wholesalers have shown this spirit of aggressiveness where others fail to keep abreast of the times—standing still or losing ground. The cost of wholesaling has advanced steadily toward the 15 per cent commission allowance. To hold down the cost of doing a wholesale business, is to do more business. No reduction of cost or expense can be expected, and it is for that reason that some effective and practical plans be devised to "get the money" for the grower—that's getting it for us and for the retailer, who must see the grower prosperous in order to have the producer raise the stock for him to do business with.

Wholesale houses in the past could start with a little capital to do a 100 per cent business on a 15 per cent basis. The wholesale market is conducted any way any individual house may see fit to carry on its business.



SOME MEMBERS OF THE ST. LOUIS TRADE.

John Moritz, Superintendent of Forest Park Greenhouses is seen in the Above Illustration Holding the Silver Cup Presented to Him at the August Meeting of the St. Louis Florists' Club, in Appreciation of His Good Work in Connection With the 1917 Spring Flower Show in That City. To His Right is John Young, Secretary of the Society of American Florists, at His Left, L. Jules Bourdet, Vice-President of the Same Organization. The Others in the Group are St. Louis "Live Wires".

A wholesale commission house should have its limitations. It should not accept consignments of "indoor and outdoor" stock, except from such growers whose specialty is to commercially produce for the wholesale market. The wholesale grower and the wholesale cut flower commission business should omit selling direct to the consumer—otherwise known as the "Red Violet Business."

Growers consigning to any one house should organize and hold regular meetings to take up matters of interest to consignee and consignor, thereby promoting the welfare of both. License the commission firms and bond them for the proper conduct of their business—particularly for the benefit of the consignor and the prestige such supervision will carry to the distant buyer. Stop questionable methods of soliciting consignors.

Increased overhead cuts closer into the 15 per cent allowance of the consignor. Long credits will have to be discontinued. Each credit extended by a wholesaler uses that much more of the capital. No retailer has a justifiable reason to expect to use a wholesaler's capital to carry on his business. It takes from eight to twelve per cent for a wholesaler to do business. If collections are not within a fixed basis of income, additional money of the wholesaler must be supplied. The expense of selling has increased without increase of commission income.

Chicago is a natural "dumping ground" for cut flowers coming in from all parts of the country. While we are obliged to accept them when express charges are paid or guaranteed, it is our privilege to charge 20 per cent from transient shippers. Retail dealers are attracted to this market only as we have the goods to advertise. The wholesale grower and the commission wholesaler have done very little to create a demand for flowers with

the consuming public. So long as the commission wholesaler exercises no control over his consignors to bring about better conditions of marketing, so long will we stay as we are. The grower who co-ordinates his greenhouses with the commission wholesaler, broadens the responsibilities of such wholesaler, each co-operating with the other, yet each retaining the individuality.

The grower should take into consideration with his wholesalers the possibilities of the products he wants to grow—that the same are "good sellers." Growers should endeavor to produce dependable, acceptable products to satisfy the retailer. Getting stock into the wholesale market in the best of condition is worth all it costs to the grower in entitling him to the highest prices with the least amount of trouble and effort in the handling of it by the wholesaler. All stock should be bunched and graded to run uniform in quality. Wherever practical, it is advisable that the stock show some mark of identity of the shipper, since such stock when known to the buyer creates a demand for itself with consequent higher prices.

Only in mobilizing the resources of the Chicago market can we hope to obtain such regulation as will best serve the needs of the grower towards higher prices. Make buying in this market so inviting and prove up the strength of our "productive power." Let us make it easier for city retailer and distant buyer to buy cut flowers from this market because it is cheaper to get them from the Chicago market than it is for the retailer to grow them for himself.

Fewer wholesale houses and better ones, each big enough to do things as they ought to be done, will aid towards equalizing the prices to serve the retailer and provide a guarantee of prices to "keep up" the earnings of the grower.

Growers, large and small, with the retailer, bring about an understanding on the different phases of this market. Harmony will prevail among all classes of the trade. That is the wish of the "wholesale house of the future." The better understanding toward each individual member brings about unlimited possibilities to do good. Uniformity, standardization with a constant alertness towards progressiveness will make the cut flower industry of greater influence in the business world.

Controlling Surplus Stocks.

By C. L. Washburn, of Bassett & Washburn.

The surplus of flowers, or gluts of flowers, can be partially controlled by the grower in the following manner:

The excessive supply of roses is largely caused by heat waves. The United States weather bureau issues a daily bulletin and weather map, which shows from 24 to 48 hours in advance the various changes of temperature that will occur. These predictions have been proven correct in such a large percentage that they can be depended upon as correct. If the growers will watch these maps and predictions, they can end the surplus supply of roses by disabbing the short and medium stems and reduce the excessive supply during the warm weather, and in that manner let the shipments be more equal to the demand.

The flower market is very largely a weather market. The cold waves cause a shortage, and the warm waves a surplus. As these weather maps are issued free, it is very important that the florist should get this valuable information and they can save a good deal of money by guiding themselves by these weather predictions. The supply of bulbous stock is hard to regulate, except by planting in rotation.

The supply of carnations is also an item that is hard to regulate. However, with both carnations and bulbous

stock, by throwing away the poor qualities, a much better price can be realized from the improved quality of stock to warrant the loss of the poorer grades. Stock grown outdoors such as gladioli, asters, etc., are very hard to control.

There are certain sources that will buy flowers, provided the price is low enough, but whether these sources of disposal are advantageous to the market is hard to say, as frequently they come in direct competition with regular customers, and cause the regular customers considerable loss.

The main thing for the growers to do is to watch the weather reports and try to guide their production by the predictions which are given out in these reports.

General Trade Suggestions.

By Miss O. A. Tonner, of O. A. & L. A. Tonner.

It seems fitting at a meeting of this kind to mention a few things that have often been discussed, but no action ever taken. There is a necessity for improvement in all three divisions of the trade, but we cannot expect co-operation or protection unless we stand for sound principles in each individual division.

Our biggest problem is to get a larger average price for the grower, but our attention, in this line, should be turned decidedly to the times when their heavy cuts come in; for at these times their stock is wasted. Flowers ought never to be sold so cheap, that the public, for the time being, turn their thoughts to something more favored than flowers.

Overstocking the larger wholesale houses ought to be considered. It is true, they are the first to send prices up, but they are also first in causing them suddenly to drop below normal, when their surplus in some lines, is found wanting for a market. We are depending on a retail trade to consume our stock; we should therefore protect them from that unfair competition, which does destroy their buying power—sometimes for a week or more—and this has its detrimental effect on our general market as well.

Can we look forward to a time when the surplus is handled in ways more profitable for all, through a local board whose duty it would be to promote ways and means of distributing the surplus, and keep a more normal market?

An active committee, made up of and supported by all three divisions of the trade, undoubtedly could produce favorable results that now seem farsighted.

Higher Prices for Flowers.

Abstract of a paper by A. T. Pyfer, of A. T. Pyfer & Co.

There is no line of business suffering today as much as the flower business on account of low figures obtained for the product, and unless prices are advanced immediately, we will find many growers out of business before the end of another year. Many have already closed all or part of their houses, are devoting them to vegetables, or planning to close them for the winter. Therefore, this decrease in supply, and a normal demand, will have a tendency to increase prices as the business is dependent almost entirely on supply and demand. We might say, entirely dependent, since we lack organization and strict co-operation among the wholesalers and growers, and so long as a grower will be satisfied to get a lump sum at the end of the week, regardless of how

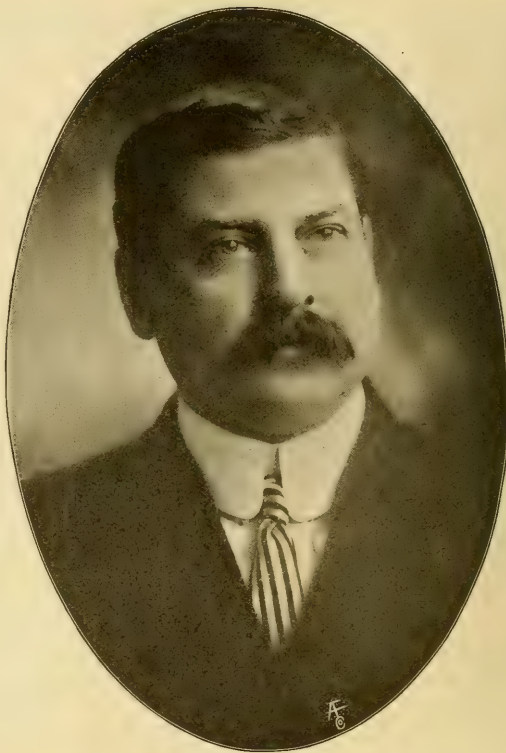
much stock is sold, or at what price, these conditions will exist.

The grower is the one who is losing the largest amount of money these days. Everything he uses in producing flowers has advanced, and he is paying the price, because whatever he buys is controlled by organizations who know the cost of production and charge accordingly. The grower can keep a record, and can know these things, and know all he wants to know, but he forgets the most important thing of all—system. It is just as important to have a bookkeeper in your greenhouses, no matter how small your place, as it is to have expert knowledge of how to produce good flowers. Let the grower keep a record of his costs and demand an accurate and detailed report from his commission man, and you will have taken the first important step toward getting what we must have in order to keep the flower business in existence—higher prices. Therefore you must employ someone, or take time each day, at least, to make a debit and credit entry in a ledger as regularly as you would water and cut your stock. Show the wholesaler what it is costing you to produce the stock and demand higher prices.

The wholesalers lack all knowledge of cost of production in most cases, and are unorganized and do not co-operate with each other, each doing all he can to undersell his competitors. During the month of July most growers have obtained better average

prices for the month than they did last year, and yet they do not know if they have received cost or not, nor has the wholesaler obtained the highest price possible, as many times during the month there was a vast difference in prices on the same kind of stock. Let the grower distribute his stock to as many houses as he thinks best, so that no one house will be overloaded and by several houses handling his stock, he can have a daily report of all stock sold and on hand and distribute his stock accordingly. Even in a glut the grower gets a better average and more stock is sold than when unloaded in one house and slaughtered, disregarding prices or cost of production.

What kind of co-operation is there, or will there be, with the wholesaler and retailer? Here, too, there is lack of co-operation and a tendency to put prices down and sell to department stores in order to move the surplus or glut, "thus killing the market for several days for the retailer, who must in a way, meet department store prices, or at least be told about the low prices down town by many customers each day." The retailer wants higher prices and standard or uniform prices to all, and co-operation in selling wholesale only; also to have the retailers buy everything from the wholesaler and get organized and overcome these underselling competitors.



CHARLES H. TOTTY, MADISON, N. J.

President Society of American Florists.



L. JULES BOURDET, ST. LOUIS, MO.
Vice-President Society of American Florists.

PLANT NOTES.

Sweet Peas.

To have sweet peas in bloom by Christmas the seed should be sown by September 1. If it is intended to grow them to follow some crop that is now in the beds they can be sown in pots, but if the beds are now ready it is better to sow them in the beds themselves. The growers of large quantities have the rows running lengthwise of the houses, two rows in each four-foot bed, one on each side, with a path in the center, but they can also be grown in rows running across the beds, the rows being about three feet apart. This distance will be found necessary or the plants will get twined together, making a bad snarl of the vines. In sowing the seed in pots, place five or six seed in a four-inch pot, and in sowing in drills in the bench, plant the seeds about an inch apart. It is very easy to thin them out if they come up too thick, and one good strong plant to a pot and about eight inches apart in the row is about what should be left to grow on. It is often difficult to get good germination during the hot weather, therefore it is well to plant enough seed. Many growers have trouble with the seed rotting and also the plants damping off after they have grown to quite a height. They must

be watered very sparingly until they begin to climb on the strings. The white seeded varieties are often very difficult to start; a good way which we have found very successful is to sow the seed in the drills on top of the soil, throwing a little sphagnum moss over them until they begin to grow, when they can be lightly covered with soil, and when they begin to climb, the drill can be filled in. This will prevent the seed from rotting and proper watering will remedy the damping off.

Wallflowers.

The wallflowers that were sown in the spring should now be planted in the benches that they may get a good start before the cool weather sets in. They should be planted in a house that can be held at a cool temperature to procure the best results, a house that does not have a night temperature exceeding 50 degrees, and even 45 degrees is better. They will not bloom to any extent until after the turn of the year, when they will stand a little higher temperature. The soil should be a good rich compost and the plants can be set about eight inches apart. Stake the plants as soon as they begin to grow and keep them tied up so that the spikes of bloom will not become crooked. Constant fumigation will be necessary, for they are likely to be infested with aphids unless guarded against.

Nephrolepis.

The Boston fern and its sports, which have been grown in the bench all summer, should now be potted. The bench is full of young suckers, which, if saved, will make fine stock for another year, so in lifting the old plants take a knife and cut around the plant about two inches from the center, and place a trowel under the plant, leaving the young stock in the bench. They will soon start to grow, when they can be placed close together in flats and grown on in a fairly cool house until next spring, when they will make excellent stock for planting out. The plants that are lifted should be large enough to plant in a six-inch pot. If there is a demand for larger sizes, two, three or four may be planted in seven, eight or nine-inch pots. Many of the plants have probably not made an even growth, being more or less one-sided. These should be the ones selected for doubling up in the larger pots. As soon as potted they should be kept close and warm for one or two weeks and frequently syringed; they will then have obtained a good hold in the soil, and should be given plenty of light and air. The call for these plants will begin by October 1, and it is much better to have them well established before they go into the residences, and to do this they should be potted by September. The greatest source of disappointment in these plants is in sending them out before they have become established. The Whitmani and finer leaved varieties are now growing rapidly, and should be given room enough to spread and make fine plants.

Hollyhocks.

During August and early September is the right time to sow hollyhock seed for the next season's flowering. Seed sown in the spring will not produce a plant that will flower to any great extent that year, and they will have to be carried over the winter to make good, large plants, but seeds sown now will make fine plants for next year. For the last few years the fungus that has attacked hollyhocks has made it difficult to carry the old plants over with any degree of certainty, but with late summer sowing much of this trouble is obviated. Be sure and purchase a good strain of double seed, and sow in a shaded frame, and as soon as large enough pot up in two-inch pots. Grow them in a frame until November 1 and then pot in three-inch or four-inch pots. These can be carried over the winter in a cold greenhouse or in well protected frames, and started in the greenhouse in March and nice plants for summer blooming be assured.

Poinsettias.

The plants of poinsettias, in the northern section of the country, should be in the houses by September 1, for cool nights are apt to occur from that date on, and the successful culture of these plants requires an even temperature. The early struck cuttings should be potted into six-inch pots and properly staked, the smaller stock to be grown in pans can be grown until October in the small pots. Give the plants a light location in full sunlight, and space out sufficiently to allow a good circulation of air around the plants. In potting the plants if there are no arrangements so that they can be watered with manure water later, leave a good inch of space at the top, so that they can be given a topdressing

when the bracts begin to form. An extra feeding at that time will greatly increase the size of the bracts and brilliancy of the color. Close the ventilators on all cool nights as soon as the temperature falls below 60 degrees, and as soon as the night temperatures begin to run lower than that point a little fire heat will be necessary. The one great point in growing poinsettias is in keeping them at an even temperature and growing rapidly.

Marguerites.

The marguerites for winter blooming will soon have to be potted in their blooming pots. This can be done now at any time, and if they are becoming pot-bound the sooner the better. Nine and ten-inch pots are none too large if good flowers are to be grown, and the soil should be good and rich. Pot firmly, using a rammer that the soil can be made solid, and use good drainage and keep the buds picked off until cool weather sets in; the blooms that are made during the warm weather are of inferior quality and no good flowers will be produced until the plants get a good hold in the new soil. The plants are far better plunged in frames for some time yet than in the houses, for they may become infested with red spider under the glass. The plants in the benches will need to be frequently sprayed to keep them free from insects and the blooms should be kept picked off of them for some time yet. When cool weather approaches allow the flowers to come along. Cuttings can be made at this time, which will make nice flowering plants about the turn of the year, at a time when the large plants seem to take a rest and do not bloom profusely. This will insure a cut throughout the season.

War-Time Economy.

In these troubled times, each should do his or her best to relieve the situation, in every way they can, to conserve their energies, to give as little trouble as possible to their neighbors and the people with whom they do business.

Harry Bayersdorfer, of H. Bayersdorfer & Co., Philadelphia, Pa., is a level-headed business man. His firm prides itself on its service; many people however, take advantage of this liberality in being continually on the phone for little things that are invariably to be sent at once. The average florist is, he says, very shortsighted; he will not lay in a stock worth while, even of things which he requires every day, preferring to buy from time to time as his business demands it. He could do much better if he would order goods at quantity prices instead of buying one or two of a thing when needed. Many florists will only buy letters an inscription at a time, probably spending 10 cents carfare and half an hour's time for a boy, when he was needed at the store. With a stock on hand, all this would be avoided. This is only an instance; many a sale is lost, he feels sure, because the goods wanted are not in the store to show customers.

Florists who are responsible are often careless in settling their accounts, seldom taking the benefit of the discounts allowed for prompt payment. At this time all should do their part to save every unnecessary expense, both in labor, in buying intelligently, and by settling their bills promptly earn the discount.

K.



JOHN YOUNG, NEW YORK.

Secretary Society of American Florists.

CHRYSANTHEMUMS

Summer Work.

With the outside temperature hovering around 90 in the shade nearly every day now, it is a hot proposition caring for the plants in the chrysanthemum houses, and those having the work to do are often tempted to put a shade on the glass so that the conditions will be more comfortable, but chrysanthemums do best under full light with plenty of air. If grown under shade or close conditions, the plants will make a soft, thin growth and the wood does not ripen well enough to produce fine flowers. During periods of terrific heat, the plants should be given a good syringing morning and afternoon to maintain a moist atmosphere and encourage the growth. Care should be taken not to get the soil in the beds too wet, especially at times of thunder storms and heavy rains, which create a great deal of dampness inside and prevent the soil from drying out quickly. It is a mistake for the grower to allow the soil to remain in a wet state continually; better results will be obtained if the soil is allowed to get fairly dry between each watering.

Careful watering is one of the most important factors in growing chrysanthemums. The practice of the old-

time gardener of rapping the outside of the pots when growing the plants in pots to see if there was a good light rattle there before watering to some extent holds just as good today with bench culture. Examine carefully the condition of the soil before each watering. Every careful grower has noted that many times the best blooms are cut from the outside rows of the bench where the soil has a chance to dry out more than in the center. This is a good guide to go by, it being necessary to water the outside rows two or three times more often than the center ones. To watering haphazardly can be traced the cause of more inferior blooms than anything else.

The month of August is a critical period in growing chrysanthemums. Before the month is very far along, some of the early-flowering and early-planted exhibition varieties will have their buds ready for taking; then when we get to the 15th and 20th of the month, most of varieties that mature in October will also have their buds ready, and so it will go to the end of the month and through the early part of September. To be prepared for the bud setting, the plants should receive careful attention from now on. Watch closely the work of removing the side growth, also to that of properly supporting them to enable the plants to grow uprightly.



J. J. HESS, OMAHA, NEB.

Treasurer Society of American Florists.

Another very important item is to make sure the plants are free from fly. There is not any other time when the insects will do as much damage as now. If neglected, the fly will work down into the top growth and badly cripple the young shoot or bud which is developing there. The weather conditions at this season of the year are favorable for the rapid increase of all kinds of insects. All kinds of fly are particularly abundant in the middle west this season. Roses, spiraeas and many other outdoor shrubs have been badly infested. This means that unless the spraying of the plants in the houses with the insecticide is attended to regularly, they also will be attacked. The writer has heard growers state that they do not spray their plants until there is a good crop of fly on them; then they apply a strong dose of insecticide and clean them off. This, I consider a poor policy, because a great deal of the young growths' strength has been sucked out. It is far better to keep the plants clean by systematic, regular spraying. The green cabbage worm, hairy caterpillar and grasshopper are other insects that attack the plants at this time. The best method that we have found to get the best of these creatures, is by hand picking, but it must be done regularly to be effective. All three of these pests do a wonderful amount of damage in a very short

while. The cut-worm is another beast that we have to combat and is one that is hard to get under control, because they work mostly at night and hide down in the soil at the base of the plant during the daytime. Finely sifted lime or wood ashes, lightly colored with Paris green, dusted over tops of the plants is effective when daily syringings do not have to be done, but now when it is necessary to syringe, the poison gets washed off the plants before it gets in its work. Another plan is to lay small pieces of board on the surface of the soil for worms to secrete themselves under, then catch them by hand. Also, when a plant has been attacked, the cut-worm usually can be found by rubbing away a little of the loose soil at the plant's base, but whichever method is followed to combat these or any other insects, eternal vigilance is the only means of success.

C. W. JOHNSON.

Well Deserved.

Visitor—"What's the reason all those people are honoring that old man over there?"

Bellhop—"Why, he's invented a combination hammock and hoe so that the amateur gardeners can rest and hoe at the same time."

FLORISTS' FERNS.

Hot Weather Treatment.

Several species of ferns that are popular in the trade, are nearly or quite hardy, and this fact shows the reasonableness of the outdoor treatment accorded these plants during the summer by most trade growers. The majority of ferns are more or less subject to attacks of thrips during the hot weather, and this pest flourishes amazingly in the greenhouse, where ventilation cannot be so thorough as in a cold frame with the sashes elevated on a framework one foot to 18 inches above the sides of the frame. By the adoption of this plan of shaded sash on an elevated framework, the plants are sufficiently protected from the sun and also from heavy rains, while getting abundant ventilation both day and night. Naturally it is not quite as convenient for watering in these frames as it is on the benches of a greenhouse, but with a conscientious man and a good hose the watering does not loom up as an obstacle to this method of culture.

All the numerous species and varieties of peris that are useful in the trade list, will grow admirably in the frames, and that standby for the fern dish, *Aspidium tsussimense*, will make more progress in the frames than in the greenhouse. The *Cyrtomiums*, or "Holly ferns" are also happier outdoors for the summer, where they will make that short-stemmed growth with dark green foliage of heavy texture, that appeals so strongly to the decorator. That this particularly useful fern enjoys the conditions of the great outdoors is not to be wondered at when we remember that in many portions of Europe, and also in parts of our own country, *Cyrtomium falcatum* is much planted in the hardy fern garden, and that *C. Rochfordianum* is simply an improved form of the above.

Young stock of the common *adiantums*, for example, *A. cuneatum*, and those of the decorum type, to which group *A. hybridum* and *A. Croweanum* belong, are also well-suited in the frame for the summer.

The *nephrolepis* may also be given outdoor treatment with good results, but with the larger sized plants, one cannot so readily care for them in the ordinary frame, and in addition to this, there may be some available bench room that needs filling for the warm season, and as the *nephrolepis* form a quick crop for fall sales, these ferns are commonly doubled up in 5-inch or 6-inch pots and hurried along in the greenhouse. Many and various have been the sports from *Nephrolepis exaltata*, but for the present, at least, N. Scottii and N. Teddy, Jr., seem among the most useful, both being good house plants, and of sufficiently compact growth to make a shapely specimen in a 6-inch pot.

The cristate and lacinate forms of the *nephrolepis*, and of these there have been many introduced, are very beautiful, when well grown, but usually do not stand up so well as the Scottii type in the dwelling, and in consequence have enjoyed but a fleeting favor among the trade generally.

The *ciobotiums* also need a great abundance of air during the summer, for while these lovely ferns may be grown very rapidly under favorable conditions in the greenhouse, yet the growth is likely to be very soft and not nearly so well adapted for the florist's window as the plants that occupy a



A.H. Hummert.
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ORCHID NOTES.

Summer Varieties and Winter Plannings

As the summer season advances, the supply of orchid blooms dwindles. *Cattleya gigas* and *C. Gaskelliana* of the labiata section, with *C. Harrisonia*, being the most prominent, and to have these to perfection a well ventilated house with moderate shading is very necessary. *Lealia purpurata* and *L. tenebrosa*, when well grown, stand out boldly when used as cut flowers. These and the numerous *Laeliocattleya* hybrids, which are becoming quite plentiful, are good for summer work. *L. C. Fascinator* (*C. Schroederæ* + *L. purpurata*), *L. C. Canhamiana* (*L. purpurata* + *C. Mossiae*), *L. C. Eudora* (*L. purpurata* + *C. Mendelii*) and *L. C. luminosa* (*L. tenebrosa* + *C. aurea*) are all fine for the hot weather, when used with *Epidendrum radicans* and the long trailing spikes of *Oncidium Wentworthianum* (yellow) and its light flowered companion, *O. leucochilum*. Amongst a batch of *Vanda cerulea* there can always be cut a few spikes during the hot summer months. The blue color of this orchid and a few other botanical varieties can always be used

cess of the plants imported? The depreciation, or deterioration, of so many orchids all over the country from year to year proves that orchid growing is far from perfect. Take the plants shown at the annual flowers shows, and note how very few specimens come back in good shape the second or third time. It is safe to say newly imported stock always predominates, and when this supply is cut at the source how long will the orchid business last, profitably? Even now the 50 per cent coal allowance means considerable crowding in, for better or worse. Yet, if the head grower will only become more observant and trust less to assistants, the results may be better than ever before.

In the first place, it is advisable for every man in charge of a collection of commercial orchids to get well acquainted with atmospheric conditions of the locality he sojourns in; the high and dry western districts want more care in ventilating than the low eastern sections, for if treated the same in this respect one might get too much ventilation and the other not enough. It is useless to try to write down instructions for some low lying district, as in the past few months the humidity has been 100 several times; the moisture has been sufficient to keep most orchids going without any water for as much as 10 days. Yet a change may come, and a soaking of water is needed every three days. A safe way is to have a few ferns growing in pots in any orchid house, and about every third time these ferns dry out the orchids will need a soak too.

Shading is a very important thing in growing orchids; too much is as bad as not enough. In the first place, the plants remain wet too long after each watering, and in the second the plants dry so quickly that they take little good out of each watering. Some shade that does not get washed off with each heavy rainstorm is what is wanted. The perfect shade for orchids has not been found. The roller blind arrangements, whether made of wood slats or canvas, are a nuisance. They are both expensive to make and there is a great waste of time in operating them; and, now that help is scarce, there is no gain in using them anyway when the plants will do just as well and in most cases flower better.



J. J. Beneke.
Vice-President St. Louis Florists' Club.

to advantage in any decorations that may have to be done at this season.

The flowers from the above named will come from now on, but preparation for the coming winter is what the florist or orchid grower should now attend to. This, indeed, in many cases will be found difficult, owing to unrest caused by the war, but to the genuine orchid grower it may prove a blessing, as there appear to be indications of the big importations of orchids from their natural haunts being entirely cut off for some years to come, thus weeding out automatically the orchid merchants from the orchid growers; for truly the reputations of many of the former have been gained purely from the continuous importations consigned to this country for years past. Also, the shortage of labor will no doubt revolutionize the methods that have for years been thought necessary to ameliorate, or foster, the raising of orchids. The question is: Have all the methods generally followed been best for the suc-

lath shelter for three or four months of the warm season. But these ferns must be given plenty of space, and should also be elevated above the ground in order to keep their fronds clean, for once the fronds become muddy, it is not an easy matter to clean them, owing to the hairy surface of the leaves.

Cibotium Scheidei is really a remarkable fern, in the fact that it will stand so much exposure to wind and comparative dryness without injury, whereas *Dicksonia antarctica* is a hardier tree fern in regard to temperature, and yet if allowed to get as dry as the *Cibotium*, the *Dicksonia* would lose all its foliage.

It would seem as though there is an opening for the sale of a greater quantity of hardy ferns for outdoor planting, for there are multitudes of homes in our country that have partially shaded corners that would be far more satisfactory with a permanent planting of hardy ferns than they are now with some unhappy flowering plants for a brief period in the year, and nothing else for the remainder of the seasons. But to bring such matters before the public in a manner to impress them, the florist must give an object lesson in the form of a hardy fern garden somewhere on his own grounds, and while these object lessons cost money to inaugurate, yet it would doubtless prove to be money well spent.

A well made catalogue is undoubtedly a business getter, but a well arranged fern garden would also reach some people, and be even more convincing.

PETERIS.

Nitrogen Supply Increased.

The largest experimental plant in the United States for the manufacture of fixed nitrogen from the air, with the exception of the ones now being constructed for the war department, is in operation at the department of agriculture experiment farm, Arlington, Va. At this plant the nitrogen from the air is combined with hydrogen to form ammonia which can be used in the manufacture of explosives and fertilizer.



J. J. Windler.
Secretary St. Louis Florists' Club.



GARDEN VIEW AND PONDS, MISSOURI BOTANICAL GARDEN, ST. LOUIS.

It is well to consider what a lot of unnecessary work has been thought needful in the past in orchid houses. A lot of this labor has been handed down from one to the other; few have stopped to think if a lot of this was of any benefit until a time comes, like the present, when one man has to do what two or three men used to do. A system worked out for ventilating and watering by each grower would do away with a lot of unnecessary damping and syringing daily. No harm can be done to cattleyas if they are allowed to become fairly dry before they are watered. Then give a good supply, until the water trickles through the hole cut in the bottom of the pot. In watering this way, enough water gets on the benches and floor of the houses to last two or three days without further attention, with the exception of ventilating.

As *Cattleya gigas*, *C. Mossii*, *C. Mendeli* and *C. Gaskelliana* pass out of flower, they need examining to find out if any require repotting, and with any that need this operation take away the old back bulbs and tear away the old potting material (for it is unwise to put any cattleya in a new pot and leave the old roots and their soil undisturbed). Use a good grade of peat, and pot each plant firmly, but do not give water for three days—then sparingly until well rooted.

Dendrobium Phalaenopsis is now growing rapidly and does well in the sunniest spot in the cattleya house. It will require water in abundance until the flowers open. All other *dendrobiums* are growing fast; in fact, any orchid that is making good bulbs should never be allowed to lack water, but it is not a good plan to keep them in a sodden

state all the time. Make a practice of letting each batch of plants become fairly dry before repeating. It is well to note the extra hours of daylight and see that the houses are not closed too early; leaving a little ventilation open all night is a plan that can safely be followed.

C. Y. PRIDE.

Missouri Botanical Garden.

From a recent address on the Missouri Botanical Garden, St. Louis, by Dr. George T. Moore, director, we take the following:

"The cultivation of plants for their healing qualities by the monks of the middle ages is generally supposed to have been the forerunner of the modern botanical garden, although these mediæval gardens doubtless had their origin in others of greater antiquity. In a recent treatise on embroidery and lace by a Frenchman, the ingenious theory is advanced that the idea of a botanical garden originated during the sixteenth century in France, when the demand for flowers and fruits to serve as patterns for the designing of brocades caused the horticulturist, Gene Robin, to open a little garden, with conservatories in which he cultivated strange and little known varieties. This proved to be such a success that Henry IV purchased the establishment and under the name of 'The Garden of the King,' it became crown property. In 1626 the learned Guy de Brosse suggested that medical students might study these plants without interfering with the designers of embroidery and tapestry. Hence the first *Jardin des Plantes*, with its natural history museum, came into existence. This in-

stitution served so many excellent purposes that other countries rapidly attempted to duplicate it—the author concluding with the naive statement, 'Who would have thought it possible for embroidery thus to come to the aid of science?'

"Unfortunately for this notion as to the origin of botanical gardens, the *Jardin des Plantes* was founded by Louis XIII in 1610 and although the æsthetic study of plants and of flowers must undoubtedly have appealed to those who visited the garden, just as it does today, it seems quite certain that such collections of living plants were primarily brought together because of their real or supposed medicinal value.

"The function of a botanical garden as an aid to scientific teaching and research did not develop much, if at all, prior to the middle of the seventeenth century, when those at Bologna, Montpellier, Leiden, Paris and Upsala became more or less noteworthy in this respect. The taste for ornamental and decorative plants had meanwhile slowly been gaining ground, as well as the desire to cultivate rare and unusual species. Many persons of wealth and influence, during the eighteenth century, became, through the employment of men skilled in botany and horticulture, generous patrons of science. The world was searched for new and rare plants which were brought to Europe for cultivation and magnificent volumes describing these collections were published. The older gardens were essentially private institutions, but later many of the existing establishments, with an increasing number of new ones, were opened to the public, either without charge or for a small admission fee.

"The modern botanical garden has a number of functions which did not appear simultaneously, but were a matter of gradual development. Beginning with the utilitarian idea, there were added the æsthetic, the scientific and the educational, using these words in the broadest sense. Depending largely upon local conditions, these functions have been given different degrees of prominence, some gardens being essentially æsthetic, some mainly scientific, and others, combining in about equal proportions all of the elements mentioned. Certainly the modern tendency is to make the botanical garden something more than a 'museum of living plants' which, however necessary, is to a large degree uninteresting and lacking in its appeal to the public.

"Most botanical gardens in this country are either connected with some institution of learning, or maintained wholly or in part by the municipality. In this respect the Missouri botanical garden is unique, since it has no connection whatsoever with the city, paying taxes on all its revenue-producing property and only indirectly being associated with Washington University, through the graduate school of botany.

"The garden as it now exists is the development of the private garden of Henry Shaw, who came to this country from England in 1818 and soon after settled in St. Louis. Acquiring a fortune within about 20 years, Mr. Shaw devoted the larger part of the remaining 50 years of his life to the enlargement and management of this garden, which, although freely opened to the public, remained his private property until his death. Seeking the advice of such men as Dr. George Engelmann, Sir William and Sir Joseph Hooker, and Professor Asa Gray, Mr. Shaw, in a will, remarkable for its breadth and foresightedness, left to a self-perpetuating board of trustees the administration of his property and, through a director, the management of the garden which he himself designated as the Missouri botanical garden.

"It may truly be said that practically all the various aspects of the work of this garden at the present time, whether they be scientific, educational, or æsthetic, were conceived by Mr. Shaw and provided for in a very definite manner by his will. As funds have become available, various aspects of the work have been enlarged and it is possible that in some respects the development has proceeded further than Mr. Shaw imagined possible, but the germ of the idea may be found in his will and had he lived to the present time it seems more than likely that his own management would have produced practically the institution as it now exists.

"The garden comprises about 125 acres in the heart of the city, about 60 acres of which are as yet unimproved. It is in no sense a part of the park system, being enclosed within a stone wall or fence, and pleasure vehicles are not admitted. In addition to the ordinary landscape treatment of such a garden, including the usual plantations of trees, hardy shrubs, and flower beds, there are also special outdoor collections comprising such features as the so-called 'North American tract' in which are included a systematic arrangement of a considerable number of plants hardy in the vicinity of St. Louis; a small arboretum; a medicinal garden; a large Italian garden, laid out on strictly formal

lines; a so-called 'Linnean garden,' which takes its name from one of the older greenhouses, called by Mr. Shaw the 'Linnean house,' and which because it is bounded on three sides by a wall, is patterned after some of the English gardens; a rose garden; an economic garden, in which are displayed special collections of useful plants, such as rice, peanuts, tobacco, sugar cane, cotton, farm crops of various sorts, examples of vines, hedge plants, annuals and perennials suitable for growing in the vicinity of St. Louis; bee plants, herbs, small fruits and anything which can serve as a demonstration to the public of what may be accomplished in the growing of useful and ornamental plants.

"During the last few years about 100,000 square feet of display greenhouses have been added, within which have been maintained permanent collections of palms, economic plants, ferns, desert plants, cyads, orchids, etc.

"In addition to the outdoor and indoor collection of plants, the garden maintains one of the best botanical libraries and herbariums in the United States, and these two features serve as most important adjuncts to the Shaw School of Botany which, with adequate laboratory facilities, devotes its principal endeavor to the training of graduate students in botany, these students receiving their master's or doctor's degree from Washington University. This school, although largely

"In addition to the graduate students, a school for gardeners is maintained, which, because of the unique opportunities available, and the special character of the work, is perhaps not to be equaled elsewhere in this country. Young men and women who have received a high school training or its equivalent are admitted on examination and devote three years, of 12 months each, to the practical and theoretical aspects of landscape designing, floriculture, horticulture, engineering, etc. The courses include such subjects as diseases of plants, entomology, soils, mechanical and freehand drawing, plant breeding, general and systematic botany, as well as the various more strictly horticultural subjects. The morning of each day is spent in practical work, both indoors and out, and by the end of the third year the student has had an opportunity to become personally acquainted with the definite growing methods and management of such groups of greenhouse plants as orchids, palms, tropical economic plants, desert plants, etc., as well as the actual propagation, growing and care of practically every sort of plant which can be grown out of doors in St. Louis.

"While the plan and conduct of such a garden is essentially scientific, differing from most private estates or parks, the public apparently appreciates the efforts being made since the attendance is constantly increasing. It has been amply demonstrated that a gar-



MISSOURI BOTANICAL GARDEN, ST. LOUIS.
Fern House in the New Range.

maintained by the funds of the garden is a department of Washington University. A small experimental greenhouse, near the laboratory, provides the necessary working space for the graduate students. Under this greenhouse there are cellars, devoted to the experimental side of mushroom growing, as well as a large pit in which investigations concerned with the rotting and destruction of timber are carried on.

"The small museum and library building, erected by the founder, is now devoted to a remarkably fine collection of specimens illustrating the diseases of wood, and from time to time exhibitions of special interest are shown here.

den of this character will furnish recreation and pleasure to thousands who are not seeking merely for amusement, and every effort is made to have the collections, in so far as possible, informational if not instructive. Naturally, such a place must be attractive and the mere accumulation of numbers of botanical species, crowded together, will not answer the purpose. By maintaining floral displays of plants which are either little known, or because of the wealth of bloom and color cannot be seen elsewhere, and by showing rare tropical plants which, because of their fruit or use in commerce, are known to the average individual, as well as the commoner things which are frequently read about but seldom seen,

the garden is able to make a definite appeal to many. Such an institution, with the various enterprises referred to, is naturally expensive to maintain and it is impossible to do all in any one department that might be desirable. However, it is believed that the income will eventually be sufficient to support the various projects now under way and that ultimately the Missouri botanical garden will become an even greater monument to the greatest patron of botany and horticulture that this country has ever known.

Burbank's Superwheat.

If Luther Burbank has developed a "superwheat," that will be, after a fashion, an answer to the "super-canon" of the Germans, the news of his achievement is good and important news. But in spite of all that Mr. Burbank has done in the way of improving trees and lesser plants, announcements made by him are not received by everybody as promising a revolution in any domain of agriculture. That he is a man of genius in his own line is admitted with only here and there a murmur of dissent, but that is largely because, on the one hand, he does not follow the methods of orthodox science in making his experiments, and, on the other, because the commercial exploitation of his discoveries has not always been such as to commend itself to the part of the public attentive to such matters.

In criticism of Mr. Burbank personally, however, nobody has a word to say, and it may very well be that he has evolved a strain of wheat better than any hitherto known. To increase the yield and quality of this most precious of all the cereals would be a benefit to the world to which few, indeed, would be comparable in value. The present record of the United States as a wheat grower is wonderful as regards quantity, but our average production per acre is not at all creditable either to our intelligence or our skill. Our inferiority has been due to the abundance, until recently, of our new and cheap land. Of that we have no more, and better methods are sought of necessity.—N. Y. Times.

Why S. A. F. Conventions are Essential.

Conventions are the focused eyes of business. Never have the constructive agencies of the nation been called upon for such duty of patriotism and economic service as now, because of the war. Probably no other broadly constructive force eclipses in its potentialities for good that great American institution—the business convention. Persons who never really thought deeply in their lives before about conditions confronting the flower industry have begun to think now, as a result of the things the war has brought home to them.

We must today think in masses, and this naturally brings larger scope of reason and clearer vision. If the Society of American Florists were not to keep up its end in the gigantic pace that is being set us by the progressive elements in business, politics, etc., in the world at large, we must see ourselves left hopelessly.

Conventions are fundamentally assemblages of men brought together to consider questions peculiar to their lines of endeavor. They discuss these things to find out just what a man in the same line, but with a different pair of eyes, has seen. They attack their

problems; they discuss possibilities; they present abstract propositions which are the forerunners to realized things they must first conceive in the abstract. Above all, they discuss their activities with a view to bettering their business and their conditions as business men.

Conventions in wartimes such as these are vitally essential. It will take



Mrs. Julius Roehre, Ruthersford, N. J.
President Ladies' Society of American Florists.



Mrs. Albert M. Herr, Lancaster, Pa.
Secretary Ladies' Society of American Florists.

all of the best brains in every line of peaceful endeavor, working at their top capacity, to see ahead and arrange to cope with the revolutionized conditions that will follow the war. For reasons as stated above, it is essential that the Society of American Florists' convention be held and that essential questions be discussed. It is questionable whether it would be wise to eliminate business counsel, curtailing commercial activity and slowing up the rapid circulation of money, thereby reducing the ability of each dollar to do the maximum of work.

As stated above, we must think in masses; think clearly and think with a vision, and this can be most easily done for our particular line of endeavor at the coming convention.

J. J. WINDLER.

THE ROSE.

Roses Without Heat.

Roses that will produce in quantity, flowers that are always in demand at top market prices, that require practically no coal, in fact, can be grown entirely without this expensive material, are or should be in high favor in these troubled times. Such a rose is the Victoria, formerly Kaiserin Augusta Victoria, now rechristened. Before the advent of Bride and White Killarney, this was the standard white variety of commerce, although it was always difficult to manage when flowers were wanted in the dull, winter months. For this reason, and the fact that it bruises very easily, making it a difficult rose to ship, it was given up by many growers.

Chas. F. Knorr & Bro. of Lawndale, Philadelphia, Pa., who have an envious reputation as growers of superb cut roses, have long made a specialty of the Victoria for the summer market. Their oldest stock has been planted for 16 years and is still producing from five to six crops per season, which generally begins with Easter, running well up into November, and some have been brought in as late as Christmas. The average is however, five crops. Their plants are all in ground beds, raised about one foot above the paths; these are dried off in late November and receive no more water until started up in March in the first house for the Easter crop. About 3,200 plants are grown, divided into four houses. Through the winter, they aim to keep the temperature a little above freezing, although the past winter, when their coal ran out, the houses went down to 16° and the plants appeared none the worse for it.

Before starting, the bushes, which for the most part have held their leaves, are cut back to about 18 inches and the loose mulch or old manure from the top dressings is scraped off down to the hard soil. The beds are then given a light watering to soften the soil and a six-inch mulch of fresh manure is applied and settled with a good, thorough watering to wash it in. The fresh manure does not hurt, as there are no leaves or foliage to burn. A little heat is given at this time to get them going, but except for an early Easter they do not require much; just a little to dry up the dampness or keep down mildew. Natural heat is much better than the artificial. This year on account of the scarcity of coal, they did not make Easter, the first flowers being cut in May. Proper ventilation is important; raised early in the morning, it is partially shut off at 5 p. m., and closed finally about 6 p. m. Even in the hottest days of summer, the ventilators are never left open all night. At times in summer, the inside temperature rises to 110°. During these periods, they syringe the roses over the top and also wet the roof, which will drop the glass 10 to 12 degrees.

The first crop is generally the best, although they get very fine flowers in the fall. Their oldest house was cut back last year to within six inches of the ground. The plants were later than the others in starting, but came in all right later, producing the best stock on the place in the fall. As they grow older, the plants appear to renew themselves, the old bearing wood dying as strong new shoots from the bottom take their place. Much of the blind wood that comes with every growth will break again from the first strong eye near the end of the shoot and produce good flowers before the next crop is ready. The crops are produced in from five to six weeks. A top dressing of manure is given after each second crop is taken. A house of 1,500 plants had cut or produced 50,000 flowers last year. They are believed to pay quite as well as tea roses, as they take practically no coal, and there is nearly always a good demand, other roses being so poor for the most part of their season. The beds look wonderfully well, those in full crop showing plenty of fine buds with stems 18 to 24 inches in length.

At one time, this firm had quite a trade in rooted cuttings or young plants in 2½-inch pots. Cuttings were taken in November, as then the wood was hard and rooted easily. But few growers make a specialty of this variety, which Mr. Knorr says is unquestionably the best white rose for summer, and if well grown and carefully handled, would find a demand at good prices in any market.

In a range of glass 50x150 feet, filled last winter with Killarneys which were frozen out, beets were planted about February 10. The rows were 12 inches apart, between which were planted radishes. The radishes were pulled first in six or seven weeks. The beets were ready May 10. The radishes sold first at five cents, then four and three and one-half cents, per bunch of 10. The beets brought 10 cents per bunch of six. There was not much money in it, but as scarcely any artificial heat was necessary, it was something to help make up the loss.

Unless there is a very careful selection and succession of crops, Mr. Knorr thinks most greenhouse men would find vegetables a poor substitute for flowers, at least from a money standpoint.

Larkspur Specialist.

William Swayne, Kennett Square, Pa., makes a specialty of Larkspur Belladonna. The clumps are stored in a frame and brought into the houses to make successive crops. They are planted on raised benches. Radishes between the rows are a catch crop before the larkspur shades the ground. The first larkspur is now being cut. The stock looks very promising, being covered with spikes which will soon be ready to cut freely. A house of callas was a sight. These are grown in six-inch pots set close together on low, raised benches and plunged in cinders. As they get root bound, a top dressing of cow manure gives a needed stimulant. Three hundred and fifty flowers had been cut the day before the photograph was taken. The average for the season is seven flowers to a plant. Houses of mimigonette, Double White daisies, and pansies were interesting.

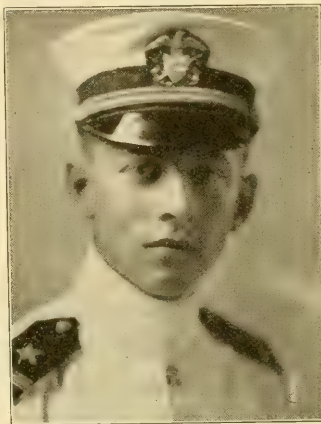
K.

FLORISTS' PALMS.

Reducing Temperatures.

The combination of two evils, namely, shortage of coal and a period of excessively cold weather at the same time, made last winter a memorable one to many florists, and in some cases the situation was too powerful for the grower to combat, and in consequence some establishments were closed entirely, while others were compelled to limit the area heated or reduce the average temperature maintained in the houses.

The latter plan, that is, a reduction of temperature, may be carried out to a reasonable degree in the palm houses without serious injury to the stock. December and January, especially,



Ensign Carl Cropp.

Son of Carl Cropp Vaughan's Seed Store, Chicago

cover a comparatively dormant period in the life of these plants and thus makes it easier to lower the temperature somewhat without any serious loss.

During normal times, when coal is plentiful and the season ordinarily sunshiny, one may overcome this tendency to cease active growth with some species of palms, and by maintaining a rather high temperature and moist atmosphere may induce some growth of both roots and tops, but at such a time as this fuel conservation demands that the palm grower, in common with his brothers in other lines of the business, shall sacrifice some of the advantages of abundant heat and make less effort to force growth in the winter. Then the question arises as to how much reduction in temperature may safely be made without serious injury to the plants, and this reduction must take into consideration the varied needs of different species.

The kentias, both *Forsteriana* and *Belmoreana*, will endure, for a reasonable time, a night temperature of 45° to 50°, but when these palms are submitted to such a temperature as

this it is especially necessary that watering and syringing shall not be overdone and shall be finished as early in the day as possible, in order to have the foliage dry before night. *Lantana borbonica* will also bear a night temperature of 45°, but at such a temperature the foliage will lose color and the plants will get very hard.

Phoenix Roebelinii and other members of that family will bear a reasonable reduction in temperature—for example, 48° to 50° at night, and somewhat lower than that if the plants are watered sparingly. *Cocos Weddelliana* is more impatient of low temperature than the various trade palms referred to above and is liable to lose its roots and get the yellows if given a lower temperature than 58° to 60° at night for any length of time. And this peculiarity of heat loving seeds also to be natural to the seeds of the cocos, for a severe chill, without actual freezing, will affect the germinative power of such seeds in quite a marked degree.

Areca lutescens is also a warm-house subject and will not bear a lower temperature than 50° at night with a very good grace, and will keep in better color and much more active condition at 58° to 60°. The *livistonas*, both *L. rotundifolia* and *L. altissima*, may also be counted among the tender subjects, and particularly so while in very young plants.

Chamaerops and coryphas are quite cool house subjects and may be kept in good condition during the winter in a night temperature of 45°, but neither of these species is used very largely among the trade in this country.

As indicated already, these various palms are not likely to make growth under the conditions suggested, but that they may be safely kept through the winter at about such temperatures, or even lower for a short time, has frequently been proved, and as the weather improves toward spring these semi-dormant plants will again become active and soon progress in size.

Of the two kentias, *K. Belmoreana* is the most susceptible to cold, and if one can so arrange it, it is advisable to place this species in the warmer portion of the house; but care in watering is one of the essentials to success when keeping the plants cold, for they are less likely to get a serious check in low temperatures if the roots are slightly dry.

W. H. TAPLIN.

Changing the Case.

As far as possible the flowers in the case should all be looked over in the late afternoon or evening hours of the day. The busiest time in a flower store is generally the early morning. Cleaning up the stock and changing the water in the jars is to say the least a mussy job and should not have to interfere with the work on the early orders. If gotten out of the way the night before and fresh jars of water made ready for the next day's stock, the store is clean and inviting for the early customer and all help is available for the work in hand, or rush orders that often come in over the phone.

Fuel Oil for Steam Boilers.

BY W. H. CULP.

When the price of coal is mounting higher day by day, the rapidly increasing use of petroleum as a substitute fuel wins wider attention than ever before. The opening up of oil fields in a large percentage of states in the Union has made this new fuel more accessible and therefore cheaper. It has been used in place of coal for a number of years in the proximity of extensive oil fields. Now it is used for heating purposes in a constantly widening area, as familiarity with its nature and use spreads. Florists in some states have used it to heat their greenhouses for some years. Others who have not experimented with it will be glad to know how advantageous would be its use to them in the face of the soaring coal prices.

I will state at the outset that for hot-water heating fuel oil is not practicable unless the plant is sufficiently large to justify the installation of a small auxiliary steam boiler to supply the steam necessary for the operation of the burners. Hence in this article I shall treat the problem as applied to steam heating plants exclusively.

At least 25 or 30 pounds of steam pressure on the boiler is necessary for the successful operation of a fuel oil burner. A greater pressure is better, and where a reducing pressure valve can be used to step down the pressure in the heating mains, and the boiler is sufficiently sound to carry it easily, a pressure of 50 pounds will be found most efficient.

COMPARED WITH COAL.

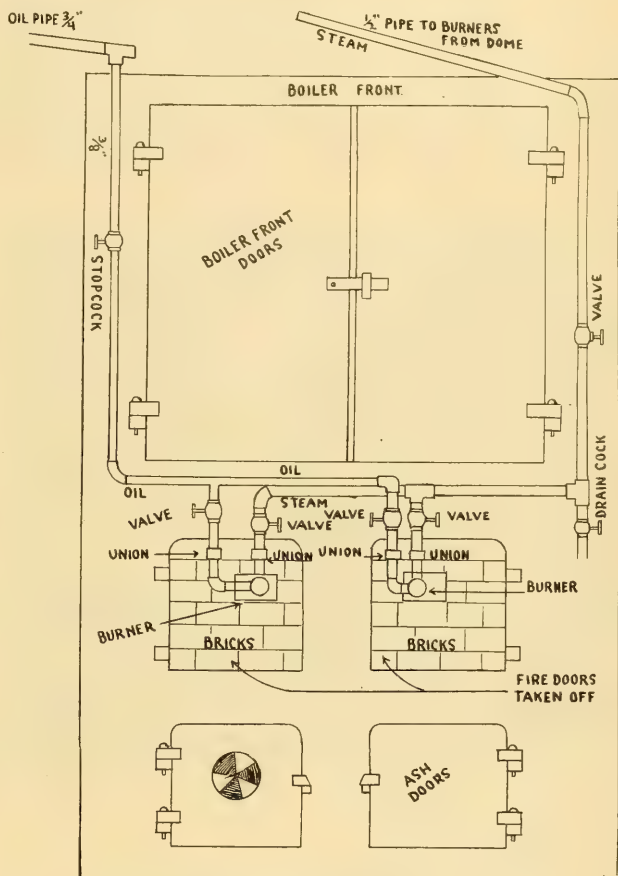
In comparing fuel oil with coal for economy, calculations can be based upon about three barrels of oil to one ton of good soft coal in heat units, with the following additional points in favor of fuel oil:

First, steadiness of fire and intensity of heat, giving greater capacity from the same boiler. In our case, we have two boilers. If coal is used, the fireman must start the second boiler when the outside temperature falls below 20 degrees, requiring extra coal to get it going. With fuel oil, the first boiler carries the heat until the temperature outside drops to zero. The saving in fuel required to start the second boiler is important in itself.

Second, fuel consumption can be stopped when steam is shut off, or shortly before, and by closing chimney and air dampers closely and shutting off steam at 10 pounds, the boiler pressure will usually be sufficient to start the fire when needed in the afternoon. Ten pounds of steam will start the fire if care is used and it is watched until the pressure reaches 25 or 30 pounds, which it will do much more quickly than with coal—another saving in fuel and time. Third, the labor of firing is greatly reduced. All that is required is attention to the pressure gauge, keeping the feed tank pumped full, and occasionally regulating the burners to hold steam at proper mark, or to free from clogging, sometimes caused by a clot of dirt in the oil, which is rare, or some water in the oil getting to the burners. This allows the night man time for whatever work that can be arranged convenient to the boiler room.

EXPENSE OF EQUIPMENT.

The cost of equipment need not be heavy. The burners and boiler room equipment of feed tank, pump, piping, furnace firebrick and labor should fall



FUEL OIL FOR STEAM BOILERS.

Arrangement of Firebox and Oil and Steam Supply.

well within \$25. If the florist does the work himself the cost will be even less.

The storage tank is rather expensive. If it is placed outdoors, the oil is likely to give trouble by becoming so cold that it jellies and will not run. We avoid both these obstacles by a storage cistern of concrete. If you have a railroad switch, and receive oil in carloads, the cistern or cisterns should have a capacity of one and one-half or two carloads. If your fuel has to be hauled to you, a cistern somewhat smaller will do, unless a storage capacity is desired in order to take advantage of quantity prices or special quotations.

The most convenient form for this cistern is square or rectangular, of concrete walls and bottom four inches thick, with ceiling joists bedded in the side walls and covered with flooring. The digging should be done carefully, so as to give good backing to the concrete walls. The concrete should be pretty strong, and the whole job, bottom and sides, should be handled continuously—not allowed to stand partly done over night—to avoid cracks and leakage.

As soon as the form-boards can be

removed, the walls should be well brushed over with a thick, cream-like mixture of pure cement and water. A whitewash brush can be used. This coating will lessen the porosity of the concrete, and will be most effectual if applied while the concrete is still green. Several days later, after the walls are fairly dry, give a coat of a solution of a bar of strong laundry soap in about eight quarts of boiling water. A good brushing over of walls and bottom with this will prevent loss of oil through seepage.

After the concrete has set hard enough so that it will not be damaged by the jar of hammering, the cover should be nailed to the joists. The cover should fit close down on wall and be dirt-proof. A trap-door of good size and carefully fitted should be provided, and a pipe for filling—3-inch is a good size—should be let through the cover. A 2-inch pipe, extending almost to the bottom and leading to the boiler-room, should be provided for filling the feed tank. Care should be used to keep the cistern absolutely clean before putting in the oil, for even a splinter will make trouble when it reaches the valves at the burner.

FEED TANK FOR BURNERS.

The feed tank should be set up in the boiler room or potting shed where it is warm—not much closer than 10 feet from the boilers, but not too far away. It should be placed five feet or more above the burners.

The capacity may vary; 100 to 120 gallons is good. Our tank is galvanized iron, 30 inches in diameter by 44 inches high, holding the equivalent of about one ton of coal. The top is covered except for an opening about eight inches in diameter, into which the 2-inch pipe from the filling pump is turned. The cover for this opening is trimmed to accommodate this pipe and also a cord attached to a light float in the tank, which passes over a pulley to an indicator which moves up and down on the face of a gauge outside the tank, thus showing the height of oil in the tank.

We use a common thresher's tank-wagon pump, which is cheap, easily worked by hand and fully adequate. We recommend that the tank be refilled when the indicator shows it to be one-third or less full. If this is done, the sediment in the bottom of the tank is not likely to be stirred up, and in case the oil in the cistern is cooler than that in the tank, the change in thickness will not affect its flow through the burner valves.

The feed pipe from tank to burners may connect on either the bottom or the side. If attached at the bottom, it should be screwed through the opening until it projects upward nearly an inch from the inner surface of the tank. If screwed through the side, it should be connected at a similar distance from the bottom of the tank. For the supply of two to four burners, this pipe should be $\frac{3}{4}$ -inch. In addition to the outlet for the feed pipe, there should be another small opening as close to the bottom of the tank as possible. This should be fitted with a $\frac{1}{4}$ or $\frac{3}{8}$ -inch pet or drain cock, and is for draining away water that is always present in small quantities, and which settles in the bottom of the tank under the oil. This cock permits the removal of the water before enough accumulates to get into the burner feed pipe and cause trouble.

The feed pipe from tank to burner should be $\frac{3}{4}$ -inch and carry overhead with a slight fall to the front of the boiler, where it should end in a tee with an opening for a $\frac{3}{8}$ -inch vertical pipe leading down to the burners. This vertical pipe should have a stop cock at about the middle of its length or at a convenient point for frequent use. This stop cock should always be closed, as well as the valves at the burners, when the fire is shut off.

THE BURNER.

The burner consists of a section of 1-inch pipe about 20 inches long for steam, inside of which is a $\frac{1}{4}$ -inch pipe for the oil, and is made as follows:

Take the piece of 1-inch pipe and cut a thread on each end. Provide a cap for one end, and in the center of this cap drill a whole that will just let the $\frac{1}{4}$ -inch pipe through. About six inches from the end to be capped, drill three small holes equidistant on the circumference of the 1-inch pipe. These should be of proper size to be threaded for small stove bolts, which are to be used as set-screws to center the $\frac{1}{4}$ -inch pipe and hold it true in the hole in the cap.

For the other end of the 1-inch pipe, provide a tee with $\frac{1}{4}$ -inch pipe opening on the side and a bushing reducing one inch to one-quarter inch.

On one end of a section of $\frac{1}{4}$ -inch pipe an inch or more longer than the 1-inch pipe already prepared, including tee and bushing, cut a long thread, so that when screwed through the bushing from the inside of the tee, the pipe will project out far enough for an elbow to be screwed onto it. After the tee and bushing and section of $\frac{1}{4}$ -inch pipe have been set up together slip the 1-inch pipe over the $\frac{1}{4}$ -inch pipe and screw it temporarily into the tee to get the exact length of the $\frac{1}{4}$ -inch pipe, which should be cut off close to where it comes through the cap on the 1-inch pipe.

The inner edge of the small pipe should be made smooth, and the outer edge filed down evenly, so that a thin knife point can easily pass all around the pipe when it is properly centered in the hole in the cap. If this orifice is too large, too much steam will be sent into the fire, deadening the latter, as well as wasting steam.

PREPARING THE FIREBOX.

In the common type of horizontal tubular boiler, with brick setting and firebox, I would set a burner in each of the fire doors. Although one burner is usually all that is used at one time, the other, being already set, is handy if the first needs clearing or cleaning.

First, cover the grate with some old pieces of sheet iron, except an area about six or eight inches square at the front edge near each door, which affords air to the fire. On this grate covering lay a row of firebricks across the grates about two feet from the dead plate or front ends of the grate bars. After this course of brick is laid, fill behind them, back to the fire wall with fine coal ashes and cinders three or four inches

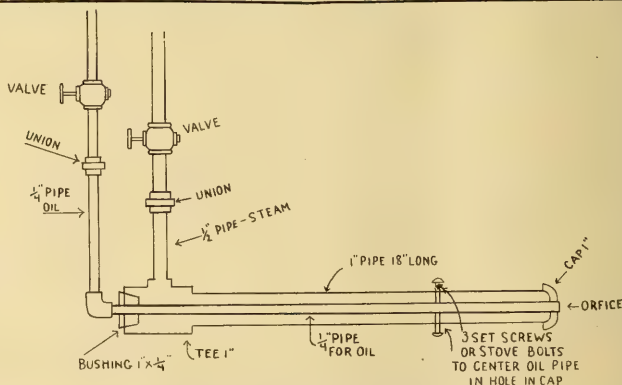
purpose of the wall is to hold the flame steady and spread it to fill the firebox.

Next, cover the rest of the grate in front of the lattice wall with ashes and cinders, except the openings left in the sheet iron for air. Pile upon this covering next to the lattice wall coarse cinders and broken firebrick about six or eight inches high and eighteen inches wide, extending toward the fire doors about twelve inches. This pile should be against the center of the lattice wall. The lower edge of the flame will strike against it, making it almost white hot. Its intense heat instantly vaporizes any stray drops or sprays of oil that may occasionally fly from the burner tip, and causes more perfect burning of the fuel.

The door openings are bricked up. The first three courses may be laid straight across the opening. In the fourth course a half brick should be omitted, to provide an opening through which to set the burner. This opening should be at the inside edge of the door, so that the burner may be nearly under the center of the boiler. These openings are also for observation of the fire, and should be covered with small sliding plates of sheet iron or tin, either clamped to the burner pipe or hinged on a pin at one corner for convenient use.

SETTING THE BURNER.

The steam supply pipe should be $\frac{3}{4}$ -inch for a fifty horsepower boiler, and not less than $\frac{1}{2}$ -inch in any case. It should come direct from the dome, and not from any pipe line leading from the boiler for any other purpose. It should turn down at the side of the boiler front, and have a globe valve at some convenient point, which should always be closed, in addition to burner valves, when fire is shut off. The pipe should come down to a point about on a level with the tops of the fire door openings, and end in a tee with side



FUEL OIL FOR STEAM BOILERS.

Construction of the Burner Showing Connections.

deep, to protect the sheet iron and grates from heat and to check undesirable air drafts upon this part of the fire.

On top of the row of firebrick across the grate, build a lattice wall of firebrick, lapping the ends about one and one-half inches. This lattice wall should extend entirely across the firebox and up to a point about twelve inches from the under side of the boiler. It requires no mortar. The

opening towards the fire doors, and with a short piece of pipe and pet cock in lower end of tee. Through the pet cock the steam pipe is drained each time before steam is turned into burner, thus preventing the spraying of considerable water into the firebox, which would be dangerous to the hot lining and brick walls.

Out of the side opening in the tee head, lead a pipe across the front of the boiler, just above the fire door

openings, reducing to $\frac{1}{4}$ -inch for the first burner and continuing $\frac{1}{2}$ -inch to second burner. Each of these should have a valve for regulating the steam volume to each burner, and a union between valve and burner. The oil pipe connections are made in the same way, the $\frac{3}{4}$ -inch pipe being reduced to $\frac{1}{4}$ -inch for each burner, and valve and union employed on each burner.

The oil pipe connections should each have an extra nipple and elbow, to give it a swing joint construction and so relieve strain likely to exist otherwise because of too rigid pipe lines.

The burner should be set so that it lies near or in the inside corner of the opening left for it in the brickwork, and should point slightly towards the center line under the boiler. It should run in nearly level, never pointing upwards. As a rule only one burner will be fired at a time, and set in this way, the flame will be most evenly distributed in the firebox.

FOR FIREBOX BOILERS.

For vertical and horizontal firebox boilers, which do not have firebrick lining, it is well to protect the side of the firebox opposite the door with a lining of firebrick, as the flame from the burner is very intense and should not impinge too directly upon the boiler plate. The location of the lattice wall may have to be slightly changed. In this type of boiler, also, it may be best to extend the burner into the firebox only enough to clear the door opening an inch or two. The idea in all cases is to fill the firebox with flame, without undue intensity at any one spot.

TO OPERATE BURNER.

Of course steam is necessary to operate the burners. This necessitates getting up steam by coal or other means before setting the burner, and it is a difficult job to lay the grate covering and lattice walls in the furnace still hot from the coal fire. But, by using sticks, poker, etc., it can be done.

Where there are two boilers the matter is simple enough. Equip one boiler for oil burning, and put in steam line so that either boiler may be fired from the other's steam. Then fire with coal under the other boiler and steam from it for the oil fire until it will take care of itself. Then the coal fired boiler may be allowed to cool and receive its equipment for oil. Or, if it is an auxiliary boiler, it might be left for coal on emergency occasions.

In starting the burner, after steam is turned on, the pet cock at the tee in bottom of steam line should be left open until live steam comes through. Then close pet cock, and open steam valve on burner. Let run for a moment until burner is hot; then close, and introduce through opening at side of burner a lighted torch of asbestos soaked in oil on the end of a wire. This should be held slightly to one side of the end of the burner, to prevent the steam from blowing it out. Now turn on steam just a little, so that it barely blows from the end of the burner. Next turn on the oil—just a half turn of the valve. The oil should leave the end of the burner mixed with steam in a spray, and ignite like gas. If by accident it blows out the torch, turn off oil and steam—the oil first—and relight torch.

The fire will not burn at its best until the firebox and lattice walls become thoroughly hot, and therefore will require more attention at first.

The chimney draft can be run more closed than for coal. The ash-pit doors can be closed, or almost closed, the opening being determined by test. These doors can be used to regulate the introduction of air through the opening in the grate covering under the ends of the burners. The chimney draft should be strong enough to draw the fire through the flues, and also draw enough air to feed it well, but not so much as to cool the fire.

allow some of their heavy elements to separate and settle to the bottom of the tank, choking its outlets completely and causing no end of trouble until tank is taken down and completely cleaned.

[Have you used oil for fuel? If so, the editor would like to receive an account of your experience, in order to assist others who are studying this phase of the greenhouse heating problem.]



WAR SAVINGS STAMP WINDOW OF HENRY A. DREER, PHILADELPHIA, PA.

When the fire is burning right, the flame is clear and almost white, making no soot and no smoke from the chimney, although in very cold weather there appears a white vapor just away from the chimney top. By watching the chimney, one can tell much as to perfect combustion, and steam and oil valves on the burners and dampers and air inlets should be adjusted until proper results are obtained. With a cool firebox, or in starting up a burner, some smoke will probably be in evidence, but a properly adjusted oil burner should burn about as clean as gas.

When shutting off steam we usually cut off the fire first, and when steam is down to ten or twelve pounds, cut off the steam. We close up all drafts and dampers at boiler, and are sure that all oil and steam valves to burners are also closed, for oil dripping in the firebox might generate enough gas to blow out the boiler front. Bear in mind that ten pounds of steam will start the burner, and if during the day it threatens to drop below that point it will be little trouble to start the burner and run the pressure up to 20 or 25 pounds, which can be done quickly if outlet valves on top of boiler are closed.

Unless the oil from the cistern is too cold to run from feed tank, do not heat it. A steam coil in the feed tank will do this. But heat it barely warm. If made too warm, some fuel oils will

Dreer's War Stamp Window.

We present herewith an illustration of one of two very attractive windows arranged by Henry A. Dreer, Inc., Philadelphia, Pa., in response to a request from the national war stamp committee for all Chestnut street merchants in that city to aid in the campaign to boost the sale of war savings stamps. The display was made during the week, July 29-August 3, and the clever arrangement of both windows attracted much attention.

Boudoir Gardening.

"How is your wife making out with those onions she is raising in a flower pot?"

"They're drooping. Stirring the soil with a hairpin was all very well, but I don't think perfume from an atomizer is the sort of irrigation they need."—Louisville Courier-Journal.

Spaking of Lawn Mowers.

Suburbanite (to inveterate borrower)—Sure! Glad to lend you my lawn mower, Smythe; but you'll have to use it here, as I never let it leave the place.—Life.

LINCOLN, CALIF.—The Lincoln Pottery Co. suffered a heavy fire loss July 29, but will rebuild and continue business.

Cyclamen Mite.

The cyclamen mite, *Tarsonemus pallidus* Banks has for some time been classed as a serious floral pest, being widely distributed over the United States. It has attained quite a wide range, being found as far east as Connecticut and as far west as Washington and Oregon. The spread of this pest is no doubt effected by the shipment of seedlings and specimen plants from one locality to another. It often happens that a florist's stock of plants is killed for some reason, by fungus, or other trouble, or perhaps he is tardy in sowing his seed soon enough to se-

their part results ordinarily in the appearance of minute brown specks which may appropriately be termed a type of russetting. Owing to the injury caused by the mites, and the continued growth about the damaged parts, the leaves become so shriveled as to give the plant a very dwarfed and shriveled appearance (figure 2). Often the leaves become very much thickened at the points immediately surrounding the injured parts. Where old cyclamen corms are preserved in the greenhouse, one may find mites about the corms throughout most of the year.

curled and distorted as to render them unsalable.

CONTROL.

As most of the species of mites have an extremely primitive respiratory system, it is often difficult to control them satisfactorily by fumigation with various gases; hence sprays must be resorted to as a preventive or control measure. After older cyclamen plants become badly infested, there is not much hope of saving or improving them as the mites are usually concealed under the calyx and even to the innermost flower parts of the buds, so that it is quite impossible to reach them with a spray. When the older plants, particularly cyclamen, have become badly infested it usually will be advisable to burn them and sterilize the soil, but the growers should avoid getting their plants in this condition by exercising preventive measures while the plants are young.

There are certain proprietary volatile liquid-nicotine extracts and non-volatile extracts on the market which may be used on cyclamen in the control of this pest. In experiments carried on against this mite neither the volatile nor the non-volatile nicotine extracts, with the addition of a small quantity of soap (one ounce of soap to a gallon of solution), injured the young or older plants of chrysanthemum, snapdragon or cyclamen, when used at the rate of 1 to 1,000 (or a teaspoonful to a gallon of water). The formula to be used then in the control of cyclamen mite is as follows:

Nicotine (40%) volatile or non-volatile, 1 teaspoonful.
Soap, 1 ounce.
Water, 1 gallon.

The non-volatile nicotine extracts and the volatile nicotine extracts are practically identical so far as killing properties are concerned. The non-volatile nicotine extracts are cheaper and whenever they can be used without injury to the plants, they should be used. The volatile nicotine extracts, however, are preferred by most florists because they can be used for fumigation purposes as well as spraying, and also because they can be used on delicate strains and varieties which might be injured by non-volatile extracts. The addition of soap to the spray is essential because it prevents the formation of small drops which roll off and thus do not penetrate to and thoroughly wet the mites. In other words, soap causes the spray to cover surfaces in the form of a film, giving both better penetration and sticking properties.



CYCLAMEN MITE.

Fig. 1—Three Leaves Showing the Severe Distortion Due to Attack of the Mites.

cure plants for the holiday trade, and to meet this demand, he is forced to purchase seedlings or mature plants from an extensive grower. If the stock of a wholesale florist is infested with this mite, he can readily transmit the pest to other localities, either on the plants or in the soil in which they are shipped. Frequently, the plants are not heavily infested on leaving the wholesale grower, and show no signs of injury, but as the mites multiply very rapidly, under favorable conditions, the plants may become seriously infested a short time after reaching their destination.

The cyclamen mite does not occur in a great variety of host plants, having apparently thus far confined its attack to a few species only. From data on hand, it would seem that the mites have a preference for cyclamen, although they have been reported on chrysanthemums, snapdragons, geraniums, and lobelias.

NATURE OF THE INJURY.

The work of the mite resembles a gall on the older leaves (figure 1) as well as on the young developing leaves. They do not generally attack the older leaves, but work mostly on the young unfolding leaves. The injury noticed on the older leaves is usually done while the leaves are small. The mites apparently shun the light and consequently penetrate to the innermost recesses accessible. Their color and size are such as to render their detection a matter of more than ordinary difficulty. With their styliform mandibles or mouth parts, they probe the tissues, in order, apparently, to imbibe the juices found there. This action on

The writer found that the buds, both leaf and flower, are ordinarily badly infested. The most noticeable effect from the attacks of this mite is the distortion of the leaves which stunts the plants, and the discoloration of the flowers. Flowers, which should have been a soft pink or red, come blotched and streaked (figure 3), and ultimately the blooms wilt and die prematurely. This injury to the flower parts is, of course, mainly noticeable when the flowers are in bloom. Most of the injury is accomplished, however, in the flowerbud stage. The mites in all stages of development may be found between the calyx and corolla, within the corolla and on the stamens and ovary. When the infestation of plants is severe, the plants do not bloom normally and ultimately become so badly



CYCLAMEN MITE.

Fig. 2—(1) Healthy Plant; (2) Slightly Infested; (3) Badly Infested Plant.

The florist should not wait until his plants are fairly grown before making an application of spray, but should start when the plants are quite young. Cyclamen seeds are usually sown in flats in rows 1½ inches apart, about the middle of August with other sowings made, until January, depending on when the flowering plants are desired. In about eight or 10 weeks after the seeds are sown, the plants will be ready to be transplanted into other flats, or into 2½-inch pots, as the case may be. They will now be from 1 to 1½ inches high; this is the time when the first spraying should be made. From then on, the plants should be sprayed with either the volatile or staple nicotine extracts at the rate of a teaspoonful to a gallon of water, with the addition of a small quantity of soap, every 10 days, until the flower buds are well developed and begin to show color. Do not spray after this, as the solution has a tendency to discolor the flowers, and the plants are then far enough along so that the mites cannot do material damage. Where geraniums, snapdragons and chrysanthemums are infested, the leaves do not usually become curled so that fewer sprayings will suffice.

AVOID CROWDING PLANTS IN FLATS.

In transplanting into the flat, do not crowd the plants too much, as it is difficult to get the spray on the developing young leaves, as it is the young growth that should be protected. A good spraying apparatus for this purpose is a compressed-air hand outfit which will give sufficient force.

The mites usually attack cyclamen first during the dry weather. Poor cultivation, insufficient ventilation, and moisture encourage mite attack. Cyclamens particularly need a great deal of attention and care for their proper development. Nevertheless, the mites will attack vigorous plants, and a preventive measure should be employed.

C. F. MOZNETTE.

Advertising, Motor Power of Industry.

Relax in your advertising, and your business will eventually slow down to a standstill—and then what? Advertising serves to stimulate the buying public to greater needs and to awaken the desire for certain commodities that perhaps lay dormant in the mind of the prospective purchaser. It is absolutely necessary to carry on our advertising campaign to greater power than ever before, in order to stimulate more demand for flowers, for two reasons: First, because we have made a good start, and, second, because it will be the means of creating more sales for flowers—and that will solve the higher price problem so essential to the growers to overbalance the increased labor cost and 50 per cent deficit in coal distribution.

This is the missing link that must supply the needed energy so essential for the furtherance of our business to a means that must make it profitable. With this is needed the individual efforts of the various florists throughout the country to back it up to get the fruitful results. Unless this is done on a broader scale than ever before, I can see only disaster for a good many of the florists in the near future; while the men who have courage and vision to go through will and must benefit, more now than ever.

It would be most unpatriotic on the part of the florists of this country to even think of curtailing in this direction, as it would lead to still further

inroads of depression, and eventually this would of necessity be the means of their not being able to participate in our Liberty Bond, Red Cross and other movements so essential to help win the war.

This problem affords food for serious thought, and the greatest thinking minds in the advertising world have decreed that advertising, now more than ever, will be the motor power that will solve the problem—that of giving us maximum results for energy used. Boys, go to it stronger now than ever, and watch the results!

HENRY PENN,
Chairman National Pub. Campaign.



Cyclamen Mite.

Fig. 3.—Streaked Flowers Due to the Mite.

National Publicity for Flowers.

The chairman of the publicity finance committee arranged with the secretary to make a two days' visit to Chicago last week, for the purpose of making a canvas of the district in the interest of the campaign fund. The visit, necessarily, could not be extended beyond the stipulated time, as the secretary was obliged to return to St. Louis on Saturday evening, convention matters there requiring his attention, consequently it was only possible to call upon a few outside of the wholesale district. As will be seen from the list of subscriptions, the wholesale florists freely contributed. These amounts form an important addition to the list of subscriptions from Chicago already reported. The secretary was also assisted in his canvass by Charles L. Washburn, of Bassett & Washburn; Paul Klingensporn, state vice-president for Illinois North, and Frederick Lautenschlager, chairman of the Illinois publicity committee and president of the Chicago Florists' Club, who generously devoted their time to the work.

Our campaign fund now lacks about \$7,000 of the amount which we started out to raise—\$50,000. Among the thousands of florists who have not yet subscribed, the required amount should be raised in a day or two, at any rate, prior to the convention. The trade papers, all of them, are kind enough to give space to our weekly reports of the work being done by our publicity committees, therefore it would be hard to believe that there can be any florist in the land who is not familiar with our campaign, with its objects and

with the benefits already resultant, so far as reported. With the knowledge is has of the effort put forth to make every florist see the great necessity for a campaign such as ours, our promotion bureau is satisfied that anyone who does not know of what we are trying to accomplish never sees a letter carrier and, worse still, never reads a trade paper. Why, then, cannot the few hundred dollars required to complete the fund be immediately forthcoming? That it will be forthcoming, eventually, there is no doubt whatever, but we want it now, before the convention, so that the committees can report that our object has been attained. We know of several other industries, many of whose aggregate investments are not nearly as great as those in our own trade, who have created for a similar purpose far larger funds than the florists are asked to create and are enjoying the benefit which they were positive would result.

Do you want to have the public believe that flowers in their homes are not essential, or that their purchase for any purpose is an extravagance in wartime? Do you want to see the use of your products cut out at functions where they have always played a conspicuous part? Do you want to see them denied admission to hospitals and other places where their cheering influence is beyond dispute? Of course you do not. Then subscribe to this fund, because it will be expended in a country-wide effort to prevent these very conditions, and without this effort the future of our business would be dark indeed. So impressed are some of our subscribers with the value of our work that they are increasing their subscriptions. So, why hold back, Mr. Nonsubscriber? The campaign is as much in your interests as in those of anyone else in the trade, and your returns are absolutely sure.

The following additional subscriptions have been reported, annually for four years, unless otherwise stated:

Otto Sunder, St. Louis, Mo.	\$10.00
J. W. Boern, St. Louis, Mo.	10.00
Fred H. Weber, St. Louis, Mo.	25.00
Thos. C. Carr, St. Louis, Mo.	25.00
St. Louis Seed Co., St. Louis, Mo.	25.00
Sunny Slope Seed Farm, Independence, Mo.	5.00
Fromhold's Flower Shop, Kansas City, Mo.	15.00
A. L. Thompson, Kansas City, Mo.	5.00
Joseph Witek, St. Louis, Mo.	25.00
Ed. A. Humfeld, Kansas City, Mo.	10.00
Ostertag Bros., St. Louis, Mo.	5.00
The Blossom Shop, St. Louis, Mo.	25.00
Mrs. T. E. Diemer, St. Louis, Mo.	5.00
Mrs. Ida Bruenig, St. Louis, Mo.	25.00
W. W. Sterzing, St. Louis, Mo.	5.00
John Held, St. Louis, Mo.	5.00
A. J. Beuten, St. Louis, Mo.	25.00
Mullanphy Florists, St. Louis, Mo.	25.00
Albert Berger, St. Louis, Mo.	25.00
The Rosery, St. Louis, Mo.	5.00
Pieper Floral Co., St. Louis, Mo.	5.00
W. J. Wright, St. Louis, Mo.	5.00
A. L. Randall Co., Chicago (1 yr.)	100.00
The Chicago Flower Growers' Ass'n (1 yr.)	50.00
J. A. Budlong, Chicago	50.00
Kyle & Forster, Chicago	25.00
A. L. Peterson, Cincinnati, O.	25.00
Geo. Reinberg, Chicago (1 year)	25.00
A. T. Pyfer & Co., Chicago	25.00
Merber Bros., Chicago	25.00
Percy Jones, Inc., Chicago	25.00
Zech & Mann, Chicago	25.00
A. Henderson, Chicago (1 year)	25.00
Erne & Co., Chicago	25.00
John Kruchten Co., Chicago	25.00
A. L. Vaughan & Co., Chicago	25.00
J. M. Reburn, Chicago	25.00
Batavia Greenhouse Co., Chicago	25.00
Edward Clody, Chicago	25.00
E. F. Winterson, Chicago	25.00
W. J. Ladott, Chicago	25.00
Chas. W. McKellar, Chicago	20.00
O. A. & L. O. Toner, Chicago	15.00
Chas. H. Zapfe, Chicago	12.00
Grossberg, Pyfer, Finermanman Co., Chicago	10.00
The Jackson Flower Shop, Chicago	10.00
Nick Dahm, Morton Grove (1 year)	10.00
Archib Spurr, Chicago	10.00
Henry Hilmers, Chicago	10.00

\$1,012.00
Previously reported from all sources \$42,010.25

Grand total \$43,022.25
JOHN YOUNG, Sec'y.

Canadian Horticultural Association.

WELL-ATTENDED CONVENTION.

The Canadian Horticultural Association met in annual convention at the Normal School, Ottawa, Ont., August 13-16, advance announcement of which has been made in previous issues, the well-arranged programme containing much of timely interest to the large and representative attendance. The convention was called to order by E. I. Mepstead, and after being welcomed to the city by Mayor H. Fisher, the delegates were occupied during the balance of the opening session with President Hayward's address, the report of the secretary-treasurer, H. J. Eddy, the secretary-treasurer, H. J. Eddy, and the appointment of committees. President Hayward called attention to the fact that in the 21 years the association has been in existence it had been guided by the most prominent men in horticultural lines in the Dominion, and that it seemed quite remarkable that every past president of the association had been spared to see the coming of the present meeting. He dwelt briefly upon war conditions and extended his full sympathy to all members who had sons or friends on the firing line in France. As regards the tariff, he called attention to the fact that no change could be made in these anxious times, but that when things again resumed a normal state a revision would undoubtedly come, adding that at the present time there are horticultural interests favorable to taking down the bars in order to cheapen articles that enter into their particular needs, without thought of the consequences, seeming to fail to realize the general balance that must exist in tax distribution. He also discussed the coal situation, pointing out that those who burn anthracite and are limited to 70 per cent of normal requirements may make up the balance with coke or screenings, and that the trade will be given every opportunity to secure its allotted supplies to carry on its establishments. The labor shortage, he said, will also undoubtedly continue for some time. He referred to prices as a delicate subject, and recommended that a committee be appointed, representing the different growing and distributing centers, to take up this important matter, the findings to be made public through the trade press. A committee was also suggested to take up the matter of service with the express companies, especially as regards importations. In closing, he urged optimism and confidence in all business lines. The report of Secretary-Treasurer H. J. Eddy showed the association's finances to be in excellent condition.

The papers and discussions which featured the following sessions, were fully up to the high standard which has marked the previous gatherings of this organization. Among the well-known speakers and their topics were the following: Wm. C. Hall, Montreal West, "Easter Lilies"; E. B. Hamilton, London, Ont., "Extension of Credit"; H. B. Dilleuth, Toronto, "Decoration Day"; Jas. McKenna, Montreal, "Plants for Christmas to Replace Imported Stock"; George M. Geraghty, Toronto; Jos. Bennett, Lachine, "Care of Plants after Being Received in the Store"; Charles Craig, Ottawa, "Plants for Easter to Replace Imported Stock"; Robert Burrows, St. Anne de Bellevue, "Outdoor Gardening on a Private Place"; followed by the question box. The visitors were delightfully enter-

tained during their stay, among the features arranged by the committee in charge being a trip to the Dominion Experiment Farm, followed by a luncheon; a bowling match between the Ottawa and All Canada teams; a visit to the establishment of R. H. Wright, at Aylmer, at which place sports were held on the lawn; a trolley ride to Britannia, and a visit to the parks and other points of interest, under the auspices of the Ottawa Florists and Gardeners' Society. Special entertainment was provided for the ladies in attendance.

A feature of the convention was the most excellent trade exhibition, the judging of which was in the capable hands of F. Dick of London and R.



E. J. Hayward, Montreal.
President Canadian Horticultural Association.

Scott of Montreal. A number of past presidents were noted among those in attendance at the meeting, included in the list being Walter Muston, Chas. McKenna, H. B. Cowan, A. Fraser and E. I. Mepstead.

H. J. EDDY, Sec'y.

Store Items.

During August one has to be on the lookout, so as to know just where to lay his hand on this or that scarce flower when the order is for something in a hurry. Today and for several days past the market has been overstocked with Easter lilies. Orders are taken for these flowers to go out tomorrow; no need to hurry we'll get them in the morning. When morning arrives a visit to the market shows crops all off, no lilies or very few in sight. Orchids, lily of the valley, good roses, etc., are never to be depended on at this time, so the moment an order is taken, if the stock on hand is low, call up the dealers at once and avoid disappointment later.

Talk sprays and wreaths. Most customers will be satisfied if the great variety in their arrangement is explained to them. Intricate designs that require expensive flowers, variety and much stemming of stock, are to be avoided as much as possible. Recommend lettering on ribbon instead of the background of flowers. When finished, such pieces are as sure to please and much more profitable and satisfactory to the store.

Always keep in mind that your business is not just an occupation. The store is carried on for the purpose of making money. Each transaction should be worked to the limit and everything done in a legitimate way to sell as much to the customer as possible. In taking an order for a design or spray find out how much the customer has thought of spending, and then try and raise this by showing how a choice orchid or two, or a dozen more roses or lilies of the valley will make it stand out among other pieces of a similar character. Never give a definite figure when asked for prices on sprays, wreaths, pillows, etc. A statement that "We make them from five, six, seven fifty and ten dollars up, according to size," is pretty sure to bring the question, "Have you nothing cheaper?" or the statement, "Well, we want to get something very nice," which shows at once how the customers are to be handled.

The visitor who is a stranger should be shown every courtesy; if a purchase is made and sent with a card, attention should be called to other nice things in the store and if possible a sale made to be sent home. If this is not possible, a request to add their name to the mailing list so that they may get the store invitations, booklets, etc., will generally bring a favorable response.

Leaflets containing interesting items about plants and flowers, short cultural notes for treatment of the window plants, fernery, etc., which include and describe the seasonable choice plants and cut flowers in stock at the time, is good advertising matter which should be sent to all customers at least once a month from October until June.

Investigate every complaint; in fact, look for trouble and avoid it in a more intense form later on. Inquire how the plants sold recently are doing, or if the fernery is satisfactory. Valued customers have been known to transfer their business on account of some such trifling complaint, as an unsatisfactory filling of the fern dish which was not immediately made good.

St. Louis Convention of 1904.

The convention of the Society of American Florists to be held in St. Louis, Mo., August 20-22, will doubtless recall to the minds of many members the twentieth annual meeting, held in that city in 1904. That meeting will be remembered as one of the most interesting since the society's organization, made all the more pleasurable by the fact that the World's Fair was held in St. Louis that summer. In contrast, we cannot help but reflect upon the radically changed conditions existing in that year and the present one, peace and prosperity on the one hand, war and its incident trials which beset the trade at present, on the other. Nevertheless the florists throughout the country, thoroughly imbued by the spirit of true American patriotism, are proving themselves alert to their responsibilities, and the St. Louis wartime convention, with problems of grave importance before it, will without doubt go on record as a meeting of achievement.

At the convention of 1904, held in the Exposition building, Philip Breitmeyer, Detroit, Mich., presided, J. J. Beneke, St. Louis, vice-president. It will be recalled that J. C. Vaughan, of Chicago, was elected president for the following year, Joseph Freeman, of

Washington, D. C., which city was selected for the 1905 meeting, being chosen vice-president. Secretary Wm. J. Stewart, of Boston, Mass., and Treasurer H. B. Beatty, of Oil City, Pa., were re-elected.

The trade exhibition was most extensive, the consensus of opinion being that it was the finest in the history of the society up to that time. Among those represented, and whose success has not dimmed in the intervening years, were Vaughan's Seed Store, Chicago and New York; Geo. A. Kuhl, Pekin, Ill.; Henry A. Dreer, Inc., Philadelphia, Pa.; J. A. Peterson & Sons, Cincinnati, O.; George Wittbold Co., Chicago; Lager & Hurrell, Summit, N. J.; Jos Heacock Co., Wyncote, Pa.; C. C. Pollworth Co., Milwaukee, Wis.; F. R. Pierson Co., Tarrytown, N. Y.; Robert Craig Co., Philadelphia, Pa.; Metairie Ridge Nursery Co., New Orleans, La.; Kroeschell Bros. Co., Chicago; J. G. Esler, Saddle River, N. J.; J. C. Moninger Co., Chicago; King Construction Co., North Tonawanda, N. Y.; A. Dietsch Co., Chicago; Lord & Burnham Co., New York; Anders Rasmussen, New Albany, Ind.; Foley Greenhouse Manufacturing Co., Chicago; H. Bayersdorfer & Co., Philadelphia, Pa.; Reed & Keller, New York; S. S. Pennock Co., Philadelphia, Pa.; C. A. Kuehn, St. Louis, Mo.; Wm. F. Kastling Co., Buffalo, N. Y.; A. T. Boddington Co., and Schloss Bros., New York.

The bowling series were exceptionally well contested, both in the events for ladies and gentlemen. The late Philip J. Hauswirth, of Chicago, chairman of the sports committee, was in man of the arrangements and his work was highly complimented. J. H. Stevens, referred to at that time as "the youthful bowler from the Windy City," established a clear title to the championship and rolled all contestants off their feet, being awarded a diamond medal. In team scores, Chicago maintained a strong lead, followed by St. Louis, Detroit and Washington. The late Mrs. F. J. Hauswirth rolled high scores in both the ladies' individual contest and single games.

That the convention was well attended is shown by the fact that the names of those who registered numbered 320, including 51 of the fair sex. And among those who were present, how many remember the discovery of the strange footprints in an inner court section of the St. Nicholas hotel site.

New York to St. Louis.

The transportation committee of the New York Florists' Club has made the following arrangements for the trip of its members and friends to the annual convention of the Society of American Florists at St. Louis, Mo., August 20-22:

The party will proceed over the Pennsylvania Railroad, Sunday, August 18. Arrangements have been made for accommodations on the Keystone express No. 21, leaving the Pennsylvania Terminal Station, 33rd street and Seventh avenue, at 2:04 p. m., due in St. Louis 5:25 p. m. the following day (Monday).

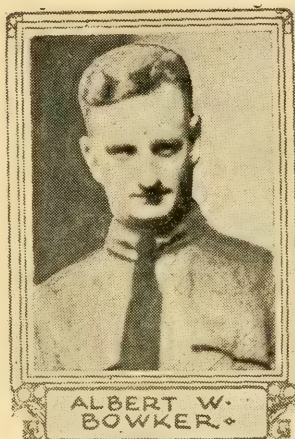
Under existing traffic conditions it has been impossible to secure any rebate in the regular rates, which for the train selected are as follows: Fare, one way, \$31.68; war tax, \$2.53; additional fare for Pullman train, \$5.28; war tax, 42 cents; lower berth, \$6; war tax, 60 cents; upper berth, \$4.80; war tax, 48 cents, or, inclusive, the fare one way will be: Upper Pullman berth, \$45.19; lower berth, \$46.51.

In view of the limited passenger service available, all who wish to join the club party should make early reservations to A. L. Miller, chairman transportation committee, Sutphin road and Rockaway boulevard, Jamaica, N. Y.,

stating the persons for whom transportation is desired and the number of upper and lower berths.

Chicago to St. Louis.

The Chicago & Eastern Illinois railroad has been chosen for the trip of the Chicago Florists' Club members and friends to the annual convention of the Society of American Florists at St. Louis, Mo., August 20-22, leaving Dearborn Station, Monday, August 19, at 11:30 p. m., due St. Louis the following morning at 7:37 o'clock. The rates of fare one way, including tax, are: In coach, \$9.41; in sleeping car



or parlor car, \$10.97. There is no party rate and no reduction for round trip. Pullman fares, tax included, are as follows: Lower berth, \$2.20; upper berth, \$1.76; drawing room, \$7.70; parlor car seat, \$1.10.

Regarding sleeping car accommodations, and all further particulars, address Sam M. Childs, General Agent Passenger Department, 108 West Adams street, Chicago. Telephone Harrison 5100.

Parties from other points passing through the city are invited to join the Chicago delegation on this train.

Medical Plants in France.

Efforts are being made in France to spread the culture of medicinal plants, and last year the grand parterre at Fontainebleau was planted with hyssop, borage, sage and poppy. The Orleans railway has offered its unoccupied land beside the tracks for the culture of belladonna, henbane and chamomilla, which had been imported before the war from Austria, Belgium and Germany.—Revue Horticole.

ROCHESTER, PA.—H. L. Thompson, well-known florist of this city, has arrived in Los Angeles, Calif., with his automobile after a very pleasant trip. He left here June 30 and will make a tour of the western states before his return.

OBITUARY.

Albert Bowker.

Albert Bowker, reported in the casualty list of General Pershing's army, published August 7, as "killed in action," July 15, was well known in the wholesale district of New York, where he had been employed for about 10 years previous to his enlistment. His first work in the district was for A. J. Guttman, and when the latter gave up the store at 34 West 28th street he continued in the service of Badgley & Bishop, later going to Riedel & Meyer. Soon after the entrance of this country into the war, he volunteered, being among the first to enlist in the old 69th regiment of New York, which had been termed "the fighting 69th." It is now the 165th.

Albert Bowker was born in New York 28 years ago. He received a good education, and after leaving school was for a time in the circulation department of the New York Times. He was an "all American," and thoroughly understood the meaning of fighting "to make the world safe for democracy." From the time of his enlistment, he was anxious to get to the front, as shown by conversations before he left with his regiment and by letters received from him after he reached France, about a year ago. Both parents being dead, he had made his home in this city with his sister, Mrs. Emily Burke, 146 West 101st street. In letters to Mrs. Burke and another sister, Miss May Bowker, he had written shocking details of German atrocities, such as the shooting of defenseless prisoners and that the Germans were using shells filled with fever germs. Physically, he was a fine specimen of manhood, being six feet tall and well proportioned. Of the many young men who are in the service from the florist trade of this city, he is, so far as known, the first to give up his life for his country.

A. F. F.

Amaziah M. Herr.

Amaziah M. Herr, father of Chas. B. Herr, the well known carnation grower of Strasburg, Pa., died August 4. While not actively engaged in the business, he was remarkably well informed on all matters pertaining to floriculture, and was of much assistance in the building up of Chas. B. Herr's reputation as a carnation grower. He was always on hand at the greenhouses to welcome any of the trade, and was looked up to and honored by all. The funeral was held from the residence of his son-in-law, Dr. Martin H. Musser, and was attended by a great number of friends and relatives, as well as by a goodly proportion of the Lancaster County Florists' Association, who sent a beautiful spray of flowers as a token of their sympathy. He is survived by three children, Marv, wife of Dr. Martin H. Musser, Edgar and Chas. B. Herr.

ALBERT M. HERR.

Francis W. Bird.

Francis W. Bird, Walpole, Mass., of Neponset paper pot fame, died August 9, at a Boston hospital.

DETROIT, MICH.—The florists' club will hold its annual outing August 22 in the grove of the Breitmeyer Landscape & Nursery Co., on the Huron river. Rockwood, Wayne county Dixie Highway. The election of officers for the ensuing year will take place at that time.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO.

'In God's name, cheerily on, courageous friends

To reap the harvest of perpetual peace,

By this one bloody trial of sharp war."

THIS ISSUE 76 PAGES WITH COVERS

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Personal.

Ralph Cushman, son of E. H. Cushman, the well-known gladiolus grower, is in the military service.

Is the coal in?

In time of war, prepare for peace.

ONCE again, "Meet me at St. Louis."

ONE retailer says the government should be induced to fix a reasonable price for lily of the valley.

OUR special cover this week shows a portion of O'Fallon Park, St. Louis, and the headpiece on the first inside page is a view of the Missouri Botanical Garden palm house.

OUR young men of the trade are giving a good account of themselves at the front. They are, of course, falling here and there, and the bereaved relatives and friends have our sincere sympathy. Greater throngs, more eager than ever, are pressing forward to the front every day.

American Gladiolus Society.

As we go to press, the ninth annual meeting and exhibition of the above society opens at the Iroquois hotel, Buffalo, N. Y., the attendance being large, and the fine showing of splendid blooms already staged giving promise that the convention, which extends over four days, will be one of the most successful in the history of the society. A detailed account of the meeting will appear in our next issue.

Yearbook of Department of Agriculture.

"The Yearbook of the Department of Agriculture, 1917," recently issued by the government printing office, contains 853 pages and over 70 illustrations, among other interesting chapters in the contents being the following: The Soy Bean Industry in the United States; Production of Drug-Plant Crops; Fertilizers from Industrial Wastes; The Seed Supply of a Nation, and Co-operative Marketing.

John Young's Good Work.

Secretary John Young's hurried tour of the leading cities from the Atlantic to the Pacific has resulted in bringing the publicity fund of the Society of American Florists up to \$40,000, approximately, and the addition of some 450 new names to the roll of membership. This would have been considered grand work in our most prosperous days and speaks volumes for the optimism and business conditions of wartime. That's the spirit that wins in everything, commerce as well as armed combat. Keep it up.

Window Glass Advances.

PITTSBURGH, PA.—The 11½ per cent advance in products announced by the American Window Glass Co. has been followed by a similar upturn in the output of the Consolidated Glass Co. and revision upward will be announced within a few days by the Pittsburgh Plate Glass Co. and Johnston Brokerage Co.

The 50 per cent curtailment in output has resulted in the stocks of window glass being low.

Society of American Florists.

ST. LOUIS PROGRAM OF VITAL INTEREST.

With the convention but a day or two away, it is pleasing to note the greatly increased interest in the subject matter of the programme. There is every indication of a large attendance, and it would not be surprising if the number of visitors should exceed the number registered at any preceding convention. It should be borne in mind that the society's membership roll has been increased more than 25 per cent since our last convention, and, naturally, a large proportion of those making up this increase will want to meet their fellow members, as well as to take some part in the proceedings, or to get information which will help them in the solution of business problems such as beset us all in these troublous times. Never before did we have before us for discussion matters of such vital interest to our trade as those scheduled in our programme—publicity, with details concerning the expenditure of a fund expected to approximate \$50,000; the fuel situation, which is fraught with perplexities as to what we can and cannot do to keep our establishments going; credits and collections, which promise in the near future to engage our most serious thought, and the various other matters of general interest.

St. Louis has the advantage of central location, consequently its drawing power should be greater than that of a city located remotely north, south, east or west. It is a city of high rank among our commercial "hub" cities, and its facilities for the care of large visiting bodies are excellent. Hotel headquarters will be the Jefferson hotel, conveniently located. The convention will be held in Moolah Temple, easily reached from the hotel district.

THE TRADE EXHIBITION.

The trade exhibition, as already announced, will be housed in the same building as the convention. A feature of this exhibition this year will be the display of florists' accessories "made in America." As might be supposed, imported goods will play a minor part in the general display and their place will be filled largely by goods produced at home.

Visitors who are interested in bulbs will have an opportunity to bid on the splendid collection forming the exhibit of the Cottage Gardens Nurseries, Inc., of Eureka, Calif., which exhibit is to be sold at auction for the benefit of the Red Cross, proceeds to be turned in as the donation of the S. A. F.

JOHN YOUNG, Sec'y.

Federal Tax on Business Firms.

Washington, D. C., August 13.—According to a schedule inserted today in the draft of the \$8,000,000,000 revenue bill by the house ways and means committee, proprietors of all businesses or professions, with only a few exceptions, will pay an annual federal license, the schedule being as follows:

"Under the occupational tax plan, the proprietors of any concern doing business of \$2,000 a year or more will pay \$10 annual tax and wholesale concerns doing business of \$200,000 or more will pay a tax of \$25 along similar lines. This does not apply to clerks or employees of concerns or to salaried men. Farmers, clergymen, school teachers and mechanics are also exempted."

Wants, For Sale, Etc.

**One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.**

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—A section man to take charge of roses. Wages, \$20.00 to \$25.00 per week, depending on ability. Address

Key 918, care American Florist.

Help Wanted—Competent grower of chrysanthemums and potted plants. Wages \$21.00 per week. Address

United States Cut Flower Co.,
Elmira, N. Y.

Help Wanted—Night temperature man; one who understands boilers; good wages to right party. Address

United States Cut Flower Co.,
Elmira, N. Y.

Situation Wanted—As head gardener or supt. of private place or institution; now employed; wish to change; married. Best of references as to character, habits and ability. Thoroughly understand all branches of gardening. Good reasons for leaving. Good commercial place considered where energy and ability count. Expect good salary. No objection to distance. Address

L.
Gardener, Ft. Steilacoom, Wash.
Wn. Box. 29.

For Sale—Two greenhouses, 25x100 ft., modern construction, hot water heat. Located in hustling town of 3,000. Excellent business.

Mrs. Adah M. Johnson,
Carey, O.

AGENTS WANTED

To sell our hardy, high grade nursery stock on salary or commission. Pay weekly. \$35 a week easily made. Write for proposition.

THE CASS NURSERIES, Desk. 364, GENEVA, N. Y.

Help Wanted

Young reliable grower for carnations, chrysanthemums and general line of pot plants; steady position and good wages. State age, experience and wages wanted in first letter.

MILLER'S GREENHOUSES
MUNCIE, INDIANA

BOILERS

FOR SALE CHEAP

Second-hand Kewanee steam boiler (firebox) capable of heating 15,000 ft. of glass; Superior hot-water boiler, capable of heating 15,000 ft. of glass; one tubular boiler, capable of heating 10,000 ft. of glass. Also a large quantity of boiler flues for heating purposes.

Henry Wittbold
NORTH EVANSTON - ILLINOIS

FOR SALE

Glass, 16x18 in., \$4.50 per box
" 16x24 " 5.00 " "

Evans' Ventilating Machines,
\$8.00 each

" " Arms, 15c "

" " Hangers, 7c "

1 inch Vent. Pipe, 5c per foot
2 inch Heating " 10c " "

J. A. BUDLONG

184 No. Wabash Avenue, CHICAGO

Salesmen Wanted

We prefer greenhouse men for our salesmen. If you can make good selling an established line of greenhouse supplies, we have openings in our sales organization. Previous sales experience is desirable but not necessary. What we want are greenhouse men who understand greenhouse problems and can talk intelligently to the greenhouse trade. In writing us, give age, references, salary expected and territory you are familiar with. Address

Key 921, care American Florist.

GREENHOUSES FOR SALE.

In Denver, America's great health resort. Established florist's business including eight city lots; six greenhouses fully stocked and plants in excellent blooming condition; finely equipped cut flower store, with large refrigerator, marble top counters, large mirrors, safe, typewriter, auto delivery car, etc. Elegant nine room pressed brick residence (furnished). All adjoining and heated together. No coal restriction; mines not far distant. A going business: good patronage; in a desirable location. Best of reasons for selling. A bargain. Reasonable payment down, balance long time. Might use some clear real estate if well located to apply.

Bright Spot Greenhouses,
Fifth Ave., Denver, Colo.

FOR SALE Greenhouse Glass

10x12 in., per box, \$3.50
16x18 " " " 4.50

Wire Stakes

6 ft., per 1000...\$12.50; per 1000...\$1 25
Rafters, 1½ and 1¼ inch wrought iron
piping, Garland iron gutters and Evans
ventilating machines.

— WRITE FOR PRICES —

PETER REINBERG

30 East Randolph St., CHICAGO

WANTED

Ten good live Rose Growers, preferably past the Draft age. Good opportunity for some to advance. Good work will be appreciated.

Also: Six Firemen—Pay \$90.00 per month.

POEHLMANN BROS. COMPANY
MORTON GROVE - ILLINOIS

NOTICE

—OF—

STOCKHOLDERS MEETING

CHICAGO, July 20, 1918.

Stockholders of the American Florist Company.

You are hereby notified that the annual meeting of the stockholders of the American Florist Company will be held in the Jefferson Hotel, St. Louis, Mo., Wednesday, August 21, 1918, at 3 o'clock p.m. for the purpose of electing directors and officers for the ensuing term and for the transaction of such other business as may come before the meeting.

J. C. VAUGHAN, Pres.
M. BARKER, Sec'y.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¼x1½ inches.

FOR CUT FLOWERS: In two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

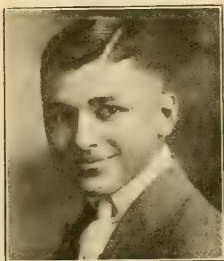
440 S. Dearborn St., CHICAGO

All Florists' Stocks and Supplies

Should be Shipped as Early as Possible.

There will be much congestion of freight
and express this fall and all shipments
will be subject to delay.

**Move Seeds, Bulbs, Plants and Supplies
While the Conditions are Favorable.**



E. KRAYER.

When you get into St. Louis (Remember) make our store your headquarters; direct your mail and telegrams here. Make use of our stenographic, telephone and telegraph service. Autoists making the convention see our garage mechanic if any serious trouble develops on your car. Watch for the W. S. S. emblem—each wearer is one of your Allies.

WINDLER WHOLESALE FLORAL CO
1310 Pine St., ST. LOUIS, MO.



F. A. WINDLER.

Windler's } We welcome you
Smiling } S. A. F. and O. H.
Service } Sirs and ladies.



LEO VON-GRAEFFEN

When you get into St. Louis (Remember). Look over our "Natural Foliage" line of wreaths. We are sole distributors for the Natural Foliage Co. of this city. Come in to see us and look us over. We show you in this ad only a few types of our Smiles. If anyone wearing a W. S. S. emblem does not smile ask him how long he has been sick.

WINDLER WHOLESALE FLORAL CO
1310 Pine St., ST. LOUIS, MO.



A. R. LOMMEL.



A. L. W. GUMZ.



E. D. DOIZMAN.

Missouri Pottery & Supply Co.

ST. LOUIS, MO.

We extend a hearty welcome to all representatives of the S. A. F. Convention, and while here examine our

Strong, Red, Porous, Smooth Pots

We have a large stock of **Standard Pans** and **Azalea Pots** in all sizes. These are displayed at the Convention Hall.

Pittsburgh, Pa.

STOCK OF GOOD QUALITY LIMITED.

Were there more good stock on the market, there would be good business for this time of the year. Gladioli are plentiful, but the quality is poor. Roses and asters are in the same class and go at very low prices. In fact, there have been no good outdoor flowers for the past three weeks, due to the extremely hot weather. Some good lilies are being received and they command fair prices. American Beauties are still small in flower and open up so fast they are hard to dispose of. There are a few carnations to be seen, but no

demand for them. All of the local florists have been ordered to reduce their ice supply 50 per cent, and it is in consequence hard to keep stock from one day until the next.

NOTES.

The outing of the local trade at Walnut Beach, April 7, was a much enjoyed affair, being attended by about 250 persons. In addition to a well-arranged program of sports, dancing and bathing were indulged in. Every person who entered the grounds was entitled to a chance on a handsome lamp donated by the A. L. Randall Co., of Chicago. This was won by George

Franks. A 10-weeks-old pig, donated by E. C. Ludwig, was won by Otto Minzenberg, and Miss Edith Thompson won a French poodle presented by Chas. Dougherty, of McKeesport. Some wonderful pitching by Abe Kronegold and a home run by B. Thompson were features of the ball game between the retailers and growers.

John Harris went to Saltsburg, August 9 with a truckload of flowers for a funeral at that place. He arranged 40 designs and many bunches.

Randolph & McClements used two truckloads of stock for a wedding in Beaver, Pa., August 10. M.

WELCOME — TO — ST. LOUIS

is the watchword of the St. Louis Wholesale
Florists' Association.

Come in and make yourself at home while
attending the Society of American Florists
convention. OUR service is YOUR service.

GEO. H. ANGERMUELLER,
1324 Pine Street.

HENRY G. BERNING,
1402 Pine Street.

C. A. KUEHN,
1312 Pine Street.

WM. C. SMITH WHOLESALE FLOR'L CO.
1316 Pine Street.

WINDLER WHOLESALE FLORAL CO.
1310 Pine Street.

CRAIG QUALITY STOCK

will be the feature of the

S. A. F. Trade Exhibition at St. Louis

The quality of this stock has never been excelled. In spite of the unusual war conditions our large ranges at Norwood contain a wonderful stock of superior quality.

Crotons and Dracenas

Unquestionably the largest and finest stock in this country.

Pandanus Veitchii, Ficus Pandurata,
UTILIS CRAIGII.

40,000 Poinsettias All Sizes in Pots and Pans.

Our MR. C. VAN and L. J. SEIGER will be on hand to welcome you.

Our new Catalogue is now ready. Let us send it to you; a postal will bring it.

Norwood

The Sensational New Nephrolepis
The Best of all the Crested Type.

Scotti, Teddy Jr., Boston, Robusta, Smithii, and other favorites in large quantities.

60,000 Cyclamen Wonderfully Strong and Vigorous.

Robert Craig Company

4900 Market Street,

NORWOOD, PA.

PHILADELPHIA, PA.

Mention the American Florist when writing



If interested in

CHRISTMAS HEATHER

It will be to your advantage to communicate with

Yours truly,

A. L. MILLER
JAMAICA, N. Y.

Don't forget the S. A. F. and O. H. Convention at St. Louis, Aug. 20-22. Be there!

Mention the American Florist when writing

Springfield, Ill.

BUSINESS FAR ABOVE COMPLAINT.

The centennial fair, which opened August 9 and will close August 26, has brought good business to all of the local florists, with a splendid demand for everything seasonable, and this very satisfactory situation follows a very good trade for the season recently closed. Rain is very badly needed, especially for nursery stock and outside plantings of florists' flowers are also

suffering badly, gladioli and asters in particular. The coal situation is not causing much alarm among the growers in this vicinity, most of them being within easy hauling distance of the mines.

NOTES.

A. C. Brown reports better returns from his store than in other years and is very optimistic. His stock of roses, carnations and a general line of pot plants in his greenhouses are looking fine for the fall and winter business.

The Janssen Seed & Floral Co. has a fine display of palms, foliage plants and a general line of floral designs in the competitive class at the fair. The entire arrangement shows taste and ability.

Hembreiker & Cole are showing their capabilities in the competitive fair displays which change every three or four days.

Miss Belle Miller has her establishment in fine shape for the fall trade and reports unusually good business this season to date. **RAMBLER.**

SPECIAL OFFER

One Million Freesia Purity

$\frac{3}{8}$ to $\frac{1}{2}$ -inch	-	-	-	-	\$ 3.50 per 1000
$\frac{1}{2}$ to $\frac{5}{8}$ -inch	-	-	-	-	5.50 per 1000
$\frac{5}{8}$ to $\frac{3}{4}$ -inch	-	-	-	-	8.50 per 1000
$\frac{3}{4}$ -inch and up, mammoths	-				15.00 per 1000

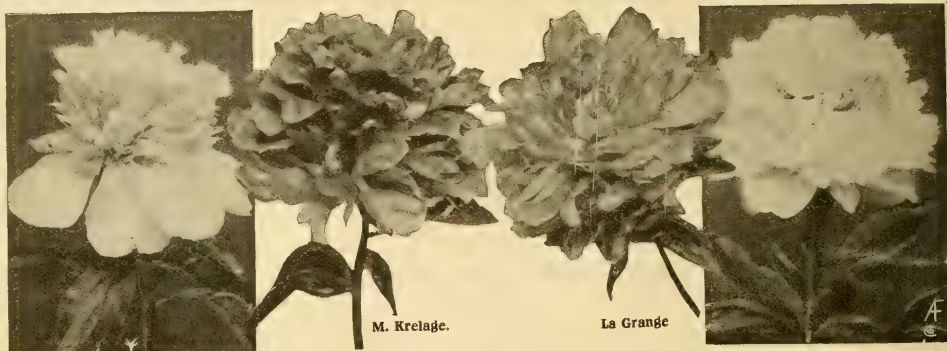
Compare this offer with all others. We are selling this million FREESIAS from one of California's largest growers, and experts say that it is the finest crop of bulbs grown in California this year.

OUR TERMS ARE CASH with order or C. O. D., with privilege of your money back if you are not satisfied.

We guarantee this offer for only two weeks.

Pacific Florist Supply Company

18-20 Lick Place, San Francisco, Calif.



Jeanne d'Arc.

M. Krelage.

La Grange

Couronne d'Or.

PEONIES for FLORISTS

WE have an exceptionally large stock of our own growing. Strictly true to name, all in strong divisions, with from 3 to 5 eyes each. Varieties marked thus (*) are particularly suitable for Florists.

WHITE AND LIGHT SORTS.

	Each	Doz.	100
Albatre. Large, compact. Milk white center edged, carmine.	\$0.40	\$4.00	\$30.00
Carnae Triumphans. Guards and crown pale pink, collar amber-white, fragrant, mid-season.25	2.40	18.00
Charlemagne. Lilac-white with bluish center; fragrant, free. Late, extra.25	2.40	15.00
Couronne d'Or. Snow-white, yellow reflex, very large. Late; a splendid long distance shipper.30	3.00	20.00
*Duchess de Nemours. (Calot). Sulphur-white with greenish reflex, cup-shape.25	2.40	15.00
Duke of Wellington. Very large well formed sulphur-white bloom, stems very firm and long; fragrant.25	2.40	18.00
Festiva. (Drop White). Large, full rose-shaped bloom, creamy white flecked with carmine.35	3.60	25.00
Festiva Maxima. Flowers of immense size, 7 to 8 inches in diameter, bluish white with red blotches on edges of center petals.25	2.40	16.00
Jeanne d'Arc. Soft pink, center sulphur-white and pale pink, very fragrant. Valuable for cut flowers.25	2.40	18.00
La Tulipe. Delicate rose, fading to creamy white, tipped with carmine; very large bloom, late.30	3.00	22.00
Madame Breon. Guards rosy-flesh, center creamy white, fading to pure white. Large long stem, fragrant, early.25	2.40	18.00
*Madame de Verneville. Guard petals sulphur-white, center delicate rose, one of the most desirable of the white Peonies for all purposes.25	2.40	14.00
Marie Lemoine. Large, compact, pure white, cream white center, carmine tips. Fragrant.30	3.00	20.00
*Queen Victoria. White, center petals tipped carmine, large, full bloom; one of the best cut flower sorts, early.20	1.80	12.00

LIGHT AND DARK PINK AND ROSE.

*Alexander Dumas. Light violet-rose, of medium size. A creamy white collar of narrow petals mingled with the white outer petals. A fine cut flower variety and a good producer. Early.30	3.00	20.00
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*Eugenie Verdier. Delicate flesh pink, very tall, free and very beautiful. Midseason.	\$0.30	\$3.00	\$20.00
Faust. Delicate flesh with a dark center. Midseason.25	2.40	15.00
*Kobinoor. Shell pink, very free, splendid cut flower sort. Midseason.25	2.40	15.00
Madame Forel. Immense, compact, ball-shaped bloom. Clear deep rose. Strong stems, very fragrant. Late.35	3.00	25.00
*Marguerite Gerard. Large, compact, semi-rose developing into a crown with stamens. Very pale hydrangea pink, fading to nearly white, central petals flecked dark carmine. Late.60	6.00	40.00
*M. Jules Elle. Very large globular flowers with broad imbricated petals, glossy pink, silver reflex. Fragrant.60	6.00	40.00
*Souv. de G. Calot. Large satiny bloom, pink; splendid cut flower.25	2.40	18.00
Souv. de L'Exp. Universelle. Brilliant rose. One of the finest.30	3.00	20.00

RED AND CRIMSON.

*Felix Crousse. One of the best red sorts, large double ball-shaped flowers. Free bloomer.40	4.00	30.00
Gloire de Douai. Immense, glowing, deep crimson.30	3.00	20.00
*La Grange. Very desirable on account of its striking red color, heavy stem, and large double flowers.35	3.60	25.00
Louis van Houtte. Deep carmine-rose tipped silver, with fiery reflex. Semi-rose type. Fragrant.25	2.40	15.00
M. Martin Canuac. Medium sized, globular, semi-rose type. Dark purple garnet with black reflex. The darkest peony known. Strong. Vigorous grower. Free bloomer. Mid-season.	2.25		
M. Krelage. Large compact, dark soldierino red with silvery tips; strong, upright, free bloomer.35	3.60	25.00
*Officinalis Rubra Plena. This is the old fashioned red; the most brilliant of all reds.25	2.40	15.00

UNNAMED PEONIES.

Divided Foots of from 3 to 5 eyes. Doz.	100
Double White, Pink and Red.	\$1.50 \$10.00
Double Mixed, two to five eyes.	1.20 7.50

PEONIES IN CASE LOTS.

For several years we have sold specially packed cases. The roots are young and each has 3 to 5 eyes. These cases contain 67 double white, 67 double pink and 66 double red, each color separate—200 roots in all.

Price, Case for \$20.00. 2 Cases for \$38.00. We cannot divide cases.

NURSERIES:
Western Springs, Ill.

VAUGHAN'S SEED STORE,

CHICAGO
NEW YORK

Mention the American Florist when writing

Massachusetts Horticultural Society.

The Massachusetts Horticultural Society held an interesting and well attended exhibition of gladioli and phlox in Horticultural hall, Boston, August 10-11, in connection with which there were also excellent displays of fruits

and vegetables. Among the principal exhibits in the flower section were those of H. E. Meader, Jelle Roos, Thomas Cogger, Thomas M. Proctor, S. E. Spencer and George N. Smith, the latter receiving honorable mention for collection of herbaceous phlox. In

fruits, awards were made to Hillcrest Farms, A. P. Smith, Mrs. Elbridge Terry, F. W. Dahl and R. T. Crane, Jr., and in vegetables to Hillcrest Farms, A. L. Stephen, Oliver Ames, J. A. Neal and Mrs. Henry Lyman.

H. C. T.

Wittbold's Special Palm Offer



Latania Borbonica

4 inch pots, about 18 inches high, including pot, 1 to 2 character leaves at

\$2.00 per doz.

\$15.00 per 100

Palms

You will need Palms to grow on or for Basket Filling as blooming plants will be scarce this season.

Here is an offer you cannot afford to overlook.

We have 200,000 Palms and as we need room we are making this **SPECIAL PRICE** for quick sales.

The cuts truthfully represent this stock as they were made from photographs.

The prices are so low that you could even use the green in funeral work.

Kentia Belmoreana

5 inch pots, 3 plants in a pot, 22 to 24 inches high, including pot at

\$9.00 per doz.

\$75.00 per 100

Boston Ferns

Pot Grown

Per doz.

5 inch.....\$ 3.60

6 inch..... 6.00

7 inch..... 9.00

8 inch..... 12.00

9 inch..... 18.00

Include some of these with palm order. All specimen plants.

CYCLAMEN

4 inch.....\$20.00 per 100



PALMS

ARE SCARCE

Our stock is fine. Prices extremely low. You need them. Our efficient packing system insures safe delivery to all points.

The Geo. Wittbold Co., 737-739 Buckingham Place, Chicago, Ill.

L. D. Telephone, Graceland 1112.



A SPECIAL INVITATION

is extended to all visiting Florists passing through Chicago to the St. Louis Convention to visit our establishment while in the city. The office of the Supply Department will be open Sunday, August 18, for the convenience of all visitors when everyone is invited to inspect the finest display room in America. Be sure and see our exhibit at the St. Louis Convention—It will be worth your while.

POEHLMAN

72-74 E. Randolph St.

FINE QUALITY OF BEAUTIES

**Russell, Milady, Brilliant, Ophelia,
Ward and White Killarney Roses**

Gladioli, Orchids, Valley, Lilies, Asters

**PLUMOSUS SPRENGERI ADIANTUM
ASTERS GALAX FERNS GYPSOPHILA**

PLANTS

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.	Kentia Belmoreana, 5-in. pot, \$12 per doz.	Dracaena Massangeana, 4-in. pot, \$50 per 100.
Kentia Belmoreana, 2½-in. pot, \$12 per 100.	Kentia Forsteriana, 6-in. pot, \$2 each.	Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.
Kentia Belmoreana, 3-in. pot, \$20 per 100.	Kentia Forsteriana, made up, 5-in. pot, 75c to \$1 each.	Crotons, 4-in., \$4.80 per doz.
Kentia Forsteriana, 3-in. pot, \$20 per 100.	Livistona Rotundifolia, 4-in., \$6 per doz.	" 5-in., \$9 per doz.
Kentia Forsteriana, 4-in. pot, \$6 per doz.	Livistona Rotundifolia, 5-in., \$9 per doz.	" 6-in., \$1 to \$1.50 each.
Kentia Belmoreana, 4-in. pot, \$6 per doz.	Livistona Rotundifolia, 6-in., \$1.25 each.	English Ivy, 4-in., \$15 per 100.
Kentia Forsteriana, 5-in. pot, \$12 per doz.	Phoenix Roebelenii, 5-in. pot, \$1 each.	Smilax, 2¼-in., \$3 per 100.
Begonia Chataigne 100 100	Pandanus Veitchii, 4 inch, 50c each.	Primula Obconica.
2¼ inch..... \$ 5.00 4 inch.....\$15.00	" 5-inch, 75c to \$1.00 each.	3-inch..... per 100, \$7.00
3 inch..... 10.00 5 inch..... 25.00	" 6-inch, \$1.25 each.	Baby Primula Malacoides.
	" 7-inch, \$2.00 each.	2¼-inch..... per 100, 5.00

2½-in. Own Root Rose Stock

Aaron Ward	\$ 7.50 per 100; 70.00 per 1000.
Killarney Brilliant	
White Killarney	
Milady	\$ 7.00 per 100; 65.00 per 1000.
Richmond	

3½-in. Own Root Rose Stock

White Killarney	\$ 11.00 per 100; 105.00 per 1000.
Ophelia	
Aaron Ward	
Sunburst	
Killarney Brilliant	\$ 10.50 per 100; 100.00 per 1000.
Milady	
Richmond	

N BROS. CO.

ng Distance Phone, **CHICAGO, ILL.**
Randolph 35.

BEAUTIES-RUSSELLS-COLUMBIA

Best Summer Roses—We are now cutting a large quantity.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Columbia, Hoosier Beauty, Ophelia and White Killarney.

CURRENT PRICE LIST

Choice Beauties from new plants 50c to \$3.00 per dozen.

RUSSELL—best in this market.	Per doz.
Good, extra long	\$2.00
Good medium	\$1.00 to 1.50
Good short50 to .75
COLUMBIA, HOOSIER BEAUTY, OPHELIA, SUNBURST.	
WHITE KILLARNEY—	
	Per 100
Long stems	\$6.00 to \$8.00
Good medium	5.00
Good short	3.00 to 4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.
LILY OF THE VALLEY, per 100..... 5.00 to 6.00

ASTERS

Depending on quality..... per 100, \$2.00 to \$3.00

GREENS.

ASPARAGUS & SPRENGER, per 100.....\$2.00 to \$3.00
GALAX, green and bronze, per 1,000..... 1.25
NEW FANCY FERNS, per 1,000..... 2.00

ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

 **WRITE FOR OUR SPECIAL QUOTATIONS ON ROSES IN 1000 LOTS.**

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

BUSINESS IS SOMEWHAT BETTER.

Trade has shown considerable improvement over last week, especially as far as the city demand is concerned, which probably never was so quiet as during the seven days preceding August 10. Gladioli are in heavy supply, but plainly show the effects of the hot weather. They are in good demand, however, and are selling at fair prices, considering the quantity of the stock offered and the general market conditions. Asters are having a good call and are bringing higher prices than they did last week, but high-class stock in this line is exceedingly scarce. Roses are none too plentiful, neither are they arriving in any too good condition. American Beauty roses are moving nicely and sell up fairly well right along. Mrs. Chas. Russell are cleaning up early each day at very satisfactory summer prices and so are Columbia, which is giving good satisfaction. Champ Weiland and Mrs. George Sawyer are selling well during the hot weather, and the same holds true for My Maryland, which are to be had in limited supply. Some good Double White Killarney roses are reaching the market, but taking the hot weather into consideration, there is very little fancy rose stock available. Lilies are good property and command high prices. Orchids are on the short side, and choice stock brought as high as \$12 per dozen last week. Gypsophila is seen in quantity, but is moving fast, and is being stored away for later use by some of the supply houses and retail stores. There is a large quantity of miscellaneous outdoor stock in the market which helps fill in the window displays during the quiet summer months. Green goods are ample with the exception of ferns, which have been none too plentiful the past week. The

St. Louis convention will be well represented from this district, according to the talk heard in the wholesale market, and it is expected at least 50 and probably 100 will be included in the representation from this vicinity.

NOTES.

A. C. Kohlbrand, secretary of the Wholesale Cut Flower Association, received the following letter from the Department of Commerce, Bureau of Census, Washington, D. C., this week: "The President of the United States, under date of April 8, 1918, issued an order to the secretary of commerce, authorizing him to have the bureau of census collect such statistical data as might be needed by any branch of the federal government in connection with the conduct of the war. This bureau has accordingly been requested, as a war emergency measure in the interest of the war industries board, to take a census of commercial greenhouses at once. There are a number of commercial greenhouses in the United States engaged in growing vegetables as well as flowers and plants, and these will be included in the census. I have been informed that you are in a position, through your business connections, to give me a list of the names and addresses of a number of commercial greenhouses, and I am writing you to assist the government in this way at your earliest convenience. I assure you that your assistance and cooperation will be very much appreciated at this time. The penalty envelope enclosed for your reply requires no postage. Thanking you, and awaiting your early reply, I am very truly yours, Sam. L. Rogers, director." Mr. Kohlbrand is compiling a list of commercial ranges in this vicinity, and requests all vegetable and flower growers in this locality to send in their business address as early as possible.

Henry Arnold, with O. A. & L. A. Toner, has enlisted in the navy and is awaiting his call to report for duty which is likely to be sometime this week. He has been attending the Moler school for aviation mechanics with August Barnett, of Erne & Co., and George Kaspar, of the Batavia Greenhouse Co., but decided to enlist rather than be selected under the new proposed draft now pending. He has been with the Toner firm for a number of years and was one of the most promising young men in the market. His many friends join in wishing him every success and a safe return.

Joe Stezskal, formerly in the retail business at 1210 West Eighteenth street, has been drafted for military service and left this week to report for duty at Jefferson Barracks, Mo. His brother Frank is now with the American troops in France and another brother, John, who is registered in the first draft, is in employ of Kyle & Foerster.

A. Lange returned last week from Mt. Clemens, Mich., greatly refreshed by the vacation. Mrs. Lange remains at Mt. Clemens, where her son, Homer, expects to join her this week.

John Michelsen, of the E. C. Amling Co., and Henry Wehrmann, of Maywood, have returned from Fox Lake, where they spent their vacation with their families.

Secretary John Young, of the Society of American Florists, spent two days here last week in the interest of the national publicity fund with good results.

Fred Dietrich, of A. Dietrich & Co., and wife, have returned from a delightful auto trip to Duluth, Minn., where they spent their vacation.

Vaughan's Seed Store reports heavy movement of freesia and calla bulbs, also flower seeds.

LARGEST RANGE OF GLASS IN AMERICA

Devoted Exclusively to the Growing of Quality Cut Flowers



Visit It--Also Our Store

before or after attending the St. Louis Convention and you will be well repaid for your trouble. Our store is centrally located on all the leading car lines and is the ideal place to meet your friends or receive your mail while you are in Chicago. The greenhouses are devoted exclusively to the growing of Roses, Carnations and Chrysanthemums, and an inspection of same will give you a little idea just how stock is turned out in our mammoth establishment. To reach our range of glass, take Rosehill car on Dearborn and Randolph streets and get off at Reinberg's Greenhouses.

Peter Reinberg

Long Distance Phone, Central 2846

30 East Randolph Street,

CHICAGO

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Randolph 631

CHICAGO

All Visiting Florists Are Cordially Invited

to Visit Our Wholesale Establishment
either before or after returning from
the S. A. F. Convention or at any
other time they may be in the city.

This firm wishes to call attention to the good work being done by the National Publicity Committee of the S. A. F. and urges everyone in the trade to indorse it by contributing to the general fund, which is being used to promote the combined interest of the trade.

Our business is devoted entirely to the Wholesale-
ing of Cut Flowers and Greens, and all
Buyers in this line will do well to bear in
mind that our line is complete in every respect.

"We Have It" if it is Obtainable in the Great Chicago Market.

Frank Schramm, of Crystal Lake, and family are spending their vacation at New Elizabeth, Wis. He has just remodeled his barn, including a new concrete floor to be used in housing 50 sheep which it is figured will prove to be a good investment in more ways than one especially in connection with his greenhouse range.

Curtis Kindler, of the Raedlein Basket Co., is at the Great Lakes naval training station, and writes that he likes it very much. He is still in detention and remarks that all he has had to do so far is to mop the deck three times a day, help in the galley and do other hired girl duties.

Milton Alexander, with Lion & Co., New York, is calling on the trade here this week. He says that Morris Levine who is now with the American troops in France asked to be remembered to

all his friends in the trade in a recent letter from the front.

C. L. Washburn, of Bassett & Washburn, says that the severe hot weather of the past two weeks has caused so much damage to the outdoor asters and gladioli that a shortage of stock may be expected in the near future.

A. T. Pyfer & Co. have dressed up their store for the express benefit of the convention visitors enroute to St. Louis. Mr. Pyfer has attended a large number of the conventions, and is well acquainted with the trade at large.

A. L. Vaughan was ably assisted at A. L. Vaughan & Co.'s store this week by Mrs. Vaughan, who is helping out during Miss Paradise's absence. Max Ringier is again on deck after enjoying a well-earned vacation.

Joe Wiltgen, formerly of Wiltgen & Freres, has been selected by his draft board in Evanston to take up a special

course of instruction at the Chicago University in aviation work.

John Hoerber, brother of Fred Hoerber, and also a partner of the firm of Hoerber Bros., is in charge at the greenhouses at Des Plaines.

Charles Drissler, manager of Wieter Bros.' shipping department, is back from his vacation at Niagara Falls.

J. A. Peterson, of Westwood, Cincinnati, O., was here on a combined business and pleasure trip this week.

Miss May Schultz, of the J. A. Budlong office force, is spending her vacation at Palm Beach, Fla.

Frank Stuppy, of the Stuppy Floral Co., St. Joseph, Mo., was a welcome visitor August 10.

Fred Price of the J. A. Budlong force is home from a two weeks' vacation.

Peter Hoefelder of Kennicott Bros. Co. is vacationing at Lake Marie.

MEET
US
— IN —
ST. LOUIS

August 20-22

ALLIE ZECH
MATT MANN

— OF —

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C & N
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Always Reliable Wholesale Florists

30 East Randolph Street,

CHICAGO

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF

Roses in All The Leading Varieties

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	\$8.00 to \$10.00
Good	5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.	
White—KILLARNEY—Pink.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	\$3.00 to 4.00

SUNBURST AND OPHELLA.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00
MINIATURE ROSES.	
Baby Doll	\$2.00 to \$3.00
Elgar	2.00 to 3.00
ROSES, OUR SELECTION	4.00
CARNATIONS.	Per 100
Fancy	\$3.00
Good	2.00

MISCELLANEOUS.	Per 100
Valley	\$6.00 to \$8.00
Lilies	12.50 to 15.00
New Ferns, per 1,000	3.00
Smilax, per doz. strings	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000 ..	1.50
Asparagus Sprengeri, bunch50
Asparagus Plumosus, bunch50
Boxwood, per lb.35

Other Green Goods Market Rates.

A. Bensen, who is now interested in the Lombard Floral Co., is on the job every day, but the writer is wondering how long he will be able to resist the call of the wild. Mr. Bensen has done considerable globe trotting, which included orchid collecting for Poehlmann Bros. Co. in South American countries.

Poehlmann Bros. Co. will keep the office of its supply department open all day Sunday, August 18, for the benefit of the out-of-town visitors passing through here on their way to St. Louis. This firm has one of the finest display rooms in America, which everyone is cordially invited to visit.

Morris Grossberg, of the Grossberg-Tyler-Finnermann Co., is back from a very successful business trip through Wisconsin and Michigan. Louis Finnermann, of this firm, leaves this week on a southern and eastern trip, which will include the St. Louis convention.

Charles Kohn, formerly assistant traffic manager at Wietor Bros.' store, writes in a letter to Charles Drissler from France, where he is with the American troops, that he is in the best of health and asks to be remembered to all his friends.

Allie Zech and Matt Mann, of Zech & Mann, and E. C. Pruner will attend the St. Louis convention, making the trip in Mr. Zech's auto which has been completely overhauled for the occasion. Mrs. Zech will accompany them.

H. Van Gelder, president of Percy Jones, Inc., reports that the shipping demand is holding up remarkably well and compares most favorably with that of other years. His firm has a splendid supply of chiffon on hand.

Paul Klingsporn, manager of the Chicago Flower Growers' Association, reports that his firm's sales show a 50 per cent increase for the month of July over that of the same period of 1917.

The Misses O. A. Tonner and L. A. Tonner are members of the Baconton Pecan Growers' Association consisting of 85 members, which holds its regular meetings in the Tower building.

Fred Lautenschlager, of Kroeschell Bros. Co., will be on the job at the St. Louis convention with an exhibit as in other years, and will be pleased to renew old acquaintances there.

Walter Mott, representing Hammond's Paint and Slug Shot Works, Beacon, N. Y., called on the trade here this week. He will attend the St. Louis convention.

The Wholesale Cut Flower Association will meet at the Wayside Inn, Mor-

ton Grove, August 15, at 6:30 p. m., when dinner will be served.

Leonard Koehler is back on the job at Kyle & Foerster's store after spending a delightful vacation at Indian Lake, Michigan.

A. Miller, of the American Bulb Co., is back from a business trip to St. Paul, Minn.

Peter Baumann is again attending to his duties at Peter Reinberg's store, after enjoying a two weeks' vacation.

Visitors: E. G. Lempe, Grand Forks, N. D.; I. O. Kemble, Marshalltown, Ia.; J. A. Karins, representing Henry A. Dreer, Philadelphia, Pa.; C. B. Knickman, representing McHutchison & Co., New York.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at Karthaus-er's grove, August 8, with a good attendance, President Lautenschlager in the chair. Six new members were elected, L. Finnerman, 162 North Wabash avenue; E. A. Bending, Fort Scott, Kan.; D. D. Robertson, 430 Ogden avenue; A. A. Craig, 123 South Wabash avenue; Sam Freund, 729 South Wabash avenue, and Eric Johnson, Wabash avenue and Lake street.

Chairman Lautenschlager presented an exhaustive report of the advertising committee, covering the spring poster and posterette campaign. The report showed a substantial balance in favor of the club and Mr. Lautenschlager was accorded a standing vote of thanks for his splendid work on this committee.

The transportation committee announced arrangements for the trip to St. Louis for the annual convention of the Society of American Florists, August 20-22. Club members and friends will leave Dearborn station, Monday, August 19, at 11:30 p. m., via the Chicago & Eastern Illinois railroad, due St. Louis the following morning at 7:37 o'clock. The rates of fare one way, including tax, are: In coach, \$9.41; in sleeping car or parlor car, \$10.97. There is no party rate or reduction for the round trip. Pullman fares, tax included, are as follows: Lower berth, \$2.20; upper berth, \$1.76; drawing room, \$7.70; parlor car seat, \$1.10. Parties from other points passing through the city are invited to join the Chicago delegation on this train.

Regarding sleeping car accommodations, and all further particulars, address Sam M. Childs, General Passen-

ger Department, 108 West Adams street, Chicago. Telephone Harrison 5100.

The visitors included James J. Karins, the well-known representative of Henry A. Dreer, Philadelphia, Pa., and E. A. Bending, of the Palmer Forced Draft Co., Fort Scott, Kan. Mr. Bending gave an interesting account of his firm's apparatus, claiming it will permit greenhouse men to use low grade fuel at a great saving. The installation, as we understand it, can be paid for in the difference between the cost of the old and the new firing systems. Louis Wittbold, who has tried the apparatus at his firm's Edgebrook plant, said it will increase the capacity 50 per cent to 100 per cent without injuring the boilers, with a saving of fuel from 15 per cent to 40 per cent. The apparatus at Edgebrook has increased the capacity over 100 per cent, with a fuel saving of over 16 per cent.

Routine matters closed the business meeting soon after and the assemblage was turned over to Chairman Waters, of the good-of-the-club committee who had arranged for a number of important papers by leading wholesale florists of the local market. The papers were then read in large part as printed elsewhere in this issue.

Horticultural Society of New York.

An exhibition of plants and flowers will be held August 24-25, in the Museum building, New York botanical garden, Bronx park. The premium list is arranged mainly for gladioli. Schedules are now ready for distribution, and will be sent on application to the secretary, George V. Nash, New York botanical garden, Bronx park, New York City.

GEORGE V. NASH, Sec'y.

OLD ORCHARD, ME.—Patrick Welch, of Boston, and family are at their summer home here.

STURGIS, MICH.—M. F. Wright has four acres of gladioli in bloom, making a fine display.

LOWVILLE, N. Y.—Mrs. William Keay has closed her florist business and will remove to Utica.

CLEVELAND, O.—The sympathy of the trade is again extended to George W. Smith, formerly proprietor of the Cleveland Florists' Exchange, in the death of his youngest son, who died July 31, aged seven years.

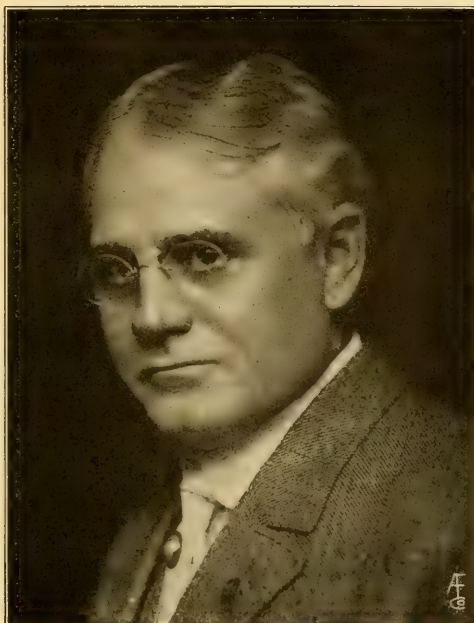


TO BUY CUT FLOWERS

is from us, for there is nothing in the Cut Flower and Green Line that we do not sell or handle, and besides we give you as much actual value for your money as any firm in Chicago.

OUR AIM

at all times is to treat every one right and with this constantly in view we will surely be friends if you will but do your part.



A. L. VAUGHAN.

BIG SUPPLY

of choice summer stock and every arrangement made for fall and winter with the best growers in and adjoining Chicago.

Our Efficient Service Always Means A Great Deal To You.

From now on our supply of Cut Flowers and Greens will be larger than ever so place your orders with us and we will see to it that they will be filled to your entire satisfaction.

A. L. VAUGHAN & Co.

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CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

ESTABLISHED
1902

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JUST HUNDRED% SERVICE

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RANDOLPH

STREET,

CHICAGO

—WHOLESALE FLORISTS—

Bill
Says:

Van's

100%
Service

Means earnest, sincere, untiring effort devoted to your interests—services such as you have only believed possible to obtain from a member of your own firm—intelligently rendered by one who makes a thorough study of your wants.

INCORPORATED
1912

Milwaukee, Wis.

DEMAND MELTS AWAY UNDER HEAT.

The extreme heat the past week gave the business for the season 1917-18, which so far was quite satisfactory, the "knock out blow." Stock for shipping purposes became soft, with the consequence that the volume in this line took a drop. With the lack of funeral work, the local demand was at very low ebb. Roses came in with a rush and continue quite plentiful. Carnations, with the exception of a few stragglers, are done for. All outdoor stock, which is showing the results of the prolonged dry spell, is very plentiful, with only a limited call. Rubrum lilies are coming in in large quantity. Thus we enter into the period of the "dog days," with hopes of an early arrival of the new season 1918-19, with trials and tribulations not experienced by many of the present day florists.

NOTES.

The regular meeting of the florists' club was held, August 1, with a very good attendance. Ervin Riebs, of Riebs Bros., North Milwaukee, was elected to membership. In view of the fact that our neighbor florists in Illinois have been granted the privilege of burning screenings, plus their 50 per cent allotment of coal, our local fuel administrator is doing all in his power to get the same concessions for the Wisconsin boys. They are at hand, so we see no reason why the privilege should not be granted.

The committee appointed by President Kennedy of the local florists' club to work out preliminaries preparatory to organizing a state florists' association, held its first meeting, August 6. In view of the fact that during these trying times, the slogan should be "Co-operation" instead of "Competition," we see no reason why this step should not result beneficially to all concerned.

While it has threatened to rain, well, it really did a few drops occasionally of late, still we are minus the moisture which is so highly necessary to keep crops from ruination. In this vicinity, and especially in the city, trees have been losing a good many leaves of late, due to the drought, and many other crops are done for by this time.

H. Arndt, Jr., of Wauwatosa, who grows a limited amount of cut flowers for the wholesale market, is anxiously waiting for a ruling on the coal screenings question. A favorable reply would suit him first rate, as the expense of rearranging his heating system would not, in his estimation, prove a profitable move.

With half of his help, two sons, serving Uncle Sam at this time, and a third liable to be called any time, Gust Baerman, on the Burleigh road, is trying his best to get the place planted up for the coming season. All his outdoor stock is looking better than ever before.

Most of the carnation specialists are about through with housing the field stock at this time. While the early propagated stock made good sized plants, it was the smaller ones that did not make the usual growth, due to the lack of rain.

A. Reinhardt, of North Milwaukee, says that the scarcity of unskilled labor compelled him to do nearly all of the rough work himself, but things are progressing nicely at that, he claims.

In commenting on the extreme heat, we cannot fail to report a light frost, reported, July 31, at Fond du Lac, Wis. The only real crop that suffered was buckwheat.

Visitors: Fred Kersting, West Bend, Wis.; Lynn Aspinwall, Ft. Atkinson, Wis.

E. O.

Cincinnati.

TRADE SHOWS SLIGHT IMPROVEMENT.

A glut in the market continues, but it is not as pronounced as a fortnight ago. The supply has shortened a little, while business, although not any too good, is somewhat better. Roses are fairly plentiful, but do not meet with a particularly strong demand. A few field carnations are now in and sell well. Asters are rather short at this time; the late ones are slow in arriving in quantities. Gladioli are in a heavy supply and lilies are fairly plentiful at this time. Other offerings include coreopsis, snapdragons and hardy hydrangeas.

NOTES.

E. G. Gillett has announced his intention of attending the S. A. F. convention.

William Mayhall and wife drove to Dayton, Ohio, in their auto, August 12.

Harry Sunderhaus, formerly of C. E. Critchell's force, is now in the army.

J. A. Peterson and wife will motor to St. Louis to the convention.

C. E. Critchell has been getting in some excellent Easter lilies.

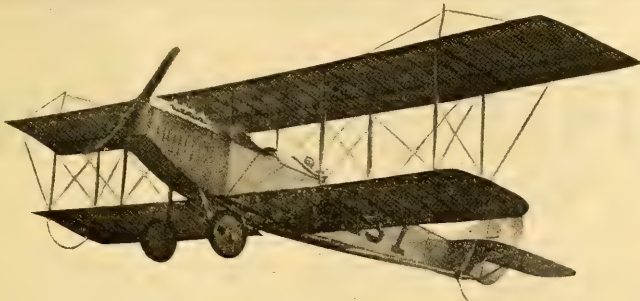
H.

CHelsea, MASS.—Benjamin B. Smalley, for many years a prominent florist of this city, died at his home here, July 27.

NEWPORT, R. I.—Ralph Armstrong will not conduct a retail store here this summer, but will take care of his trade as usual.

NEWPORT, R. I.—Edward R. Haas has closed his flower shop, and will transact all business at his greenhouses in the future.

WENTHAM, MASS.—B. Hammond Tracy and Mrs. Tracy will celebrate the twenty-fifth anniversary of their marriage, August 16, at their home, Cedar Acres.



SKY-HIGH QUALITY CUT FLOWERS AND GREENS

You always get the best of both when you place your orders with

A. T. PYFER & CO.

WHOLESALE FLORISTS

164 No. Wabash Ave. :: :: CHICAGO, ILL.

— Long Distance Phone: CENTRAL 3373 —

S. A. F. Convention

Do not fail to attend the most important Convention our society has ever held. Back up the Board of Directors with your presence. Help with your suggestions to keep our industry before the public during the war period. Have your mail and telegrams addressed to the St. Louis Wholesale Cut Flower Co., and make same your headquarters. **We Bid You Welcome.**

ST. LOUIS WHOLESALE CUT FLOWER COMPANY
1410 Pine Street, - - ST. LOUIS, MO.

St. Louis.

OUTDOOR STOCK AFFECTED BY HEAT.

Summer dullness prevailed last week, with not even a good sized funeral to ripple the surface. Roses are coming in a little more freely, with Russell and Columbia the best of the lot. Gladioli suffered severely on account of the extremely hot weather, the tips all being dried up. Local asters are coming in, but the flowers are small. Out-of-town shipments of asters and gladioli have been moving quite well. Ferns and plumosus are of good quality and supply.

NOTES.

The florists' club held its annual meeting, August 8, at the Jefferson Memorial in Forest park, with a good

summer attendance. The election of officers resulted as follows: A. H. Hummert, president; J. J. Benecke, vice-president; J. J. Windler, secretary; W. C. Smith, treasurer, and Alex Lurie, trustee for three years. Chas. Kuehn, Jr., Otto E. Bruenig, Theo. G. Brown, Chas. W. Wors, John B. Barnard and Hiram O. Nichols were elected to membership. The various convention committees reported good progress. Secretary John Young of the S. A. F. was present and entertained the members with a talk on his experiences in his travels through the northwest and west in the interest of the publicity campaign. After the meeting the members were taken in hand by Messrs. Streble and Moritz of the park department and piloted around the park and the new zoo,

which all proved to be very interesting.

All local members of the florists' club have been appointed a committee to help and guide the visitors at the coming convention to the convention hall at Moolah Temple. Moolah Temple is removed from the center of town about 20 blocks, but is very accessible by street cars direct from the heart of the city. Look for the big sign, "Say It With Flowers."

The prettiest garden in or near this city is on so-called "Government hill" in Forest park, planned and planted by John Moritz of the park department. It is a most beautiful outlay and will be well worth seeing by all visitors to the convention.

J. J. W.

VISIT OUR STORE

WHEN IN THE CITY

Before or after returning from the St. Louis Convention will be a good opportunity to do so, but you are welcome at any time you are here.

**WE HANDLE EVERYTHING IN
CUT FLOWERS AND SUPPLIES**

And have some attractive offerings in the latter that will interest you. Drop in and get acquainted whether you buy or not.

GROSSBERG-TYLER-FINNERMANN COMPANY

WHOLESALE FLORISTS

30 E. Randolph St. Phone Majestic 7175

CHICAGO, ILL.

Mention the American Florist when writing

Boston.

DEMAND VERY LIGHT.

Midsummer trade is with us firmly, and business in all branches is extremely quiet. There is a fair amount of good stock arriving each day, which cleans up at some figure, although not altogether profitable for the growers. The market is overburdened with gladioli, which sell anywhere from 75c to \$4 a hundred. Asters are quite plentiful and the best bring \$2 a hundred. Sweet peas are about over. The heavy storms of the past two weeks have ruined them entirely. There are a few good long stem roses seen, but the majority are short stemmed and of a poor grade.

NOTES.

The palm houses at the A. Leuthy range are in good condition. He has been collecting and growing palms for a number of years, and now has a large and interesting collection, which at the present time is quite valuable. He is also growing largely of varieties of small ferns, rubber plants, dracaenas and large specimens of pandanus.

Thos. Roland is shipping from his Nahant range a large assortment of fancy crotons, dracaenas and ferns. His stock of cyclamens and begonias is looking better than ever, and he anticipates a good, heavy plant trade this fall.

The W. W. Edgar Co., at Waverley, is remodelling and condensing its system to comply with the fuel ruling. They have a splendid stock of begonias that will be ready shortly.

Arnold & Fisher have a good choice of asters and a large house of choice varieties of single and double button chrysanthemums, which are developing in good shape.

Wm. E. Elliott is having a good crop of roses. His best are Ophelia, Christy Miller, Victory and Cecile Brunner. He is also cutting Sprengerii and Asparagus plumosus.

An electrical storm, combined with heavy hail, visited this vicinity recently, doing a large amount of damage to glass and outdoor stock.

Welch Bros. report a fair business the past week and find it very hard to obtain enough lily of the valley and orchids to fill demands.

Janiten & Wollrath, growers at Waltham, are having fine success with lilies and America and Francis King gladioli.

A. M. Davenport has a fine batch of Asplenium nidus avis from thumb pots up to 6-inch pots, in splendid condition.

S. K. G.

St. Paul, Minn.

BUSINESS FAIR AND STOCK IMPROVING.

General conditions are seasonable, business fair and stock inside of improving quality. Funeral work continues good. Roses, such as Russell, Columbia and Ophelia, are showing a marked improvement in quality, but carnations are poor and scarce. Outdoor stock, of which gladioli leads, is fine; perhaps the finest specimens produced in years are to be had, but the supply is not overabundant. Some exceptionally fine giant cosmos are coming into the market.

NOTES.

The Minnesota State Florists' Association has planned for their members and friends an outing on August 15. Inspection will be made of the Armory

flower garden, Minneapolis, at 9 a. m. and the balance of the day will be put in visiting places of interest around Lake Minnetonka, including a boat ride to Big Island and a visit to the game preserve. The committee consists of Aug. Swanson, C. N. Ruedlinger and O. R. Eckhardt.

The growers are preparing their stock for the state fair exhibits, which will be held the first week in September. The premium list this year is larger than previously. New entries in the form of perennials, ornamentals and shrubs have been added. This is a new feature this year, and no doubt competition will be keen for prizes. Amounts offered in premiums for plants and flowers total \$1,390.

The Acorn Greenhouses will discard all roses but Russell, Columbia and Ophelia. Their efforts will be directed to these leading varieties only.

A. Miller, of the American Bulb Co., Chicago, spent the latter part of the week in the Twin Cities and reports business favorable.

G. Taepke, of Detroit, Mich., accompanied by Mrs. Taepke and his mother, spent a few days visiting the various establishments.

Among pot plants, gloxinias are going well with the retailer. Some excellent grown plants are offered by Holm & Olson.

James Souden, of Holm & Olson greenhouses, wears a large smile. The arrival of a daughter is the cause,

E. F. F.

Pueblo, Colo.

OUTLOOK GOOD FOR FALL TRADE.

Business in this "Pittsburgh of the West" is at present a trifle draggy, but preparations are already under way for a good fall and winter demand, the

No Shortage Here - Heavy Supply A-1 Quality

COLUMBIA--RUSSELL

and other good Summer Roses.

NEW CROP OF CARNATIONS

Stems little short, but Flowers good.

If You Want Good Stock and Good Treatment Send Your Orders To Us!

Big cut of Columbia-Russell-Ophelia-Montrose-Sunburst-Hearst-Double White Killarney-Double Pink Killarney-Weiland-Killarney Brilliant-Pink Killarney-Richmond-Milady and Ward Roses to offer in addition to other seasonable stock particularly Gladioli-Valley-Asters-Candytuft-Gypsophila-Daisies-Galax-Feverfew-Harrisii-Asparagus-Sprengeri-Adiantum and other Seasonable Stock and Greens.

☛ We have the only good White Killarney to be found in this market.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO**

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality
Speaks
Louder
Than
Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE
Grower of

GUT FLOWERS

Prices
As
Low
As
Others.

☛ **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** ☛

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Mention the American Florist when writing

present outlook being promising. Funeral orders and flowers for hospitals are now the main features of the trade. Decorations for social functions consist principally of garden flowers and flags and bunting. The usual arrangements of the florists' stocks are lacking. With good rainfall during June and July, although below normal, following a dry and windy spring, plants coming on for winter, such as chrysanthemums, geraniums, carnations, etc., are looking well.

NOTES.

Some of our most experienced florists, among others Chas. Mann of the Mahlon estate, advocate the discontinuance of snapdragons for at least two years on account of the numerous pests that have attacked these flowers during the recent winters. The outlook for concerted action, however, is not promising.

Oscar Tweed will be in active harness again soon. He has been quite ill since spring, and the continued hot and dry weather has delayed his recovery somewhat, but his many friends will be glad to hear of his rapid improvement.

G. Fleischer & Son have been enjoying a good trade. A new member has been added to this firm. He arrived at the Minnequa hospital a few days ago. This firm has its indoor chrysanthemums all in good shape.

While sweet peas and pansies have not done well in the open, Chas. Stuckwisch, florist at the Colorado State Hospital, boasts of some splendid pansy beds raised from the well-known "milo high" strain.

Rosebud Stickers

No. 1 Rosebud Sticker
Printed in blue ink on gummed paper.

No. 1 Size]

1000	\$1.50
3000	4.00
5000	6.25

No. 2 Size

1000	\$1.25
3000	3.25
5000	5.00



No. 2 Rosebud Sticker

Electros of either size, \$1.00 ea.

The JOHN HENRY CO.
LANSING - MICHIGAN

Mention the American Florist when writing.

Louis Gallow, formerly florist for the J. A. Thatcher estate, is now identified with the Fountain Floral & Nursery Co. as its head. He reports business is booming and is well satisfied.

Jacob Pistorius, in charge of the floral-cultural features at the Thatcher es-

tate, has some especially fine Nephrolepis bostoniensis that will make a fine showing this winter.

The Bolt Floral Co. report very satisfactory business. This firm has recently added a new auto to its delivery service.

J. P.

You Are Invited

to make our store your headquarters before or after returning from the St. Louis Convention. The LADIES will find this a pleasant place, for we have the only Wholesale Cut Flower and Supply House in the city conducted exclusively by women. We handle everything in Supplies and Cut Flowers and would be pleased to have you inspect our line whether you are in the market for any goods at present or not.

O. A. & L. A. TONNER

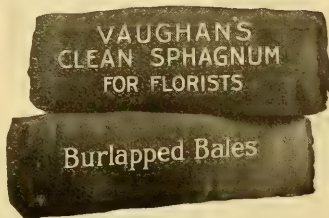
30 East Randolph St. Phone Central 6284 CHICAGO, ILLINOIS

San Francisco.

LARGE SUPPLY BUT DEMAND DROPS.

During the early part of the week, business was very good, but it dropped off again toward the end. Of all seasonable flowers, there is a large supply. Ophelia is in heavy cut just now, as is Shawyer, which, by the way, is the best dark pink rose on the market. Ulrich Brunner is supplanting American Beauty largely just now. The outdoor cut of this rose is very fine. In white roses, Kaiserin is the best. There is an abundance of Cecile Brunners arriving, both from under glass and outside stock. A few Baby Doll are also coming in. Just now, Russell is not very plentiful, due to the fact that it is too early for the new crop to put in an appearance. There are great quantities of carnations on the market and good stock can be had very cheap. For some reason or other, the call for them is very limited and most of the supply finds its way to the street peddlers. Very few good sweet peas are to be had. Most of the stock is short stemmed and off color. One grower is sending in fine stock, which sells readily at \$1.00 per dozen bunches. During the first part of the week, gardenias were very scarce, but the supply has shown a decided increase during the past few days. There are no cattleyas to be had, and only a few laelias. Lily of the valley is practically out of the market. The supply of Liliun auratum continues to be very fine and is in good demand. Some extra good rubrums are coming along. Both of these lilies are selling well and at remunerative figures to the growers. Gladioli can now be said to be at their best. America seems to be the most popular, although Francis King is also a good seller. The first chrysanthemums of the season appeared during the week. The variety was October Frost. They were very good quality on fairly long stems and sold out quickly. Dahlias are still coming in, but their keeping quality is not of the best during this season of the year. Zinnias are improving in quality daily and are in much demand for basket and decorative work. A few Marie Louise violets were noted during the week. The flowers are very fragrant, but inclined to be rather small. There is a large supply of outdoor garden flowers, such as scabiosa, stocks and pyrethrum. The quality of adonians is now at its height and is all of fine quality. Asparagus and greens of early description are plentiful.

CAR LOADS ARRIVING



**Wired Bales
Cheaper**

**SPHAGNUM
MOSS AND
GREEN
SHEET
MOSS**

**For Florists
For Nurserymen**

For SPOT SHIPMENTS or contract. Write us.
CHICAGO, 31-33 W. Randolph St. • NEW YORK, 43 Barclay St.
VAUGHAN'S SEED STORE

NOTES.

Mrs. R. E. Darbee reports many inquiries from her eastern customers as to the prospects of getting shipments through in refrigerator cars this coming season, but as this question has not been disposed of by the railroad authorities, no definite assurance that they will go forward can be given as yet. Vast quantities of violets and chrysanthemums have been sent out of this city every season, and if this trade is to be curtailed to any extent this fall, it will mean quite a financial loss to many growers.

It is rumored that the J. B. Coryell greenhouses, at Menlo Park, will shortly be reopened, and a new stock of orchids established there. At one time this orchid range was a prominent factor in the orchid supply of this city and Los Angeles, but of late years, Mr. Coryell has not given them much attention. If true, the news will be received with much satisfaction by the trade.

Pete Ferrari is bringing in a fine cut of gardenias this week. They are coming in just right, for they were very scarce during the first part of the week. His large range is all in fine condition at the present time. Replanting has been finished, and all the young stock is making a fine growth. The orchid houses also give promise of a large supply of flowers this coming season.

MacRorie & McLaren, on Powell street, are making an interesting display of miniature conifers in their windows this week. They are also handling some grand delphiniums. Manager Edwin Hoff says July business was beyond expectations. Many fine decorative plants are being used here, all of which are also grown at the firm's greenhouses at San Mateo.

Enomoto Bros.' large plantings of chrysanthemums look to be in splendid shape for the coming season. The planting devoted to pompons is not quite as large as last season. They are all grown in frames and covered with cheese cloth. The greater part of the cut of this firm is shipped direct from the nurseries to eastern points.

F. W. Mohr, on Twenty-first street, says that business is keeping up very nicely this month, particularly funeral work. Besides the floral end of his business, Mr. Mohr has quite an extensive landscape trade. The latter he reports as being handicapped owing to the difficulty in securing competent help.

The Chinese growers along the peninsula are beginning to bring in asters in large quantities. They have also planted their usual acreage of chrysanthemums for fall trade. The flowers of the latter are usually small and late, owing to continual pinching back, and are largely used for funeral work.

Here is Where The Retail Florist Meets The Grower



The **Wholesale Cut Flower Commission Business** is the most logical, the most economical method of distribution for the **Grower** and the most dependable source of the **Cut Flower Supply** for the **Retailer**. The counsel and co-operation of our growers always bear in mind that which is best for the Retailer. **Growers and Retailers** can rest assured that their interests in this Great Central Market is represented as though BOTH were "ON THE JOB" doing it for themselves.

Kennicott Bros. Co.

174 N. Wabash Avenue,
CHICAGO, ILL.

For 37 Years.



We can go into detail
with you at the
St. Louis Convention.

**WE GO THE LIMIT TO
GIVE SATISFACTION.**

Henry Maier, manager of the Hillsborough Nurseries, is putting his range in first-class condition for the coming season. He says landscape work has not been up to the standard of former years, owing to war conditions. He predicts a great boom in it, however, when hostilities are over.

It is expected that the city will raise the wages of all the laborers in Golden Gate park to \$4 per day. The pay of foremen will be raised to \$4.50 per day. The men asked this increase and the park commissioners have placed the matter in the hands of Superintendent John McLaren.

Richard Lohrmann, of San Rafael, says the demand for his new red dahlia, Pride of California, has exceeded his expectations. He has several other very promising varieties, of which he thinks very highly. These will all be shown at the exhibitions this fall.

At the J. B. Boland store, on Kearny street, Manager Chas. Shellgrain reports trade held up well for the month of July. Funeral work has been active here right along. A fine display is maintained at this store, the windows always being attractive.

P. Vincent Matraia, manager of the Art Floral Co., paid a visit to the different plant growers across the bay during the week, purchasing decorative stock for his Powell street store. They report brisk trade in funeral work during the past week.

At the Pacific Nurseries of D. Kempf, at Colma, we found the proprietor busily engaged planting out young stock of ornamentals of every description. Mr. Kempf specializes in ericas, and is very successful with this class of plants.

At Joseph's store, on Grant avenue, John Bianchini says trade is holding up in a very satisfactory manner. This firm makes a specialty of baskets and

favours for steamer trade, and does a large business in that line.

F. T. Schlottzauer, of the Francis Floral & Decorating Co., has been featuring a splendid line of auratum and rubrum during the past few days. He reports decorative work to be above the average for July.

J. B. Pilkington, the prominent Portland nurseryman, is spending some time in this city calling on the trade. He will make a visit to all the prominent nurseries in the state before returning to the north.

Julius Epstein tells us that trade at his store in the St. Francis hotel is very good. He says the shortage of orchids is severely felt by him, as most of his clientele are large users of this flower.

Brown & Kennedy are handling large quantities of asters daily. This firm has built up a fine business in the Mission district, as they turn out nothing but first-class work.

Louis Lagier has received a large consignment of boxwood in various sizes at his nursery on Pierce street. He says landscape work is keeping him busy at all times.

Rosaia Bros. are bringing in a fine cut of long stemmed Ulrich Brunners and gladioli, which are meeting with ready sale, owing to their fine quality.

Visitors: Arthur Cann, of San Jose, and Martin Poss, of San Mateo.

G. N.

COUNCIL BLUFFS, IA.—Blaine Wilcox, of J. F. Wilcox & Sons, Inc., has enlisted. His brother, Roy, expects to be called to the colors soon.

OGONTZ, PA.—The local chief of police recently photographed property where owners neglected to cut weeds as evidence for court action.

Flowers Essential in the Home.

Seedsmen who handle flower seeds exclusively fear they will be put out of business by the decision of the coal administrator that flower seeds are non-essential. There are several establishments who deal exclusively in flower seeds, and one in particular has built up a large business, the result of many years of labor, in which considerable capital is invested. A widow is owner of half or more of this business. To discontinue the business of this particular establishment for a single year would mean loss and damage that it may be unable to recover from. No money is spent by this concern in advertising, and The Sun has no business dealings with it, so these remarks are from a purely disinterested source. Seedsmen handling vegetable and flower seeds will carry on their business as usual, but concerns handling flower seeds exclusively will be allowed no coal, and therefore will, they fear, be unable to heat their buildings. Let us hope some way may be found to overcome this difficulty.

In the introduction to his Floral Guide for 1882, when the writer was working night and day in horticulture, a profession with which no other seems so interesting and none more important, James Vick said:

"I have labored to teach the people to love and cultivate flowers, for it is one of the few pleasures that improves alike the mind and heart, and makes every true lover of these beautiful creations of Infinite Love wiser and purer and nobler. It teaches industry, patience, faith and hope. We plant and sow in hope, and patiently wait with faith in the rainbow promise that harvest shall never fail. It is a pleasure that brings no pain, a sweet without a snare. We gaze upon the beautiful

Summer Business Booster



25

25

12

IN CUT FLOWER BASKETS

Tumbler Baskets with paraffine liners, all colors.....

\$6.50

Tumbler Baskets in all colors, complete with tin liners.....

\$8.50

Baskets, 9 to 11 inches deep, 24 to 32 inches over all; with liners, all complete...

\$9.50

WRITE FOR CATALOG.

RAEDLEIN BASKET CO., 713 Milwaukee Ave., CHICAGO, ILL.

Mention the American Florist when writing

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Mention the American Florist when writing

plants and brilliant flowers with a delicious commingling of admiration and love. They are the offspring of our forethought, taste and care; a new, mysterious and glorious creation. They grew, truly, but very like stars and the rainbow. We created all this grace; moulded the earth, the sunshine and the rain into forms of matchless beauty, and crystallized the dewdrops into gems of loveliness.

"God doubtless could have made a world without a flower to gild the landscape, but God in His wisdom did not do so. . . . In all parts of the civilized world the refinement and innocence and happiness of the people may be measured by the flowers they cultivate. . . . If the father be grudge wife and little ones a few dollars and a little labor to make home pleasant, he need not be surprised if his children have no love for home.

"Wonderful changes have taken place in our country within the memory of most of our readers, and in no other country, in no age, has there been such rapid progress in moral taste. We are rapidly becoming acquainted with flowers and learning to appreciate them at their proper worth."

Most of the palatial homes in America have been built since that was written, the miles of beautiful homes along magnificent boulevards all over the country, and this splendid work is still advancing more rapidly than ever before, making the United States the country of attractive homes. Let no check be placed upon the love of the beautiful and the expansion of horticulture generally.

By what method of reasoning theatrical performances all over the country, necessitating the consumption of enormous quantities of coal in theatres, can be considered essential, and flowers, the production of which require no more coal than used by the theatres, are considered non-essential, is difficult to understand.—New York Sun.

St. Louis Ladies' Florist Club.

About a year ago a number of St. Louis ladies started to organize a ladies' club, and after some difficulties they succeeded in forming a good sized organization, calling themselves the Ladies' Florists' Club of St. Louis. For the coming convention in St. Louis they have prepared a very fine programme, in keeping with the spirit of the times, for the entertainment of visiting ladies. While the gentlemen are at the convention sessions the ladies intend to keep their visitors going so they will not have time hang heavily on their hands.

Among the various things arranged for are an auto ride, a luncheon at beautiful Bevo Mill, and a reception and dance. They have prepared for a large attendance of ladies, and it is hoped that all the Society of American Florist members who possibly can will bring their families with them.

The present officers of the ladies' Florists' Club of St. Louis are: Miss Bertha Meinhardt, president; Mrs. W. Boaz, first vice-president; Mrs. O. Koenig, second vice-president; Mrs. H. G. Berning, secretary; Mrs. F. C. Weber, Jr., treasurer, and a board of consultants consisting of Mesdames F. C. Weber, St. E. E. Windler, Theo. Miller, Fred Meinhardt, W. J. Pilcher, J. J. Benecke and F. W. Bruenig.

J. J. W.

TORONTO, ONT.—J. J. Higgins, Ltd., has incorporated with a capital stock of \$40,000.

PORTLAND, ORE.—George Betz, doing business as the Liberty Florist, has closed his establishment temporarily.

HAVRE DE GRACE, MD.—More than 500 horticulturists attended the annual meeting of the state horticultural society, held here August 2. Leading experts addressed the meeting on orchard, garden and labor problems.



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

HAMILTON, ONT.—Geo. T. Sones has built a new house at his range.

NEGAUNEE, MICH.—The local greenhouses of the Cleveland Cliffs Iron Co., which have been in operation here for more than 30 years, will be dismantled owing to high price of fuel and scarcity of labor.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
 L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
 Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

 Wholesale
 Growers of **Cut Flowers**

Telephone: Randolph 2758

 Greenhouses: Des Plaines, Ill.
 Store: 162 N. Wabash Ave. **Chicago**

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.50

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing

A. L. Randall Co.,

 Wabash Ave. and Lake St.,
 CHICAGO, ILL.

**Wholesale Cut Flowers,
 Florists' Supplies.**

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WEILAND-RISCH CO. FLOWER GROWERS

 TELEPHONE
 CENTRAL 879 154 N.WABASH AVE. CHICAGO
 ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

E. C. AMLING CO.

 The Largest, Best Equipped,
 Most Centrally Located
WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

 L. D. Phones
 CENTRAL 1977 and 1978.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$5.00
" " 48-in.	4.00
" " 36-in.	3.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
Mrs. Chas. Russell	1.00 @ 4.00

100

" Hoosier Beauty	4.00 @ 10.00
" Killarney Brilliant	4.00 @ 10.00
" Columbia	4.00 @ 25.00
" Killarney	4.00 @ 10.00
" White Killarney	4.00 @ 10.00
" Richmond	4.00 @ 10.00
" My Maryland	4.00 @ 10.00
" Mrs. Geo. Shawyer	4.00 @ 10.00
" Milady	4.00 @ 10.00
" Sunburst	4.00 @ 10.00
" Mrs. Aaron Ward	4.00 @ 10.00
" Hadley	4.00 @ 10.00
" Ophelia	4.00 @ 10.00
" Double White Killarney	4.00 @ 10.00
" Mrs. Moorefield Storey	4.00 @ 10.00
" Champ Weiland	4.00 @ 10.00
" Stanley	4.00 @ 10.00
" Tipperary	4.00 @ 10.00
" Francis Scott Key	4.00 @ 10.00
" Cecile Brunner	2.00 @ 3.00
" George Elgar	2.00 @ 3.00
" Baby Doll	2.00 @ 3.00
" Nesbit	2.00 @ 3.00
" Our Selection	3.00

Caruations	2.00 @ 3.00
Cattleyas	per doz. 3.00 @ 10.00
Daisies	1.00 @ 2.00
Lilium Harrisii	10.00 @ 15.00
Valley	6.00
New Ferns.....per 1000, \$2.50	
Calendulas	2.00 @ 3.00
Gladioli	3.00 @ 8.00
Asters	2.00 @ 4.00



**BRIGHT, BRILLIANT
GALAX**

Wholesale and Jobbing Trade
Solicited

J. L. BANNER, Montezuma, N. C.

Mention the American Florist when writing

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing

PLAIN CHIFFON

(About 35 to 40 yards to bolt.) Can be had in any color.

 2 in. wide, per yd., 34c 6 in. wide, per yd., 7c
 4 in. wide, per yd., 6c 10 in. wide, per yd., 10c
Geo. H. Angermueller Co.

Wholesale Florists, 1324 Pine St., St. Louis, Mo

Mention the American Florist when writing

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
 Telephone Central 3284

Mention the American Florist when writing

C. W. WARD=MATCHLESS=Alice

Field-grown Carnation Plants

Extra fine Plants \$7.00 per 100; \$60.00 per 1000.

Our Guarantee goes with every Plant we send out.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

QUALITY FALLS BELOW NORMAL.

The feature of the past week has been the record-breaking weather. The oldest inhabitants have been compelled to say that they have never experienced such extreme heat. The highest recorded by the weather man was 106.4. Under these conditions not much was to be expected in the way of business, while the quality of the stock in nearly all lines fell far below normal. Roses were either very tight or wide open. Russells and Prima Donna were the best, and Victoria appeared in fairly good shape. The great flood of gladioli appears to be over for the time being, but there is still more than enough for the demand. Asters have been hard hit by the extreme heat, much of the stock coming in browned on the edges. There appears to be a ready demand for all the best of this stock that is offered, but fully half of the flowers sent in will hardly bring express charges. Easter lilies do not seem to mind the weather and are quite up to standard, selling better than most any other flowers. There were also plenty of rubrums of good quality. "The king is dead; long live the king!" The old carnations went out last week and this week ushered in the new—very good stock, indeed, under present weather conditions. They all sold readily at \$3 per hundred. It is the general consensus of opinion that, under the trying conditions of the past week, business held up remarkably well.

EARLY CLOSING HOURS.

Early closing hours are now earnestly discussed, and an effort is being made to have all the trade close voluntarily at 6 p. m. This is reasonable for the central city stores, all of which close during the summer. With some it is an hour earlier and half-day Saturday. Those of the trade, however, whose stores are in the residence districts object to this early closing, particularly in the winter season, as much of their good trade is then at night, people coming out after supper to do their shopping. The Wanamaker store has announced that from August 12 their business hours would be from 10 a. m. to 4:30 p. m., which action, it is said, will be followed by all the other large retail establishments. This is done as a war measure, to save coal and light and better distribute the carrying capacity of the street cars during the early morning and late afternoon rush hours, so as to provide room for the workers in the various war industry plants of the government.

NOTES.

Mole street now boasts of a service flag containing 25 stars, arranged in the shape of the letters "U. S." The inscription at the top is "Our Boys of the Neighborhood." Four of the stars stand for Edward Riley, of the Wm. J. Baker force; Jos. Cousins; John Lodge, from the Jos. Heacock Co., and Wm. Sible, of John Welch Young, who made his headquarters with the Wm. J. Baker Co., all true blues who will give a good account of themselves.

C. U. Liggit, wholesale plantsman, finds a general disposition among the

EDWARD REID

Good Summer Roses, Asters, Gladioli, Easter Lilies. All seasonable Flowers.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, Aug. 14. Per 100

Roses, Killarney	2.00@ 8.00
" Mrs. Chas. Russell	4.00@12.00
" Ophelia	3.00@ 3.00
" Richmond	2.00@ 8.00
" Sunburst	2.00@ 8.00
Lilium Giganteum	8.00@10.00
Gladioli	2.00@ 6.00
Carnations	1.00@ 2.00
Antirrhinums	1.00@ 3.00
Rubrums	5.00@ 6.00
Asters	1.00@ 4.00

BOSTON, Aug. 14. Per 100

Roses, Beauty	12.00@25.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	3.00@ 4.00
" Double White Killarney	4.00@ 8.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	4.00@12.00
" Mock	2.00@ 8.00
" Mrs. Chas. Russell	4.00@12.00
" Taft	2.00@ 6.00
" Milady	2.00@ 6.00
" Ward and Fillmore	2.00@ 6.00
" My Maryland	2.00@12.00
Carnations	1.00@ 2.00
Easter Lilies	3.00@12.00
Valley	6.00@10.00
Gladioli	1.00@ 4.00

BUFFALO, Aug. 14. Per 100

Roses, Beauty Special	\$20.00@\$30.00
" Fancy	15.00@ 20.00
" Extra	10.00@ 15.00
" 1st	5.00@ 10.00
" Killarney	3.00@ 6.00
" My Maryland	3.00@ 6.00
" Sunburst	3.00@ 6.00
" Ward	2.00@ 4.00
" Ophelia	3.00@ 6.00
" Russell	4.00@ 8.00
" Shawyer	3.00@ 6.00
Lilies	8.00@ 10.00
Cattleyas	40.00@ 50.00
Asters	1.00@ 2.00
Carnations	1.00@ 2.00
Asparagus Sprenger	.35@ .50
Ferns	per 1,000 2.00
Smilax	20.00
Sweet Peas	.25@ .50
Calendulas	1.00@ 6.00
Daisies	1.00@ 1.00
Gladioli	2.00@ 4.00

growers to go ahead; at least, there is a very good demand for all the popular roses and carnation plants, field-grown stock of the best varieties being even now extremely hard to get. Money conditions are good, as bills, for the most part, are being paid very promptly.

Chas. G. Campbell and wife announce the marriage of their daughter, Emma Ada, to Stanley Alfred Brown, August 3.

WITH THE WHOLESALERS.

The Leo Nissen Co.'s market is a busy place these hot August days, all four of the Messrs. Nissen being on the floor to help in getting the orders out. Asters, gladioli and roses were the quantity stocks.

The Berger Bros. establishment is well supplied with summer flowers, but finds the quality much impaired by the hot weather. Easter lilies, gladioli and asters were features.

Write For Our

**Price List
On Cut Flowers
H. G. BERNING**

1402-4 Pine St., St. Louis, Mo.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

**116-118 Seventh Street,
PITTSBURGH, PA.**

Growers of Quality Flowers.

Mention the American Florist when writing

Wholesale Florists' Supplies THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St. Philadelphia, Pa.

Mention the American Florist when writing

BERGER BROS.

Roses, Orchids, Peonies, Gladioli, Asters

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Stuart Miller and family are spending their vacation at Atlantic City. The Philadelphia Wholesale Florists' Exchange finds business very good for the first week of August.

E. N. Kroninger, Allentown, is first in this market with new crop carnations, sending quite a consignment to the Leo Nissen Co. August 3.

Edward Reid is well satisfied with the August business. Asters will be a specialty here for the next month. The new crop promises well.

The first Columbia roses in this market are now being received by the Jos. Heacock Co. The longest are 15 inches; they look very promising.

K.

C. C. POLLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
and Greens

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Fort Wayne, Ind.

EXCELLENT AUGUST DEMAND.

Business was surprisingly brisk last week, the demand showing an increase over any previous week since June. We have been laboring under the most difficult weather conditions, 102 degrees being registered August 6. Naturally the quality of all flowers has suffered considerably. Gladioli are showing the effects of the heat, as they are soft, and many of the buds do not open. However, they are standing the high temperatures better than many other flowers. Asters, so far, have suffered little, the flowers arriving on the market being large and of excellent quality. Roses are showing the results of the heat to quite an extent. Russell is off crop at present, and Shawyer presents a faded appearance. Other varieties have suffered greatly, with the result that there is a great scarcity of good roses. Lilies are also on the short side, and the demand for them has been very active. The carnations being offered by the wholesalers are of very poor quality and few of the retailers are handling them. Orchids are scarce.

NOTES.

W. J. & M. S. Vesey are cutting a fine crop of asters, which are of the best quality, and a good crop of summer roses. They report the demand excellent, greater even than the supply.

Lily plants and fine large vases and baskets of gladioli were featured at the store of A. J. Lanternier last week. This firm had a heavy run on funeral work.

Good summer roses, particularly in the Opheila and Sunburst varieties, are being cut in fine large quantities at the greenhouses of the Flick Floral Co.

A fine crop of gladioli and asters is being cut at the New Haven Floral Company's plant at New Haven, Ind.

Ed Wenninghoff is showing some extra fine asters and gladioli in attractive basket arrangements.

H. K.

SARATOGA SPRINGS, N. Y.—John Ralph's Greenhouses report having a busy spring, with a complete clean up, and present demand is holding up well in both cut flower orders and funeral work in addition to a number of large decorations. A few of the smaller houses will be closed during the winter as a means of fuel conservation.

GUST. RUSCH & CO.



Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of
WIRE DESIGNS
Write for Price List

C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Fine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Aug. 14. Per 100		
Roses, Beauty, special	25.00	
" " fancy	8.00@15.00	
" Mrs. Chas. Russell	6.00@15.00	
" Killarney	2.00@ 4.00	
" Hadley	4.00@10.00	
" Sunburst	3.00@ 6.00	
" Wards	2.00@ 3.00	
" Opheila	3.00@ 8.00	
Carnations	1.00@ 3.00	
Cattleyas	each \$0.75@1.00	
Valley	6.00@ 8.00	
Lilium Robrum	5.00@ 6.00	
Easter Lilies	10.00@12.00	
Snappdragons	4.00@ 6.00	
Asters	1.00@ 3.00	
Gladioli	1.00@ 3.00	
Dahlias	1.00@ 2.00	
Calendulas	1.00@ 2.00	
Sweet Peas	.50@ .75	
Asparagus	string or bunch	.35@ .50
Adiantum	1.00	
Smilax	15@ 20	

MILWAUKEE, Aug. 14. Per 100		
Roses, Killarney, W. Killarney	\$3.00@ \$8.00	
" " Ward	2.00@ 6.00	
" Mrs. Chas. Russell	5.00@18.00	
" Opheila	3.00@ 8.00	
" Columbia	5.00@18.00	
" Hoosier Beauty	3.00@ 8.00	
" Bon Silence, per bunch	.25@ .35	
Carnations, assorted	1.00@ 3.00	
Valley	1.00@ 3.00	
Sweet Peas	.50@ .75	
Cattleyas	per doz.	15.00
Lilies	9.00	
Asters	2.00@ 3.00	
Gladioli	2.00@ 4.00	

ST. LOUIS, Aug. 14. Per 100		
Roses, Hadley	2.00@ 5.00	
" Killarney	2.00@ 4.00	
" White Killarney	2.00@ 4.00	
" Hoosier Beauty	3.00@10.00	
" Russell	4.00@15.00	
" Sunburst	3.00@10.00	
" Ward	3.00@ 6.00	
" Mrs. Shawyer	2.00@ 8.00	
" Opheila	4.00@10.00	
Ferns	per 1,000	1.75
Carnations	2.00@ 3.00	
Gladioli	4.00@ 6.00	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, PA.

Mention the American Florist when writing

Philadelphia Wholesale Florists' Exchange

Roses, Gladioli, Asters.

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ransstead St., Philadelphia, Pa.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

PITTSBURGH, Aug. 14. Per 100		
Roses, Beauty, special	12.00@15.00	
" " fancy	8.00@10.00	
" " extra	6.00@ 8.00	
" " No. 1	2.00@ 4.00	
" Killarney	2.00@ 8.00	
" My Maryland	2.00@ 8.00	
" Sunburst	2.00@ 4.00	
" Mrs. Aaron Ward	2.00@ 6.00	
Cattleyas	40.00@50.00	
Lilium Giganteum	8.00@10.00	
Adiantum	1.00	
Asparagus Sprengeri, bunch	.35@.40	
New Cron Green Galax per 1000	\$1.25	
Carnations	1.00@ 2.00	
Asters	1.00@ 2.00	
Gladioli, per dozen	.50@ 1.00	

New York.

BUSINESS VERY UNSATISFACTORY.

What happened in the wholesale district during the past week could hardly be called business. It was more like the barter, in which the poor Indians, the original owners of this little island, traded it off, if we remember correctly, for some beads and a few pounds of tobacco. There was this difference, however, that the Indians were satisfied with their bargain; the wholesalers were not. As similar weather conditions seem to have prevailed in all the territory east of the Rocky mountains, other flower markets were probably in the same condition. A full week, during which the day temperature ranges from 95 to 102 in the shade, is not conducive to business in cut flowers. It is true that there was considerable funeral work, but that was all, and it had little effect on the wholesale market. Gladioli and asters kept piling up; a few were sold, and many lost. It was even hard to move such gladioli as America, Panama and Mrs. Francis King at \$1 per 100. The late and larger asters are now arriving, but they, also, if they move at all, go cheap. Such weather was particularly hard on roses, but there were more than enough fairly good ones to supply the demand. As the supply of orchids, lilies and lily of the valley was light, there was little change in prices. A considerable stock of dahlias and cut hydrangeas is now on the market. The best dahlias started at 25 cents per dozen, but with an increasing supply, it is hard to foresee prices even from day to day.

August 12.—The weather turned cooler on the night of August 9 and there is more comfort in doing what business there is, but no improvement worthy of note.

NOTES.

Lieutenant David Ward, of the anti-air craft heavy artillery, who was in France for 11 months, was recently recalled by the war department and is now stationed at Fort Hamilton, Brooklyn, which is one of the forts that commands the Narrows, the main ocean entrance to New York harbor. Since C. W. Ward relinquished his interest in the Cottage Gardens Co. of Queens, N. Y., to Lieutenant Ward, his son, the range has been conducted by the latter and R. T. Brown. It has, of course, been impossible for the lieutenant to actively participate in the management since he enlisted. On account of the cut in the coal supply and the uncertainty of getting even a part, and the dearth of suitable labor, they have decided to shut down the carnation range for the duration of the war. The nursery business will go on as usual.

The carnation growers of the Flatbush section of Brooklyn, have about finished planting and their stock looks well, though some of them were caught in the heat wave of the past week. If any part of the people think that growing flowers is a nice easy business, they should visit a carnation range in the playing time, when the thermometer, under shaded glass ranges from 100 to 120°. At the Hession range there is a large stock of fine plants, Alfred Demeusey planted early, and his stock has rooted well. G. Messeberg laughs at the "record breaking" hot weather. He says: "We hear something like that nearly every summer." Eugene Dailedouze has given up carnations, but has fine stocks of roses and chrysanthemums coming on.

Peter Gerlaid, the well known florist of the Coogan building, is now a grandpa. His only daughter, is the wife of George M. Cohan, II., a relative of the famous theatrical George M. Cohan, and also an actor. They have a son five weeks old. Peter is a young man to be a grandpa, but for that matter, a lot of us young fellows are having that honor thrust upon us.

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY, - - NEW YORK

Mention the American Florist when writing

Roman J. Irwin started for Boston, August 8. After a short stay in that city, he goes on to Montreal and will also attend the convention of the Canadian Horticultural Association at Ottawa, Ont., August 13-16. He expects to be absent about three weeks from his time of leaving home.

Eugene H. Moquin, who was manager of the "Heatherhome" greenhouses at Flushing, N. Y., for five years, is now manager of the Secaucus, N. J., Exotic Nurseries, of which Marius Muilod is proprietor. Mr. Moquin is related to Moquin, the well-known restaurateur, of this city.

John S. Nicholas, the Grand Central florist and fruiterer, has recently added another line. He has put in a handsome, unique and expensive stock of Chinese porcelain in figures of mandarins, birds, animals, etc. He has also a fine stock of fancy baskets and vases.

It was stated at the store of J. G. Leikens, August 10, that their Newport, R. I., store had recently arranged a number of fine dinner decorations at the home of General Cornelius Vanderbilt, who, with his son, is home on leave from the Western front.

Miss Mary Brophy, stenographer to J. S. Fenrich, the wholesaler, started August 10 on a two weeks' vacation, which she will spend at Bernardsville, N. J. Miss Brophy is justly popular with her business associates and all wish her a happy time.

Teddy Chiricos, one of the managers at the Fenrich store, 51 West 28th street, started a three weeks' vacation, August 10, which he will spend at White Lake, N. Y. Teddy is a hustler and has earned a rest.

Al Futterman, the wholesaler of 102 West 28th street, has received an invitation from B. Hammond Tracy and wife, of Wenham, Mass., to attend the twenty-fifth anniversary of their marriage, August 16.

Louis Schmutz, Jr.'s health is not as good as his friends would wish. He is under treatment in a hospital near his home, where it is convenient for Mrs. Schmutz to visit him every day.

In our notes of August 10, it was stated that A. F. Faulkner was present at President Schenck's luncheon. That was an error, typographical or otherwise, as he was not so honored.

Charles Schimmel, for many years with M. C. Ford, has just returned from a two weeks' vacation, which with his wife and two fine daughters he spent at various summer resorts.

Emil Schloss, of Schloss Brothers, dealers in ribbons, has just returned from a vacation spent at Tremble Beach, Conn. He will be represented at the St. Louis convention.

Matthew Sampson, Jr., manager of the Noe department of the New York Cut Flower Co., has gone on a vacation of two weeks, and is likely to visit the northern lakes.

George Stathes, the retailer of 889 Columbus avenue, now has three sons in the United States army, the fourth and only remaining boy being only 15 years old.

During the absence of H. H. Burns, of 500 Madison avenue, in the United States naval reserve, his store is being managed by Max Wicscuck.



Mention the American Florist when writing

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK



The Flatbush growers are feeling reasonably cheerful over the coal situation, as they secured quantities near to their 50 per cent quota.

William Sampson, rose salesman for H. E. Froment, is enjoying his vacation, accompanied by Mrs. Sampson and their little daughter.

Miss Mary Bowen, bookkeeper at the C. A. Dards store, is on vacation. Manager Perry of this store is expected home this week.

Miss Edmonson, bookkeeper for M. C. Ford, is on a vacation of two weeks, and her cheerful presence is greatly missed in the store.

The canna beds in City Hall Square are of the same non-flowering types that have been used for more than 30 years.

President and Mrs. Totty and Miss Totty started for the St. Louis convention, August 13, in their touring car.

The Charles H. Totty Co. continues to send fine stock of the new rose, Columbia, to Joseph S. Fenrich.

The United Cut Flower Co., 111 West 28th street, is receiving a good stock of the dahlia, Elsie Burgess.

Daniel Sullivan, of the Pierson department of the New York Cut Flower Co., is on a vacation.

H. E. Froment is spending his vacation at Saratoga Springs, N. Y.
A. F. F.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

Telephone:
8864 Farragut.

NEW YORK CITY

GEO. J. POLYKRANAS

Wholesale Commission Florist

CONSIGNMENTS SOLICITED

104 West 28th St.,

NEW YORK

Telephone No. 2864 Farragut.

N m Mackie

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.

Walter F. Sheridan

WHOLESALE FLORIST

Telephone Call:
2532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.

148 West 28th St., NEW YORK CITY

Telephones: Farragut 300 and 301

Mention the American Florist when writing.

JOHN YOUNG & CO.

Wholesale Commission Florists

53 W. 28th St., NEW YORK

Telephone Farragut 4886.

Mention the American Florist when writing.

WILLIAM P. FORD

WHOLESALE FLORIST

107 W. 28TH ST., NEW YORK

Telephone 5335 Farragut.

Mention the American Florist when writing.

Geo. C. Siebrecht

Wholesale Florist

109 West 28th St., NEW YORK

Tel. 608 and 609 Farragut.

CONSIGNMENTS SOLICITED

Mention the American Florist when writing.

Telephone Farragut 9761.

Goldstein & Futterman

Wholesale Florists

The Right People to Deal With.

102 West 28th St., New York

Mention the American Florist when writing

Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Mention the American Florist when writing.

Wholesale Flower Markets

New York, Aug. 14. Per 100	
Roses, Beauty special.....	15.00@25.00
" " extra and fancy 8.00@10.00	
" " No. 1 and No. 2 1.00@3.00	
" " Columbia	1.00@10.00
" " Hadley	2.00@ 8.00
" " Francis Scott Key	4.00@20.00
" " Prima Donna50@ 5.00
" " Alice Stanley50@ 5.00
" " Mrs. Geo. Shawver.....	.50@ 5.00
" " Double White Killarney. 1.00@ 6.00	
" " Killarney50@ 3.00
" " Queen50@ 4.00
" " Brilliant50@ 4.00
" " Aaron Ward	1.00@ 4.00
" " J. L. Mock	1.00@ 5.00
" " Ophelia50@ 5.00
" " Mrs. Chas. Russell.....	2.00@12.00
Cattleya Orchids, special.....	100.00@150.00
Rubrum	1.00@ 2.00
Lilies, Longiflorum and Formosum 3.00@ 6.00	
" Lily of the Valley	4.00@ 8.00
Adiantum Crowneum and	
Hybridum50@ .75
Asparagus Plumosus... doz. behs. 1.50@ 3.00	
Smilax	1.00@ 2.50
Sweet Peas25@ .75
Gladoli25@ 1.50
Bonvardia, white75@ 1.00
Asters15@ .25
" Late	1.00@ 1.50
Dahlias, per doz.....	.15@ .25

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 28th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.

CONSIGNMENTS SOLICITED

Mention the American Florist when writing.

Phones, 3310-11-12 Farragut

Henshaw Floral Co.

(Incorporated)

Wholesale Commission Florists

127 W. 28th St., NEW YORK

Trade Directory

Price: \$3.00 Postpaid

AMERICAN FLORIST CO.

440 S. Dearborn St.,

Chicago

Telephones 4422 Farragut D. J. Pappas, Pres.

United Cut Flower Co., Inc.

WHOLESALE

111 W. 28th St., NEW YORK

Mention the American Florist when writing

PHONE 2335 FARRAGUT

WM. KESSLER,

WHOLESALE FLORIST

113 WEST 28TH STREET

Bet. Sixth and Seventh Aves. NEW YORK

Mention the American Florist when writing

N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

V. S. DORVAL, Secretary

Mention the American Florist when writing.

The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

119 West 28th St., NEW YORK

GEO. B. HART

WHOLESALE FLORISTS

24-30 STONE STREET,

ROCHESTER, NEW YORK.

Mention the American Florist when writing.

M. C. FORD121 WEST 28TH STREET
NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing.

D. FEXY

Wholesale Commission Florist

106 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing

THE Florists' Supply House of America North South East West

In every state in the Union

Bayersdorfer's Supplies

Are the first choice of the best shops.

On account of transportation difficulties in securing and forwarding stock we had to forego our usual large convention exhibit. Our representatives, Martin Reukauf and I. M. Bayersdorfer will, however, be present to greet all our friends and with a fine line of novelties give assurance that we can fill all orders satisfactorily. Protect yourself against advancing prices and delays in delivery by ordering at once.

Right Now is the Time to Buy

Let us have your order. We will do the rest.

H. BAYERSDORFER & CO.

1129-1131 Arch Street,

Telephone
Vanderbilt 4976

PHILADELPHIA, PA.

Branch Factory, 709 First Avenue, New York

Omaha, Neb.

NOTES.

Quite a number of florists from this city and Council Bluffs will attend the S. A. F. convention at St. Louis, Mo., August 20-22, among others C. R. Wolf, city park florist; J. J. Hess, of Hess & Swoboda, treasurer of the national society; John Bath, O. H. Herman and Secretary Gardener, of the Omaha and Council Bluffs Florists' Club.

Tom Evans, long employed by Hess & Swoboda, in their retail store on Farnham street, is now in training at Jacksonville, Fla. He expects to get "over there" in the near future. He is a corporal in the quartermaster's department.

The local trade is contemplating an outing at Lake Manawa this month. It has been suggested, however, that the money raised for this purpose be donated to the Red Cross.

Lee Larmon expects to go to war and will leave as soon as he can secure competent help to take charge of his business.

Business in this city has been exceptionally good of late, due largely to funerals of a number of prominent persons.

Lewis Henderson has suffered another slight stroke of paralysis, but is able to be about again.

George H. Swoboda and family are taking a vacation, motoring through the mountains.

Chas. Eterer and family are enjoying an auto trip in the western part of the state.

J. J. Hess expects to drive his car to St. Louis and will take his family with him.

Ernest Sweet has established a flower shop in the Hamilton apartments.

A. Donahue now has a branch store in the Central market.

A. E. L.

Just Arrived

CROP 1918

WINTER-FLOWERING

SWEET PEAS

New Zealand Grown

The Large Flowering Waved or Spencer Type

We have been very fortunate to secure the entire crop of one of the best growers in New Zealand. New Zealand grown seed has always produced the earliest and best blooms, and seed started in August will produce flowers from Thanksgiving until March; requiring a low temperature, these make an ideal crop for the Florist this year.

SCARLET. Always a good seller.

FINEST MIXTURE. All the best colors.

PINK and WHITE. Blanche Ferry type.

YARAWA (true) Bright rose pink with light wings.

Write for further particulars.

JULIUS ROEHRS COMPANY

RUTHERFORD, NEW JERSEY

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago

Established 1857



745 Buckingham Place,
L. D. Phone, Graceland 1112

Send us your retail orders.

We Have the Best Facilities in the City
Mention the American Florist when writing.

Bangor, Me.

Adam Sekenger
FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

Mention the American Florist when writing.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing.

Albany, N. Y.

EYRES
FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

Mention the American Florist when writing.



WASHINGTON
D. C.

Gudes'

Members of Florists' Telegraph Delivery.
Mention the American Florist when writing.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing.

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761 FIFTH AVENUE

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IN OR
AROUND

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Flowers and Service

THE BELLEVUE-STRATFORD,
BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

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Max Schling

NEW YORK

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RITZ-CARLTON and
VANDERBILT
HOTEL

KOTTMILLER

426
Madison Ave.,
NEW YORK

Mention the American Florist when writing.

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing.

Galesburg and Central Ill.

I. L. PILLSBURY

CHOICE CUT FLOWERS AND DESIGNS

Patentee and Manufacturer of

PILLSBURY'S CARNATION STAPLE

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Mention the American Florist when writing.

Young & Nugent

Telephone 4265-4266 Farragut.

42 West 28th Street.

To out-of-town florists; New York

We are in the Heart of

And give special attention to steamer and the-

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Stock in the market.

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Mention the American Florist when writing.

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Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers

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611 FIFTH AVE., COR. 49TH STREET.

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TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.

Code Address: Alexconnell.

Western Union Code.

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Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

Mention the American Florist when writing.

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S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York

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341 Madison Ave., New York

Help do your bit to-day by selling
Thrift and War Saving Stamps

Stand behind

The Food Conservation Laws
Display prominently patriotic posters.

DO IT NOW

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St. Paul, Minn.

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20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

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Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

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Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

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City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyles, 106 State St.
Albany, N. Y.—Dankers.
Bangor, Me.—Adam Schenck, 22 Newbury St.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 223 S. Michigan Blvd.
Chicago—C. Frauentfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Petters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul W. Pales.
London, Eng.—Wills & Segar, Onslow Crescent, S. Kensington.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Marlborough, W. Va.—Vau. Flower Store.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Beyron's.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Dards', 44th and Madison Ave.
New York—Hesslon.
New York—A. Meyer, 1062 Madison Ave.
New York—Alex. McConnell, 611 5th Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Kottmiller.
New York—Lelkens.
New York—Malandra Bros.
New York—Nicholas G. Pappas & Co.
New York—Thos. F. Galvin, Inc.
New York—Max Schling, 785 Fifth Ave.
New York—G. E. M. Stump.
New York—Young & Nugent.
Omaha, Neb.—Alfred Donaghue.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClelland.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. E. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Hehl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—The Flower Store.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
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Artistic Designs.

High Grade Cut Blooms

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In the Heart of most exclusive residential section.

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Canada's best known and most reliable florist

Only the Best Dunlop's

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We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

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710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation

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Both Phones, 627

Special attention to mail and Telegraph Orders.
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Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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El Paso, Texas.

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Albany, N. Y.

Danker
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The Best Service

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Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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David Clarke's Sons

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Established over 20 years.

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Connecticut Ave. at N. St. N. W.

Miss Louise W. Daugherty, Proprietress.
Phones—Franklin 3579, 3841, 3843

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Elks' Building,
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Telegraph orders for Dayton will receive our immediate and careful attention.

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Madison Ave. and 76th St.
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Quality Flowers

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—FLOWERS—

Mail and Telegraph orders carefully filled.
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R. GILLIS, President.
E. F. NEWMAN, Secretary.

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Mail or telegraphic orders promptly and most carefully executed.

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HENRY WEISSMANN, Manager.

Artistic Funeral Designs. Flowers for all occasions.

Tel. 1673 Hackensack MAIN and BRIDGE STS.

Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

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FLORISTS

2953 Broadway. Opp. Columbia College
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Write or wire headquarters for flowers for all Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Kansas City, Mo.

Samuel Murray,

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We Solicit Telegraph Orders.
Regular Trade Discount.
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Morris Goldenson**
Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.
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All orders carefully filled and delivered to all parts of the city, Arkansas and the Southwest.

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Flowers delivered in City and State on short notice.

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Tacoma, Wash.

California Florists

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GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

WIRE YOUR ORDERS
TO
HARRY PAPWORTH
The Metairie Ridge Nursery Ets
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135 Garondelet St.
NEW ORLEANS
ROSES
ORCHIDS
VIOLETS
F.T.D.

Colorado Springs, Colo.

Orders Carefully Executed

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Wholesale and Retail

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All Orders Promptly Executed

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The Smith & Feters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Friedman

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Pittsburgh, Pa.

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621 Penn Ave.

Member of Florists' Telegraph Delivery.

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Alfred Donaghue

1622 Harney St. Established 1866

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

DES MOINES IOWA
ALFRED LOZIER ROSERY

For St. Louis

WIRE

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**KANSAS CITY,
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Will fill orders for the West on short notice
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NEAR OAKFIELD PARK
CHICAGO

For Wisconsin Delivery
OF

"Home Grown Flowers"

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Member of Florists' Telegraph Delivery.

W. J. PALMER
& SON

Palmer's

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BUFFALO, N. Y.

Members
Florists' Telegraph
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HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

Member of Florists' Telegraph Delivery.

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38 State Street, Newburyport, Mass.

Covers all New England Points.

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Madison Ave. and 55th St.,
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Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.

Send your orders to me for prompt delivery and satisfaction.
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50 Broadway

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Malandre Brothers
2077 Broadway, near 72nd Street
Phone, Columbus 6883
Branches: 7303 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

Yonkers, N. Y.
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Cor. Manor House Square
and North Broadway

New Orleans, La.
CHAS. EBLE
Oldest Florist South
121 BARONNE STREET
Member of Florists' Telegraph Delivery.

San Francisco, Calif.
J. B. BOLAND
Successor to Slevers & Boland
FLORIST
60 KEARNY STREET

Rockford, Ill.
H. W. BUCKBEE.
Member of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF HEINL'S

LITTLEFIELD, Florist
WORCESTER, MASS.

A. MEYER,

Boston, Mass.



"Penn, The Telegraph Florist"
Member of Florists' Telegraph
Delivery Ass'n.
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Orders in or Around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
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16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.

DULUTH FLORAL CO.
200 miles in any direction
We are the center of the great
Northwest. Daily deliveries
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o Superior, Wis.

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1062 Madison Ave., near 80th St.
Phones, Lenox 2352-7019
Satisfaction Guaranteed.

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Central Floral Co.
132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.
Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.
Member of Florists' Telegraph Delivery.

St. Paul, Minn.
L. L. MAY & CO.
Order Your Flowers for delivery
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LEADING FLORISTS OF THE NORTHWEST

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A. LANGE,
25 E. MADISON ST.
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LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city
within 150 miles of Newark. Telephone
Market 494.

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1919.

CARLOAD shipments of fertilizer must be equal to car capacity.

NEW CROP Long Island grown Savoy spinach seed is quoted at 50 cents per pound wholesale.

BERMUDA steamer freight rates are now \$1.40 per usual bulb case, against 27 cents last year.

SOME New York importers have received advice that Dutch bulbs are coming via England.

RUTABAGA seed, Long Island grown, of new crop, is quoted from first hands at \$1.50 to \$2.00 per pound.

CARL CROPE, of Vaughan's Seed Store, Chicago, left August 10, for California, where he will make a tour of the seed growers.

VISITED CHICAGO: A. J. Brown, of A. J. Brown Seed Co., Grand Rapids, Mich., returning from a three-weeks' tour of the western and California seed growing districts.

PHILADELPHIA, PA.—I. Rosnosky, representing Vaughan's Seed Store, was in the city the past week, and incidentally made a trip to the firm's New York Barclay street house.

NEW YORK.—Vaughan's Seed Store is moving early American grown narcissus bulbs.—A. Hogewoning has been drafted, and after the busy season closes, will go to camp.

Onion Sets.

The harvesting of onion sets in the Chicago district has just commenced, and it is too early to tell what the final crop will be. From present indications, it is thought the crop will be considerably shorter than last year. On the south side, where about two-thirds of the sets in this district are grown, conditions are generally bad. The crop has been seriously injured by hail, maggots and disease. The average yield there is about three and one-half bushels to one pound of seed sown. On the north side conditions have been somewhat better, and it is estimated that the yield will be about five bushels per pound sown, which is about the normal yield. The average for the entire district appears to be about four bushels to one pound of seed sown. The sets apparently are of good quality and, if harvested under favorable conditions, should keep well. Because of thin stands, there is more than the usual percentage of sets that run too large for commercial use and that are sold ordinarily for pickling onions.

The crop of onion sets in Oregon this year is short. It is estimated that the crop of brown and yellow sets will be about 35 to 40 per cent of normal and the crop of white sets about 15 per cent of normal. The estimated total production of onion sets for Oregon this year is from 500,000 to 600,000 pounds.—Government Seed Reporter.

Hail in the Gallatin Valley.

One of our well informed correspondents writes as follows regarding the recent heavy hail storm in the famous Gallatin valley pea district:

"On the night of August 4, a most disastrous hail storm visited Bozeman, and, in fact, covered almost the entire Gallatin valley from one end to the other. This was the most severe hail storm the district has suffered for many years and the damage is extreme. The pea crop is affected from 50 to 75 per cent, many of the most promising prospects being entirely ruined. In addition to the peas, the grain is just about destroyed. Many lots of seed oats and barley will produce no grain at all, and if harvested, will be saved simply for fodder. It looks from reports received, as though there would be practically no harvesting in the entire Gallatin valley this year.

"It is not understood that this hail extended into other valleys than the Gallatin. The Ruby and Bitter Root valleys evidently were not caught by this storm, although earlier in the season, slighter storms have injured small sections in each district. The Montana pea crop, as a consequence of the early drought and the hail storm above mentioned, without doubt, will be the smallest in recent years. A yield even less than in 1917, unquestionably will be obtained."

Peas and Beans.

A. J. Brown, of the A. J. Brown Seed Co., Grand Rapids, Mich., who returned last week after an extended tour of the western and California pea and bean sections, says:

"I found the crops of peas in the state of Montana very disappointing, and now we have bad news of heavy damage done by hail in the Gallatin valley. This is going to cut quite a figure, as we had counted on Montana helping us out, since Washington had another very dry season, almost as bad as last year.

"Conditions at the last reports from northern Idaho were favorable for a fair yield of peas, but the southern part of the state and Utah will be very light. Michigan, on the other hand, is coming through with a fairly good crop, which will help some, but does not cut very much of a figure, as the acreage is comparatively small, compared to the large plantings in the west.

"The crops in California are very short, and in some sections were almost a complete failure. Beans, on the other hand, promise very well in that but it must be remembered that it will be four or five weeks before the crop

is harvested, and much damage could happen during that time, such as hail or early frost, which might affect some of the late planted fields, many of which are now only just in bloom.

"There is a fair prospect for a good yield of beans in Colorado, except for the damage that has been done recently by hail. To what extent the crops in the vicinity of Greeley have suffered I cannot advise you at this moment, but hope to have early information as to the actual loss. "I have one report stating the loss by hail was so bad that the large crop of beans that was looked for was practically ruined, but I think this is somewhat exaggerated. The crop in Michigan up to the present time is looking quite good, and if we have favorable weather from now until harvest should come through with very fair returns.

"The intense hot weather early this week did not last long enough to do any particular damage to crops. Some showers throughout the state since the hot wave have improved conditions."

ONION SET harvesting in the Chicago district has been almost completed. The hot sun has caused some scald damage to the sets in crates, but on the whole the crop is generally satisfactory.

LATEST French bulb cables report crop of 60 per cent of normal and grading of stock smaller than usual because weather conditions have not been favorable to producing large bulbs. Growers maintain, however, that these smaller bulbs are developed to good flowering maturity.

MATTITUCK, N. Y.—J. M. Lupton & Co. say that farmers in Suffolk county are making big money growing spinach seed at 40 cents per pound which before the war was imported and docked at New York for six cents per pound. Cabbage seed has jumped to \$1 per pound.

TOLEDO, O.—Clover was steady, August 13, at \$17.10, closing 10 cents higher than on the previous day, and showing a drop of \$1.50 during the week. Cash timothy gained 5 cents, selling at \$4.45. September closed at \$4.82½, October \$4.75, December \$4.77½, March \$4.90 and April \$4.90.

Alfred J. Brown Seed Co.

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SEED

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	Oz.	1/4 Lb.	Lb.
Early Heatherball. Mauve lavender.....	\$0.75	\$2.50	\$ 8.00
Early Hercules. Soft rose pink.....	1.25	3.50	12.00
Early Liberty. Deep sunroof crimson.....	1.25	3.50	12.00
Early Meadow Lark. Rich cream.....	1.25	3.50	12.00
Early Melody. Rose pink on white ground.....	.75	2.50	8.00
Early Morning Star. Deep orange scarlet in standard with rich orange-pink wings.....	.75	2.50	8.00
Early Snow Flake. Large pure white.....	.75	2.50	8.00
Early Song Bird. Pale pink on white ground.....	.75	2.50	8.00
Early Songster. Rich lavender.....	1.25	3.50	12.00
Early Spring Maid. Light pink on white ground.....	.75	2.50	8.00
Early Sunset. Rich, mauve pink on white ground.....	1.25	3.50	12.00
Early Warbler. Rich, mauve purple.....	1.25	3.50	12.00

OTHER VARIETIES OF WINTER BLOOMING SPENCERS			
	Oz.	1/4 Lb.	Lb.
Asta Ohn. Rich lavender.....	\$1.25	\$3.50	\$12.00
Helen Lewis. Orange pink.....	1.25	3.50	12.00
Lavender Nora.....	.75	2.50	8.00
Pink Orchid.....	.75	2.50	8.00
Mrs. A. A. Skaach. Clear, light pink.....	.75	2.50	8.00
Mrs. M. Spanolin. Pure white.....	.75	2.50	8.00
Mrs. William Sim Orchid. Salmon pink.....	.75	2.50	8.00
Pink and White Orchid.....	.75	2.50	8.00
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Rose Queen. Flowers freely on long stems, large size, and usually four flowers on a stem. Color a most attractive shade of pink.....	3.00	10.00	35.00
Greenhouse grown seed.....	1.25	3.50	12.00
Venus White, blushed pink.....	.75	2.50	8.00
Wedgewood. Lovely clear blue.....	1.25	3.50	12.00
White Orchid.....	.75	2.50	8.00
Yarrowa. Flowers exquisitely waved, and of large size. Color, a bright rose pink with lighter wings.....	.75	2.50	8.00
Mixed Colors.....	.50	1.75	6.00

Headquarters for		FREESIA BULBS	
Asparagus Plumosus Nanus Seed		PURITY (fine), First size.....	\$1.25 \$10.00
1000 Seeds.. \$ 3.50	10,000 Seeds.. \$30.00	FRENCH, First size.....	1.10 9.00
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		FRENCH, Monster.....	1.75 15.00

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Grandiflora Prize Strain— $\frac{1}{2}$ tr. pkt. 60c; tr. pkt., \$1.00.

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Obconica Grandiflora \$0.50
Chinensis (Chinese Primrose) 50
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NATURAL,	6 ft.	2000	\$21.00
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ANTIRRHINUM, Majus. Tr. pkt. Oz.	
Golden King, yellow, $\frac{1}{4}$ oz., 25c.	\$0.10 \$0.80
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Dark Rose, coral red	.10 .60
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Vaughan's Special Mixture, extra	.15 .90

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Giant Perfection—Cut and Come Again White (Princess Alice), Pink, Dark Blue, Sky Blue, Scarlet, Canary yellow. Each of above, trade pkt., 25c.; $\frac{1}{4}$ oz., 50c. Mixed, all colors, trade pkt., 25c.; $\frac{1}{4}$ oz., 45c.

Beauty of Nice.	Tr. Pkt.	Oz.
Pink	4 oz. 60c.	\$0.25 \$2.20
Mont Blanc, white	$\frac{1}{4}$ oz. 40c.	.25 .50
Crimson	$\frac{1}{4}$ oz. 35c.	.15 .250
Old Rose Improved	$\frac{1}{4}$ oz. 50c.	.25 .50
Dark Violet	$\frac{1}{4}$ oz. 50c.	.25 .50
Cote d'Azur, blue	$\frac{1}{4}$ oz. 40c.	.25 .50
Rich golden yellow	.35 .80	
President Wilson, slate	.50 .80	
Queen Alexandra, lilac rose	$\frac{1}{4}$ oz. 40c.	.25 .250
Monte Carlo, yellow	$\frac{1}{4}$ oz. 45c.	.25 .300
Abundance, lilac	$\frac{1}{4}$ oz. 40c.	.25 .280
Beauty of Nice, mixed	$\frac{1}{4}$ oz. 40c.	.25 .240

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Annuals which are successfully grown from seed for Cut Flowers

CALENDULA, Orange King, Lb. \$2.40; oz. 25c.; trade pkt., 10c.

CALLIOPSIS Coronata maxima. Splendid cut-flower. Pure golden yellow, 2 to 3 inches across, on long wiry stems, oz. 30c.; trade pkt., 10c.

CANDYTUFF, Giant Hyacinth-flowered, white, Lb. \$5.00; oz. 50c.; trade pkt., 15c.

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New York Market. An extra choice strain for greenhouse. Our seed is greenhouse-grown, raised by a most careful grower. The plants grow from 2 to 3 feet high and produce flower spikes up to 20 inches long. Trade pkt. (1000 seeds), 50c.; $\frac{1}{4}$ oz., \$1.00; oz., \$7.00. **STATICE, Suvorowii, Russian, Bright rose.** Trade pkt., 50c.

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Vaughan's International Mixture. This is composed of the most salable colors of single flowering Chinese Primulas, the best whites, pinks and reds, with a sprinkling of other colors, enough to give a large variety of colors, the most important shades predominating. Trade pkt. of 250 seeds. 50c.; 3 for \$1.40; per $\frac{1}{2}$ oz., \$4.00.

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Grandiflora, Mixed and in variety. Trade pkt., 50c. **Gigantea, Mixed.** $\frac{1}{2}$ oz., \$1.50; 600 seeds, 50c.

PRIMULA—Various Sorts

	Trade pkt.
Malacoides	$\frac{1}{2}$ oz. 50c. \$0.25
Alba	$\frac{1}{2}$ oz. \$1.00 .25
Rosa	$\frac{1}{2}$ oz. \$1.00 .25
Deep Lavender. Very free blooming, flower clusters borne on long stout stem; individual flowers size of five cent piece	.50

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VAUGHAN'S INTERNATIONAL MIXTURE. This is one of the specialties that has established the reputation of Vaughan's Flower Seeds and one which we maintain most carefully. Trade pkt., 50c.; $\frac{1}{4}$ oz., \$1.50; $\frac{1}{2}$ oz., \$5.00; oz., \$10.00.

VAUGHAN'S GIANT MIXTURE. This mixture includes the richest reds, coppers and bronzes, together with the most delicate rose and pink shadings, all the distinct colors of Trimardeau and the splendid Cassier strain. Trade pkt., 25c.; $\frac{1}{4}$ oz., 75c.; oz., \$5.00; $\frac{1}{4}$ lb., \$18.00.

VAUGHAN'S CUT FLOWER MIXTURE. This mixtures is put up by ourselves and contains all the colored sorts. We have sold this mixture for several seasons to some of our Chicago cut flower growers. Trade pkt., 25c.; $\frac{1}{4}$ oz., 60c.; oz., \$4.00.

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VAUGHAN'S P. P. (Popular Price) MIXTURE. This mixture, like all "Vaughan" mixtures, is made up by ourselves from separate colors and strains of the Giant and Chicago Parks Bedding types and will furnish a large variety of colors with a good proportion of giant flowers. Trade pkt., 20c.; $\frac{1}{4}$ oz., 35c.; oz., \$2.00; 4 ozs., \$7.00.

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Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-
President; S. W. Severance, Louisville, Ky.,
Secretary; Eugene Davis, Grand Rapids,
Mich., Treasurer.

MEMPHIS, TENN.—Eight thousand war gardens were planted by negroes in this city.

OSTRICH EGG is a new name for Honey Dew melon, not a new variety, as stated in these columns last week.

SANTA ROSA, CALIF.—Luther Burbank is serving as a member of the national war garden commission. Washington, D. C.

WILKES-BARRE, PA.—The city park department is now supervising more than 1200 war gardens in addition to many children's gardens.

"TOMATO Growing in Michigan" is the subject of Special Bulletin No. 89, recently issued by the Michigan Agricultural College experiment station, East Lansing.

LOS ANGELES, CALIF.—More than 1,000 women have enlisted to work in the fields and orchards in this vicinity under the direction of the Women's Land Army of America.

THE United States department of agriculture has issued Farmers Bulletin 978 entitled, "Handling Barnyard Manure in Eastern Pennsylvania," treating of the importance of securing the greatest possible return from the manure supply of the country during the present crisis.

Vegetable Growers' Meeting Abandoned.

The annual convention of the Vegetable Growers' Association of America, to have been held at Detroit, Mich., September 10-13, has been abandoned. No meeting of the organization is scheduled for this year.

Fashions in Female Scarecrows.

Women in wartime have reached another point of utility. A truck farmer near Park Ridge, Ill., has a natty female scarecrow in his tomato patch. She wears a sailor hat, white sheer waist, and a black taffeta skirt. Chance for another fashion department: "What Our Scarecrows Are Wearing."—Chicago Tribune.

Prices of Indoor Fruits and Vegetables.

Chicago, August 13.—Cucumbers, 2-dozen box, 50 cents; celery, crate, 35 to 50 cents; head lettuce, 2-dozen, \$1.50 to \$2.50; radishes, per 100 bunches, \$2.50 to \$3.00; tomatoes, 4 baskets, 50 cents to \$1.00.

New York, Aug. 12.—Celery (state), per bunch, 15 to 40 cents; cucumbers, 75 cents to \$1.75 per basket; mushrooms, \$1.50 to \$2.50 per basket; tomatoes, per pound, 3 to 7 cents; lettuce, per package, 75 cents to \$2.25; radishes, per 100 bunches, 50 cents to \$1.00.

Irrigation.

The term irrigation to the average gardener means mechanical or overhead watering, and reduced to still plainer terms, the Skinner system of watering. There are other systems, but we believe the Skinner system has come into more general use than the others, and gardeners as a class owe Mr. Skinner a great deal for the development of a practical watering device, such as it is. We would certainly hesitate to get along without the help of mechanical watering after having become accustomed to it. While we have heard criticisms and complaints, these are generally the result of faulty installation, faulty water supplies, or improper use. Under faulty installation we may mention those attempts where an ordinary hand force-pump is jacked to a gasoline engine of doubtful reliability, thus inviting breakdowns and delays. However, we have seen some of these make-shifts in the hands of careful men produce wonderful crops. Another feature of faulty installation may be small pipe diameter, either mains or distributing pipes. It is always poor policy to crowd water too much. Faulty water supply covers a variety of sins, the two main ones being dirty river or lake water and sandy well water.

As a general rule, we look with suspicion upon the average river water, as too often such streams carry water unfit for distribution through nozzles. A good well is best in the long run, provided sand is not present to clog the nozzles. Where fine sand is unavoidably present, some receiving tank should be used as a mud-dam to permit the sand to drop to the bottom before the water enters the mains.

Improper use, means the application of water in insufficient quantity, or at

the wrong time. Now, in regard to the wrong time, there is in our mind, just one wrong time, and that is when water is not really needed. When it is needed, lose no time; 24 hours a day is right, and apply until the subsoil is saturated. With us, this means generally two days of continuous application. We allow the soil to dry up a little and then cultivate. For succession cropping, we soak before plowing—plow and fit when the moisture is right, and often raise a new crop without any further watering. In this connection, we wish to say that some of our lines are on the move all the time. They are suspended on low posts temporarily, and moved on as needed. There are many crops, such as sweet corn, tomatoes, and potatoes, that need a big lift only for a week or two, hence a permanent pipe is not needed.

MARKETMAN.

Winter Onion Sets



Vaughan's Seed Store
CHICAGO

FREESIA PURITY

1/2 inch, good grade.....	per 1000, \$ 7.50
5/8 inch, extra fine bulbs.....	per 1000, 13.50
3/4 inch and up, mammoth bulbs.....	per 1000, 17.00

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Wholesale Growers and Exporters of Choice Stocks of

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Mangel-Wurzel, Giant Halbsüßer Mangel Wurzel, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

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Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

English Catalogue on Application.

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Now Ready
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FALL BULBS

For Early
Forcing
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Sales

We can make prompt shipments
from Chicago or New York on these
Narcissus Bulbs

Order now for store sales or
early forcing.



EMPEROR. Double Nose.

LILIUM HARRISII

New Crop—Bermuda
6-7 inch Write for
7-9 inch Prices.

Now on the way.

CHICAGO

DAFFODILS

AMERICAN
GROWN

	Per 100	Per 1000
Emperor, Double Nose.....	\$3.00	\$27.50
Emperor, fancy grade, round bulbs.....	2.75	25.00
Princes Maximus, fancy grade..	1.75	15.00
Bicolor Empress, fancy grade...	3.00	27.50
Bicolor Grandis (Grandee).....	2.25	20.00
Obvallaris (Tenby Daffodil) fancy	2.00	18.00
Sir Watkin, fancy grade.....	3.00	27.00
Barri Conspectus, fancy grade..	1.50	12.50
Jonquilla Rugulosus.....	1.25	11.00
Poeticus (Pheasant Eye), fancy..	1.00	9.50
Poeticus Ornatus, fancy grade..	1.25	11.00

DOUBLE SORTS

	Per 100	Per 1000
Alba Plena Odorata.....	\$1.35	\$12.00
Orange Phoenix, fancy grade	1.75	16.00
Sulphur Phoenix, fancy grade	1.75	16.00

7% Discount off above to Seedsmen only.

CALLAS

	Per 100	Per 1000
1 to 1½ in.....	\$4.50	\$42.00
1½ to 2 in.....	7.00	65.00
2 to 2½ in.....	9.50	90.00
2½ in. up.....	11.50	110.00

FREESIAS

IMPROVED PURITY

Size	Per 1000
Jumbo, ¾ in. and up. . .	\$17.00
5/8 to ¾ in., extra fine . .	12.00
½ to 5/8 in., good grade . .	7.50
½ in., plump bulbs . . .	5.50
¾ to 1 in., regular grade .	4.00



COLD STORAGE LILIES

GIGANTEUM

	Per case
7 to 9 in. (300 to case)...	\$20.00
10 to 11 in. (180 to case)...	27.00

SPECIOSUM ALBUM

	Per case
8 to 9 in. (200 to case) ..	\$18.00
9 to 11 in. (140 to case)...	17.00

SPECIOSUM RUBRUM

SPECIOSUM RUBRUM	
	Per case
9 to 11 in. (140 to case)	\$14.00
10 to 11 in. (125 to case) ..	15.00
11 to 13 in. (90 to case) ..	15.00

AURATUM

	Per case
8 to 9 in. (160 to case)	\$11.00
11 to 13 in. (75 to case)	13.00

Valley Pips

DUTCH GROWN

Per 1000.....\$27.50

All Prices F. O. B. Chicago.

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

Mention the American Florist when writing.



The Bird's Nest Fern

Perfect and saleable in every size, very effective as
single specimens or in plant basket combinations.

Our stock from the smallest sizes up is strong and vigor-
ous, all symmetrical plants without a blemish.

PRICES:

	Per 100		Per 100
1½ inch pots.....	\$12.50	5 inch pots.....	\$ 75.00
2½ inch pots.....	20.00	6 inch pots.....	100.00
3 inch pots.....	25.00	7 inch pots.....	200.00
4 inch pots.....	50.00		

Sold by the dozen at per hundred rates.

W. K. HARRIS

55th and Springfield Ave.,

Philadelphia, Pa.

Mention the American Florist when writing.

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

LOOMIS, CALIF.—The Magee Wholesale Nurseries have incorporated with a capital stock of \$100,000.

GRAND RAPIDS, MICH.—Superintendent Eugene V. Goebel has an attractive display of aquatics in John Ball park.

MACON, GA.—The state horticultural society held an interesting and well attended meeting in this city, August 5-8.

ROCHESTER, N. Y.—Claude Ludington of this city has bought the nursery business formerly conducted by W. W. Wyman.

E. Y. TEAS, the veteran nurseryman, who retired from business three years ago, is still enjoying good health in his eighty-ninth year.

NEW ALBANY, IND.—The cottony maple scale has made its appearance in this vicinity and threatens the destruction of many fine shade trees.

CLEVELAND, O.—The annual convention of the National Association of Gardeners will be held at the Hollenden hotel, this city, September 24-26.

YAZOO CITY, MISS.—Farmers in this vicinity are being interested in a plan of Farm Demonstrator Ritch to purchase fruit trees on a cooperative basis.

THE Georgia State Forestry School, Athens, has arranged a one-year course in practical logging-engineering to meet the war emergency for skilled workers.

CORVALLIS, ORE.—Entomologists from Oregon, Washington, Idaho, Utah and British Columbia met here August 5-7 to discuss the control of insect pests of the northwest.

DES MOINES, IA.—The Coliseum has been chosen for the Midwest Horticultural Exposition to be held here November 4-7. The flower and plant section will be one of the interesting features.

National Association of Gardeners.

The St. Louis members of the National Association of Gardeners have arranged for an executive meeting and conference at the convention of the Society of American Florists in that city, the gardeners' meeting to be held in the convention hall at Moolah Temple, Lindell and Vandeventer avenue, August 21, at 8:30 p. m., which date will not interfere with the convention programme of the S. A. F.

An invitation is extended by the St. Louis gardeners to all interested to attend this meeting, at which a discussion of topics of interest will be held.

G. H. PRING, Cor. Sec'y.,
St. Louis Ass'n of Gardeners.

ROSES now ready in strong plants from 2½-in. pots. Am. Beauty, A. Riviere, F. R. Patzer, K. A. Victoria, Meteor, Mrs. C. Hall, P. and W. Killarney, Radiance, \$5.00 per 100; \$45.00 per 1000. H. Beauty, Mrs. F. Denison, Red Radiance, Tipiterry, Ward, \$5.50 per 100; \$50.00 per 1000. Mrs. Chas. Russell, Rose-Pink Ophelia, Mme. E. Rostrand, \$10.00 per 100; \$90.00 per 1000.

THE LEEDLE FLORAL COMPANY
SPRINGFIELD, OHIO.

Mention the American Florist when writing

PEONIES

30 acres. Can supply your wants.
Write for Catalogue.

Gilbert H. Wild
Sarcoxie, - Missouri

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Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Mention the American Florist when writing

PERENNIALS, HARDY SHRUBBERY, EVERGREENS

PERENNIALS:—We have a fine lot of stock, both one and two-year-old, field grown. Here are a few items, with prices attached, in one-year stock. Will wrap each plant in paper with dirt to insure safe arrival.

DELPHINIUMS , assorted.....	5c	DAISY , Shasta	4c
DIGITALIS "	5c	" " English	5c
CAMPANULA "	5c	SEDUMS , assorted.....	6c
HOLLYHOCKS "	5c	RUBEBIA , Purple	5c
PLATYCODON "	5c	COREOPSIS Lancelata.....	4c
SNAPDRAGON "	5c	VERONICA Spicata.....	5c

HARDY SHRUBBERY:—Extra heavy, field grown, given plenty of room for development, each plant a specimen, dug and packed carefully.

500 LONICERA Frag.	10c	13c	2500 SNOWBERRY Red	8c	10c
800 " Morrowl	10c	13c	1500 " White	10c	12c
200 " Grandiflora	10c	13c	3000 FORSYTHIA Fortunei.....	8c	10c
500 " Bella Albida.....	10c	13c	WEIGELIA , assorted.....	10c	13c
100 " Tart. Red.....	12c	15c	SPIREA Van Houtte	8c	10c
200 " Tart. White.....	12c	15c	" Opulifolia	10c	12c
2000 PHILADEL , Coronarius	10c	13c	" Billardi	8c	10c
400 " Grandiflora	10c	13c	DEUTZIA , assorted.....	8c	10c
300 ELDER , cut leaved.....	10c	12c		15-24	2-3
300 FORSYTHIA Suspensa	10c	12c	ALTHEAS , assorted.....	6c	8c
1500 " Verdissima	8c	10c		15-18	15-24

EVERGREENS:—We have a large assortment of same in small sizes, just the kind to grow on into specimen plants on your own grounds. You know how hard it is to secure specimen stock when required. Get some that are more than half finished, and get in while demand is good.

ARBOR VITAE—

3000 " Pyramidalis.....	18-24 in.	32c
7000 " "	15-18 in.	22c
1000 " Hoveyii	15-18 in.	35c
1000 " "	12-15 in.	25c
1000 " American	2-3 ft.	30c
1000 " "	18-24 in.	22c
1000 " "	15-18 in.	12c
500 " Globosa	10-12 in.	45c
500 " "	8-10 in.	35c
600 " Tom Thumb.....	10-12 in.	25c
600 " Pumilla	15-18 in.	40c
300 " Siberian	15-18 in.	25c
200 " Verbaena	15-18 in.	35c

Ball and burlap extra at cost of same.

RETINISPORA—

100 " Plumosa	3-4 ft.	\$1.00
300 " "	2-3 ft.	.75
200 " "	18-24 in.	.50
200 " "	15-18 in.	.35
200 " "	12-15 in.	.25
500 " Plumosa Aurea.....	2-3 ft.	.75
500 " "	18-24 in.	.50
700 " "	15-18 in.	.35
100 JUNIPER Irish.....	18-24 in.	.30
600 " "	15-18 in.	.25
400 " Sabina	15-18 in.	.25
80 " "	18-24 in.	.80
100 " Stricta	2-3 ft.	.90
100 " "	18-24 in.	.70
150 " "	15-18 in.	.50

FARMERS NURSERY COMPANY, Troy, Ohio

Hill's Evergreens

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.

The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstowne Jane, N. J.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The **CONARD & JONES CO.**
Robert J. Pres.



WEST GROVE PENNA.
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Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kahn.

342 pages, illustrated. Price, \$1.50.

American Florist Co.

440 S. Dearborn St., CHICAGO

To Growers and the Trade

SPECIAL OFFER OF NEW AND RARE

DAFFODILS

King Alfred, Weardale Perfection, Lord Roberts, Van Waveren Giant
First Size Bulbs, True to Name.

35. - per 100, £15 per 1000. Package free for cash.
These are money makers.

Giant Trumpet Daffodils

These are the best commercial Daffodils and realize highest prices in London markets.

**J. DICKSON, GROWER OF
30 Carlisle St., BELFAST, IRELAND**
RARE BULBS

Mention the American Florist when writing.

"MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company

WYNCOTE - - PA.

WRITE FOR PRICES"

Mention the American Florist when writing.

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. In American Florist, April 6, page 612. Correspondence solicited.

Mention the American Florist when writing.

Geraniums

Nutt, strong 2-in., per 100.....\$2.00
Vlaud, strong 2-in., per 100.....2.00
Ricard, strong 2-in., per 100.....2.00
Dracæna indivisa, good thrifty stock for growing (n. 2-in., per 100.....2.00

ELMER RAWLINGS, Allegheny, N. Y.

Mention the American Florist when writing.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties my Speciality

Mention the American Florist when writing.

Trade Directory

PRICE: \$3.00 POSTPAID

American Florist Co.

440 S. Dearborn St., Chicago

Mention the American Florist when writing.



Improved

Primula Malacoides

Every one knows what a wonderful little house plant the Original Baby Primrose is. But the old one must now take a back seat, for the **New Improved Strain**, with its beautiful rose pink color, fine graceful form, freedom of bloom, and keeping qualities, makes it far superior to the old type.

A sample shipment will convince you that there is nothing that will make a more elegant Holiday gift.

THEY SELL ON SIGHT.

4-inch pots \$3.00 per dozen; \$20.00 per 100. Packed in corrugated cartons, containing 33 to 35 plants each. Weight, about 50 lbs.

Myosotis (Forget-me-not). What could you grow that would pay you better than a bed of Myosotis? We are offering a limited quantity of the **New Rohrer Strain** this season. This strain cannot be excelled if properly grown in a temperature of 40 to 45 degrees. Price 2½ inch pots \$12.00 per 100.

C. U. LIGGIT

325 Bulletin Bldg., Philadelphia, Pa.

Mention the American Florist when writing.

Seasonable Stock READY NOW

Poinsettias—2¼-in., \$6.50 per 100; \$60.00 per 1,000.
Bougainvillea Glabra Sanderiana—Well shaped, trimmed plants, 4-in. pots, \$25.00 per 100.
Genista—5-inch, special stock, well trimmed and heavy, \$30.00 per 100.
Ficus Elastica—4-inch, 10 to 12 in. high, \$40.00 per 100.
Hydrangea, French Type—Hamar, Vibraye, Chautard, E. Mouliere, 5-inch—3 to 4 branches, \$30.00 per 100; 4-inch—2 to 3 branches, \$20.00 per 100; heavy field grown for tubs—7 to 10 branches, \$40.00 per 100.
Kentia Belmoreana—2¼-inch, heavy, \$10.00 per 100; 3-inch, heavy, \$20.00 per 100.
Ferns—Cyrtonium Falcatum, 2½-inch, \$3.50 per 100, \$30.00 per 1,000; Aspidium, 2½-inch, \$3.00 per 100. Birds Nest Fern, 2½-inch, \$8.00 per 100; 3-inch, \$15.00 per 100.
Asparagus Sprengeri—2¼-inch, \$3.50 per 100, \$30.00 per 1,000.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing.

Spring Stock

Write for List of
Soft Wooded Plants.

**GEO. A. KUHL, Wholesale Grower,
PEK N. ILL.**

Mention the American Florist when writing.

GERANIUMS

ROOTED CUTTINGS.

For delivery Oct. 1st to Dec. 15th. S. A. Nutt, per 1000, \$12.50; Ricard and Poitevine, per 1000, \$15.00. For delivery Dec. 15th to Feb. 15th. S. per 1000, \$17.50. Parcel post delivery made at A. Nutt, per 100, \$15.00; Ricard Poitevine, actual cost. Bill sent with shipment. Cash for cuttings to accompany the order.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing.

DAHLIAS

A good assortment of the best all around varieties. 2 inch pot plants at prices running from \$2.00 to \$25.00 per 100. We will send 1000 in an assortment of 30 varieties, our selection for \$20.00. Cash with order.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

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CARNATIONS

**F. DORNER & SONS CO.,
Lafayette - - - Indiana**

Mention the American Florist when writing.

DRACAENA FRAGRANS AND MASSANGEANA

We offer a splendid stock for growing.

Dracaena Massangeana

3 inch pots.....\$4.50 per doz.; \$35 00 per 100
4 inch pots..... 6 00 per doz.; 50.00 per 100

Dracaena Fragrans

3 inch pots.....\$2.50 per doz.; \$18 00 per 100
4 inch pots..... 4.00 per doz.; 30 00 per 100
5 inch pots..... 5.00 per doz.; 40.00 per 100

HENRY A. DREER

714-716 Chestnut Street, Philadelphia, Pa.

The above prices are intended for the Trade only.



Dracaena Massangeana.

A Cordial Invitation

is extended to all local and visiting florists and their friends to call and see our stock of plants either before or after returning from the St. Louis Convention

Decorative and Blooming Plants

Blooming Plants for Christmas and Easter a Specialty

Take Garfield Park branch of the Metropolitan Elevated to Cicero Ave., walk four blocks north and one block west, or take Madison St. car to Cicero Ave., walk two blocks south and one block west.

FRANK OECHSLIN, 4911 W. QUINCY STREET
CHICAGO, ILL.

Field Grown Carnation Plants

Extra fine stock and a big bargain at the prices quoted. Reinberg's field grown carnation plants are noted for their fine quality everywhere, so if you want the best stock obtainable at the most reasonable prices send in your order as soon as you possibly can, today if convenient.

	100	1000
Alice.....	\$5.00	\$45.00
Rose Pink Enchantress ..	5.00	45.00
Enchantress.....	5.00	45.00

	100	1000
Thenanthos	\$5.00	\$45.00
Herald	5.00	45.00

PETER REINBERG

30 East Randolph St., Long Distance Phones: Central 601 and 2846. CHICAGO

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$5.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus Sprengerii, 2½-in., \$3.50 per 100, \$30.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

ASPLENIUM.

Asplenium Nidus Avis (Bird's Nest Fern). We offer fine, well furnished plants at 50c, 75c, \$1.00 and \$1.50 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

BULBS.

Bulbs, Lily. For autumn and winter, from storage. Giganteum, Speciosum Album, Speciosum Rubrum and Auratum. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs, Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, Lilium Giganteum, from cold storage, 7-9 (300 to case). Write for prices. Chas. Schwabe & Co., Inc., 90-92 West Broadway, New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Avenue, Chicago.

CALLAS.

CALLA AETHIOPICA. At present the only dependable new crop lily bulb for 1918-19. Prices at Chicago: Large bulbs (1½ to 2-inch), per 100, \$7.00; per 1,000, \$65.00; Mammoth (2 to 2½-inch), per 100, \$9.50; per 1,000, \$90.00; 2½-inch and up, per 100, \$11.50; per 1,000, \$110.00. Prices at New York: Large bulbs (1½ to 2-inch), per 1,000, \$75.00; Mammoth (2 to 2½-inch), per 1,000, \$110.00; 2½-inch and up, per 1,000, \$150.00. Now ready. VAUGHAN'S SEED STORE, Chicago and New York.

Callas, home grown, fine stock, ready in August. For sizes and prices, see advertisement on front cover of this issue. S. S. Skidelsky & Co., 104 Lincoln Bldg., Philadelphia, Pa.

CARNATIONS.

FIELD-GROWN CARNATION PLANTS.
Positively the best obtainable. Order early.

	100	1000
Pink Enchantress	\$6.00	\$55.00
Carnegie	5.00	45.00
Victory	6.00	50.00
Alice	6.00	50.00
Thousand	6.00	55.00
Matchless	6.00	55.00

WIETOR BROS.
162 N. Wabash Ave. Chicago
L. D. Phone Randolph 2081.

CARNATIONS.

Carnation plants, field grown. Extra fine stock and a big bargain at the prices quoted. Alice, Rose Pink Enchantress, Enchantress, Thousand and Herald, \$5.00 per 100, \$45.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum Manual, by Elmer D. Smith, Adrian, Mich., who has given his undivided attention for twenty-five years to the improvement of the chrysanthemum and its culture in detail. 50c, postpaid.

COLEUS.

Coleus. Best bedding varieties, 2½-in. pots, \$3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

CYCLAMEN.

Cyclamen, Wandsbek type, transplanted seedlings, \$7.00 per 100; \$60.00 per 1,000. Seedlings, \$4.00 per 100; \$35.00 per 1,000. Salmon and Roccoco reports, \$1.00 extra; 2½-inch, \$8.00 per 100, \$75.00 per 1,000. Six varieties, equally divided, Cyclamen bulbs, mixed, first size, \$10.00 per 100; second size, \$6.00 per 100. ERNEST ROBER, Wilmette, Ill.

DAFFODILS.

Daffodils. For varieties and prices see display advertisement in this issue. J. Dickson, 30 Carlisle St., Belfast, Ireland.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRAECAENAS.

Draecena Massangeana and Fragrans. For sizes and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

FERNS.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$8 per doz. Pochlmann Bros. Co., Morton Grove, Ill.

Ferns. Boston, pot grown, 5-in., \$3.60; 6-in., \$7; 7-in., \$9; 8-in., \$12; 9-in., \$18 per dozen. The George Wittbold Co., 737-739 Buckingham Place, Chicago.

FERNS.

Ferns. Cyrtomium Falcatum, 2½-in., \$3.50 per 100, \$30.00 per 1,000; Aspidium, 2½-in., \$3.00 per 100; Bird's Nest Fern, 2½-in., \$8.00 per 100; 3-in., \$15.00 per 100. The Storrs & Harrison Co., Painesville, O.

Bird's Nest Fern. Perfect and salable in every size. For sizes and prices see display advertisement elsewhere in this issue. W. K. Harris, 55th and Sprufield Ave., Philadelphia.

Ferns. Boston, 2½-in., heavy, \$6.00 per 100, \$55.00 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosback, Ferndale, Arkov, Minn.

Table Ferns, 2-in., assorted, \$3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

FREESIAS.

FREESIA PURITY.
Best California Grown Stock.
½-in. up.....\$ 6.00 per 1,000
¾-in. up.....10.00 per 1,000
Also a few ¾-in. at \$16.50, sold only with above.
Terms: Cash with order or C. O. D.
Expressage is about 50c to 90c per 1,000.
C. C. MORSE & CO.
Bulb Department.
San Francisco. Calif.

FREESIAS. Improved Purity. Jumbo ¾ to 1 inch, per 1,000, \$17.00; extra size, ¾ to 1 inch, per 1,000, \$12.00; ½ to ¾-inch, per 1,000, \$7.50; ½-inch, plump, per 1,000, \$5.50; ¾ to 1 inch, per 1,000, \$4.00. Write for samples. VAUGHAN'S SEED STORE, Chicago and New York.

Freesia Purity, ½-in., good grade, \$7.50 per 1,000; ¾-in., extra fine, \$13.50 per 1,000; 1-inch, and up, \$17.00 per 1,000. St. Louis Seed Co., St. Louis, Mo.

Freesia Purity, mammoth size, also ¾-in. and up; refracta alba, ¾-in. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Freesia bulbs. For sizes and prices, see advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

GENISTAS.

Genista, 5-in., special stock, well trimmed and heavy, \$30.00 per 100. The Storrs & Harrison Co., Painesville, O.

GERANIUMS.

Geraniums, 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GERANIUMS.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Potevine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

HEATHER.

Christmas Heather. If interested it will be to your advantage to communicate with A. L. Miller, Jamaica, N. Y.

HYDRANGEAS.

Hydrangea, French type; Hamar Vibraye, Chautaud and E. Mouliere, 5-in., 3 to 4 branches, \$30.00 per 100, 4-in., 2 to 3 branches, \$20.00 per 100. Heavy field grown for tubs, 7 to 10 branches, \$40.00 per 100. The Storrs & Harrison Co., Painesville, O.

HYDRANGEAS, French varieties, 2½-inch, \$4.00 per 100; 5-inch, \$20.00 per 100; Otaksa, 5-inch, \$25.00 per 100. Ernest Rober, Wilmette, Ill.

GREENS.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Alabama.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

LANTANAS.

Lantanas, mixed varieties; pink, yellow, and red, 2-inch, strong plants, \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

MYOSOTIS

MYOSOTIS. The earliest and finest winter-blooming Forget-me-not. Grow along the carnation benches. 2½-in. plants, \$3.50 per 100, \$30.00 per 1,000. FRED H. LEMON & CO., Richmond, Ind.

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Vol. LI.

CHICAGO AND NEW YORK, AUGUST 24, 1918.

No. 1577

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OFFICERS—C. H. TOTT, Madison, N. J.,
President; JULES BOURDET, St. Louis, Mo., Vice-
President; John Young, 1170 Broadway, New
York, Secretary; J. J. HESS, Omaha, Neb.,
Treasurer.

The thirty-fifth annual convention will be
held at Detroit, Mich., August, 1919. Thirty-sixth
annual convention at Cleveland, O., 1920.

ASSOCIATION OF AMERICAN CEMETERY SUPERINTENDENTS.

Next annual convention, Rochester, N. Y.,
September 11-14, 1918. W. N. RUPP, Mt. Green-
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wood, Pittsburgh, Pa., Secretary-Treasurer.

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Next annual meeting and exhibition, New
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Next Annual Convention and Exhibition,
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2342 W. 109th Street, Chicago, Secretary.

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AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR, Doylestown, Pa., Presi-
dent; Wm. GRAY, Bellevue Rd., Newport, R. I.,
Secretary. Next annual exhibition, June 1919.

THE ST. LOUIS CONVENTION

Next Conventions, Detroit, Mich., 1919; Cleveland, O., 1920.

OFFICERS FOR 1919:

President, J. F. Ammann, Edwardsville, Ill. Secretary, John Young, New York
Treasurer, J. J. Hess, Omaha, Neb.

Good Attendance and Successful Meeting.

The thirty-fourth annual convention of the Society of American Florists was, considering the unsettled conditions due to the war, surprisingly successful, particularly in point of attendance, there being over three hundred delegates at the opening session, four-fifths of whom were from out of town points. Moolah Temple, while quite a distance from the center of the city, was an ideal building for the meeting, the auditorium being well planned and commodious, with good acoustic properties. The interior had been handsomely decorated with flags, hunting and plants, all of which, in addition to baskets and vases of gladioli on the platform, made very attractive displays. On account of the mayor being delayed the opening session was not called to order until 2:30, August 8. Hummert, vice-president of the St. Louis Florists' Club called the meeting to order, and after voicing his pleasure in seeing so many present, introduced Vice-President L. Jules Bourdet, who made a cordial address of welcome. He referred to the absence of a number of well-known members who were unable to attend on account of the existing conditions, and outlined the entertainment that awaited the visitors after the business sessions were over. Mayor Henry Kiel followed, and in a cordial manner extended the freedom of the city and voiced the pleasure of its citizens in having the convention held there. He spoke of the refining influence of flowers and plants, and what great pleasure they gave to all, particularly in the beautiful parks of the cities, which conditions were

largely brought about by the efforts of the society. He added he was especially pleased to see so many ladies present. J. F. Ammann, Edwardsville, Ill., on behalf of the society, thanked the mayor for his cordial welcome and good wishes, and called attention to the fact that this was the third time the society had honored St. Louis. He said that while the florist industry had been declared by some ill-advised individuals to be non-essential, and not counting in warfare, it was the greatest enterprise in the making of peace in the country, flowers bringing cheer through life in all its various stages and tempering the last sad blow. He added that in times of war we should prepare for peace and hoped that the victory which was sure to come would not be long delayed, that the men from east, west, north, south, and Canada, now fighting side by side, might enjoy the fruits of what they had sacrificed so much to win for all mankind.

President Totty was then introduced and was received with great enthusiasm and cheers, all standing. Before reading his address, he referred to war difficulties under which the trade had labored, but stated that these conditions were being nobly met, as all were Americans first, and florists afterwards. He proposed that a verse of America be sung and this was done with a will. J. F. Ammann leading. A telegram, placing the society behind the president of the United States in his great work, was endorsed with a silent prayer, all standing with bowed heads. A telegram of congratulations from the Canadian Horticultural Association was then read. The elaborate decorations

were especially pleasing to President Totty who said he felt that everything in the surroundings was ideal and pre-saged a most successful convention. He then read his address which was a most carefully prepared review of the society's work during the year and full of suggestions for the future.

President Totty's Address.

We are assembled today for the thirty-fourth annual convention to greet each other as friends and fellow-horticulturists, and to derive mental and physical benefit from contact with associates, all engaged in the same business of growing and distributing plants and flowers; a business that is one of the finest on earth since its sole and only mission is to elevate and improve, not only its members, but the world at large. We are meeting today under the handicap of war; the old, happy, carefree note of previous conventions will be absent. Meeting facts, face to face, with an earnest endeavor to keep an even keel on the troubled "Sea of Business," demands at this time much thoughtful and careful consideration.

Let us, first of all, as good loyal Americans, reaffirm our faith in the leadership of our splendid president, Woodrow Wilson, and let the world know that we as florists, individually and collectively, are back of him so that "Government of the People, by the People and for the People" shall continue to flourish.

NATIONAL LEAGUE FOR WOMAN'S SERVICE.

The times through which we are passing are momentous ones for the florists. In the eyes of some people, since war has been declared, we have been regarded to a certain degree as "non-essential," since our product is not necessary to the winning of the war. Physically, flowers are not necessary, but their influence on the soul of the people has been and will be, of inestimable benefit, during the coming winter. In this connection, one of the finest illustrations is the work being done by the National League for Woman's Service, which works with and through the Red Cross. This movement was organized for the express purpose of presenting our wounded soldiers in the hospitals throughout the country with fresh flowers. Distributions have been effected on a large scale in the New York section for some months and will be spread throughout the entire country as base hospitals may be erected in the different states. Wherever the National League for Woman's Service establishes a branch, I trust the local florists will organize to keep that branch supplied with flowers. Could you hear, as I have, the stories told by Mrs. Curtin, president of the league, regarding the way the sick soldiers crave for fresh flowers, preferring them even to any delicacy in the line of food or drink, you would realize that here was a chance for the florists that are too old to fight, to do their share toward alleviating pain and helping out the country, and I trust this convention will go on record as officially endorsing this splendid movement.

LABOR QUESTION.

The question of help today is an important one. Possibly every florist establishment here represented has contributed by enlistment or through the draft some of their best men to our splendid army. In some cases, this will mean a radical curtailment, while others are endeavoring to help out by

the use of other kinds of labor, but we will overcome this handicap and others much worse, if our government feels it will be necessary on our part in order to win the war.

COAL SITUATION.

In this connection, the coal question is the momentous one for the florist. The original government order limiting us to 50 per cent of our average annual consumption for the last three years, has since been modified to allow florists the use of wood and fuel, providing same does not have to be transported by rail. The small florist also is kept in business by permitting him to get his entire quota of coal, providing same does not exceed 40 tons, which convinces me the government is only too willing to keep us in business, if it is at all possible to do so. We have a coal expert here from Washington, who will speak to us on the coal situation later.

OUR WASHINGTON REPRESENTATIVE.

We were fortunate, indeed, to have in Washington during the past year such a representative man as Wm. F. Gude. His report, when you hear it, will be found to cover many points of close contact between the florists and government, notably on the questions of bulb importation from Japan and Bermuda, not to mention the importations from Europe to the seed stores, manetti and other products. Mr. Gude gave his time unselfishly and loyally to the S. A. F. Those of you who have been to Washington to interview the different boards, can testify to his work in this respect. Many organizations who have not succeeded in doing nearly as much in Washington as this society, maintain a highly paid organization in that city. Mr. Gude did this work without any recompense, his only satisfaction being it was work he could do and necessary for the well-being of the trade in general. I feel some more tangible recognition should be awarded him than a simple vote of thanks.

NAT'L PLANT, FLOWER AND FRUIT GUILD.

Another organization that has done, and will do, a great deal of good for our soldiers, is the National Plant, Flower and Fruit Guild, which has been operating in New York for 10 or 12 years previous to the war, largely among the crowded tenements of the East Side. This society has now undertaken to beautify with flowers and plants the cantonments and camps in the United States. While it is too late now to do much this summer, it is planning to make a big start for another year. It will undertake to provide the funds necessary to transport plants and shrubs contributed, to the different cantonments, and will see that same are properly taken care of and planted. Any of the members of this society who are in a position to contribute stock for this purpose will please get in touch with the organization at its New York office, 70 Fifth avenue, and help out as much as possible with donations of growing plants and flowers. By the aid of this guild and the National League for Woman's Service, florists get in direct contact with our troops. The government has no time to look after what is called "the sentimental side" of the war, but it is willing for other organizations to do this, where possible. Those of you who have been through the different cantonments in different states know what a wonderful improvement a few

plants and shrubs judiciously placed would make in the appearance of the camp for the summer.

LIBERTY BONDS AND WAR SAVING STAMPS.

The florists as a body are not of war-like tendencies. The business they are engaged in tends to induce a philosophic state of mind, rather than a combative one, yet every florist can help his government, and I believe is doing it to the very fullest extent, by the purchase of Liberty Bonds and War Saving Stamps. Let us never forget our country is entitled to our all, and should the government fall, there certainly would be no need for florists, therefore, every dollar we can possibly spare must be used to help our government.

FLOWER SHOW.

It is a matter of regret we did not have the convention in the spring in conjunction with a national flower show, as originally planned. Circumstances, of course, rendered this impossible, but personally I would like to state to the florists of St. Louis that postponement of a flower show does not, to my mind, mean abandonment as some of you seem to think, and I look to see the next flower show in St. Louis just as soon as times are propitious.

PUBLICITY CAMPAIGN.

Undoubtedly the greatest thing undertaken by this society during the last year is the publicity campaign, which was launched so auspiciously in New York at the last convention. The work of the publicity committees under the able leadership of Henry Penn and George Asmus has been, with the limited amount of funds at their disposal, simply phenomenal. It would be the greatest of pities if this work would be permitted to drop or drag at this season. Let us make plans at this convention for a vigorous fall offensive in advertising, so we may not lose the benefit of the work already done. One thing alone, the connection of the florists directly with the war, and the adoption of our publicity slogan, "Say it with Flowers," by the League for Woman's Service, is worth more money as a cash proposition to the florists than the whole of the publicity fund. This league will use over 20,000 signs in its work, and "Say it with Flowers," before another year has passed, will be a household word in every home in the country. You have all seen the good work done by this committee in the Saturday Evening Post and other national publications, and the report which these committees on publicity will make will be interesting.

NEW YORK OFFICE.

The New York office of the publicity committee seems to fill a long-felt want. Every member of the organization who drops into New York, steps into the office, to receive the latest news, to get mail, and if necessary, to have a conference with other fellow-members on business matters. It also furnishes a dignified place for committee members to hold committee meetings when conferring with other interests. It is being used also to an increasing extent by newspaper men for verifying reports relating to our business and for acquiring knowledge along horticultural lines. From individual personal contact, I can testify to the usefulness of this office. The joint publicity and finance committees, in session last March, decided that the

secretary should travel around to see members personally. This necessitated the employment of an office manager in Mr. Young's absence, which office has been competently filled by J. H. Pepper. No one not personally acquainted with the New York office has any idea of the enormous amount of detail attached to the secretary's office, particularly since there has been added to it the work of the publicity bureau. In this connection the secretary's report will doubtless speak for itself.

CREDITS AND COLLECTIONS.

Another committee whose work is of special value at this time, is the committee on credits and collections. I trust this committee will be in shape to formulate some definite plans of credits and collections so that the florists' business may be put on the plane where it rightfully belongs. In this connection, I would like to call the attention of this committee to the system of trade acceptances, which, so far, seems to have gained very little headway in our business. It has been estimated there are four billion dollars annually tied up in credits, which could be released by the operation of trade acceptances. The other day, I noticed in the papers that fifty million dollars in credits would be released on that day, which were drafts drawn under that credit, by merchants in France on American banks, for goods purchased in America. It would have been impossible without the use of these credits to finance the war in its colossal proportions. Someone may ask, what is the difference between a trade acceptance and a note? It must be borne in mind that a trade acceptance is given in return for goods actually sold, whereas a note may represent money borrowed for any one of a thousand things. Trade acceptances are only given in exchange for merchandise. In the case of a trade acceptance, the local bank can rediscount that acceptance through its federal bank and thereby keep its funds liquid and relieve the congestion at all points. Beverly Harris, in a recent address in New York, said: "Here let me impress upon you the fact that in our open-account system, merchants, in borrowing to carry their credit customers, are usurping the functions of bankers and carrying an unnecessarily heavy load. Is there a means at hand to remedy the situation and transfer the load where it belongs—to the bankers, and through them, to the federal reserve bank? There is—the trade acceptance." I trust this convention will go on record as approving this method of financing.

FLORISTS' BANK.

Continuing on the subject of finance, the day should come when the florists should have a bank for themselves. The average bank little understands the florists' business, and sometimes applications for loans from worthy applicants are turned down where another application, not nearly so secure, goes by and is allowed by the bank to its future loss. If the florists had a bank of their own, with men high in office, thoroughly familiar themselves with florists' business, I am sure it would be a good thing for the trade in general. Some of the largest banks today have been built up in such a way, instancing the Chemical National, Shoe and Leather, Corn Exchange banks and others organized originally to take care of some particular line of busi-



J. F. AMMANN, EDWARDSVILLE, ILL.
President-Elect Society of American Florists.

ness. I presume the charter of this society would not permit it to go into the banking business, but it is a matter that may well receive your earnest attention.

SOCIETY PUBLICITY ORGAN.

I am of the opinion that the time has come when the society should have a medium of its own for the publication and circulation among its members of such news, announcements and other matter, as may be of interest to them. Few organizations having as large a membership as the S. A. F., are without a publicity organ, or some medium or means by which the views of members may be circulated within the membership fold. We have for a number of years expended large sums of money on the publication in book form of the proceedings of our annual conventions, and our own organ could very well include these proceedings in its own columns and the numbers bound into a yearly volume. The publication could be made very useful to the society. Properly managed, it would be likely to increase our membership, for it certainly could be used for missionary work; and I am sure that the society's work would be constantly before the members and the other matters which could be carried in the columns, would tend to keep up individual interest in all our undertakings. The organ could be made of especial serv-

ice to the F. T. D. and to our promotion bureau in its publicity work. We could have heart-to-heart talks through its columns every month, and it could be made a medium of communication between members. In making this recommendation, I am not belittling the very great service rendered the society by the trade papers who have always shown a willingness to publish anything that might be sent to them, but there is much that could be published for members alone, and not scattered broadcast to those who do not feel that they should support the society to the extent of taking out a membership, and there are many such. My own idea of such a publication would be a paper of convenient size, say 6x9 inches, something easily accommodated on an ordinary bookshelf. It need not, necessarily, carry any advertising, although I do not see why it might not include a few cards, provided they did not encroach too much upon the reading space. The income from such cards, with the money saved through running our proceedings through the publication, would go a very long way toward meeting the entire expense, and the management of the paper could, perhaps, be well placed with our promotion bureau. Such a publication could, I understand, be mailed to our members at regular newspaper rates, and it seems to me it will eventually become necessary to our publicity campaign.

MEMBERSHIP.

While the increase in membership is satisfactory perhaps, in comparison with recent years, it is nothing compared with what it should be, when one considers all the society has done for the florists generally. An organization to keep virile, must keep taking in new blood, and if we can devise some means of going out into the "highways and byways," to compel the florists who are not members to come in, it would be as much or more for their own benefit than it would be ours.

Meanwhile, let us all "pull together" and use every honorable endeavor to increase our business, to help each other, and stand shoulder to shoulder as florists and citizens in this great country, serene and confident that the present clouds will pass away, and the future of the florist is certain to be a glorious one.

Following the address of President Totty, the minutes of the executive committee, having been printed, and a copy of which was in the hands of delegates, same were, upon motion of George Asmus, Chicago, endorsed without reading. The president then appointed George Asmus, A. T. De La Mare, New York, and E. G. Hill, Richmond, Ind., a committee to report on recommendations on the president's address. Secretary Young then read his report, which showed the society to be in splendid condition with a very encouraging increase in membership. The report of Treasurer J. J. Hess showed that owing to heavy purchases of Liberty bonds it required some transferring of investments to active accounts to carry on the work of the society.

Secretary Young's Report.

In view of the many disturbing conditions which have confronted us since our last convention, some of which have peculiarly affected the florist industry, it is most gratifying to me to be able to report that our society has made very substantial progress; in fact, it is safe to say that the advancement made would be considered rather remarkable even in most normal times.

OUR MEMBERSHIP.

My report made at the convention in New York last August showed that, presuming all those members who were in good standing at the close of 1916 would qualify for 1917, the total membership of the society might be taken as covering 1,694 annual, 496 life and 25 pioneer members, a grand total of 2,215.

When it became necessary again, early this year, to record our membership in good standing, the number of lapses was found to be more than ordinarily large, so much so that, with the same presumption applied to the 1918 list, we have 31 life, 1,780 annual, and 24 pioneer members, a total of 2,335. Since last convention, we have taken in 568 new annual members and 35 life members, a rather remarkable influx, but sadly needed to make up the loss through lapses. As explained, our strength can only be reported year after year on a presumptive basis, and our increases must be shown in that way. A member is not in good standing unless he has paid the current year's dues, so we are obliged to assume that it is the intention of all in the list of members in good standing for the year previous to qualify for the current year.

While perhaps nearly half of the splendid addition to our membership

was due to my across-country trip in the interests of the publicity campaign fund—which resulted in 225 new members—the increase otherwise has been highly satisfactory. Still, our roster represents only a small part of the trade in this vast country.

OUR WORK FOR ALL.

It is to be hoped that the work of the society in these trying times will sufficiently convince the small florist that its results are for his benefit, fully as much as for the florist with larger interests. I should not, perhaps, touch specifically upon details of this work, as they are better dealt with in the reports of our most eminent committees. But I cannot help pointing out the fact that, but for the action of the society in the interests of the whole trade, very many of the smaller florists would in the coming winter possibly find themselves forced to seek other means of livelihood because they would not be able to profitably operate their small areas of glass on the restricted fuel supply which the government originally ordered. Many of these craftsmen did not hesitate to invoke the aid of the secretary's office in a contingency which vitally concerned them, even though not members. With reference to this condition, I cannot, of course, suggest anything as to limitations, for the nature of our work precludes the drawing of any line, but I do think that many of our state vice-presidents could wield much influence in their respective territories—if they would only get into action—looking to a better appreciation of the objects and work of our society, and consequent endorsement of our efforts through membership.

I have made reference to our state vice-presidents and the influence which they could exert for the advancement of the society. I might go further, and say that from my own experience, I have found large numbers of florists through the country quite ready to join us when the advantages of the membership are fully explained; it is the little personal touch that counts, mere appeals by letter must not be depended upon. I do not mean by this that a state vice-president is expected to cover in person the wide territory of the average state, but in these days of automobile travel, anyone can easily during a year come in contact with his brother florists within a wide radius of his home town. It is strange that the great majority of our state vice-presidents use no part of the appropriations provided for this work.

The following have sent in one or more names for membership since the last convention:

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Florists' Telegraph Delivery.....	57
Wm. P. Elias.....	1
J. C. Lindbloom.....	1
Max Schilling.....	2
W. K. Nicholson.....	1
J. W. Duncan.....	1
W. Brown.....	1
Wm. Dethlefs.....	1
Sam'l Murray.....	1
P. W. Popp.....	2
L. J. Bourdet.....	35
E. Slatow.....	1
Sam'l Murray.....	1
Lon Foster.....	1
W. J. Pitcher.....	37
Paul Reden.....	1
A. S. Cerny.....	2
Chas Schenck.....	3
Chas. H. Totty.....	3
Wm. P. Elias.....	1
P. R. Newbold.....	1
Geo. B. Hart.....	1
S. J. Anderson.....	2
B. Juerksen.....	1
E. Ashley.....	1
W. W. Grandy, Jr.....	1
S. T. De La Mare.....	1
Geo. Asmus.....	1
M. Barker.....	1
W. J. Keimel.....	4

W. F. Gude.....	1
H. C. Reidel.....	1
John R. van Bochove.....	1
A. L. Miller.....	1
C. W. Knight.....	2
R. C. W. Brown.....	2
W. G. Badgley.....	1
J. H. Fieser.....	1
B. J. Dudley.....	2
D. B. Honaker.....	4
A. F. Faulkner.....	1
J. T. D. Fulmer.....	3

OUR ADMINISTRATION OFFICES.

As may be judged from the reports presented at this convention the finances of the society are in excellent condition. While we have had unusual calls upon our treasury, in expenditures for our common benefit, our financial strength is practically unimpaired. One very necessary item of expense I may particularly refer to, is that covering the establishment of our administration offices in New York. For a long time the business of the society was conducted in quarters and under conditions which sadly hampered routine work, and made ineffective the plans of your administration for the greater usefulness of the society as a business organization. Your board of directors, therefore, at its January meeting was unanimous in a decision to establish permanent offices which should be adequate for the society's own and kindred interests. The launching of the publicity campaign, too, made larger business quarters absolutely essential, consequently, under the direction of the board, the present administration offices in the Johnston building, 1170 Broadway, New York, were leased and furnished, and now present not only all the required facilities for the transaction of the society's business affairs, but provide a place of meeting for its own committees and for committees of auxiliary bodies with whose work we are more or less identified. Any member visiting New York may use the society's offices as his business headquarters during his stay, being assured of a most cordial welcome and the extension of any courtesy which is within the scope of the office.

THE TRADE EXHIBITION.

It is obvious to all in attendance at this convention that our trade exhibition has suffered through conditions which are affecting all lines of industry. Very many concerns who have in the past, through their generous displays, been conspicuous at these exhibitions, were unable to put in an appearance this year. Lack of staff assistance and transportation conditions, necessitated or caused by the requirements of our government in the prosecution of the war now in progress, have been chief among the reasons for the smallness of the 1918 trade exhibition. Extraordinary effort was put forth from the secretary's office to build up an exhibition which should at least be representative, and it is gratifying to realize that the report covering the exhibition will contain the names of several concerns who evidence themselves as devotees to the policy "Business as usual," and who have enabled the society to continue an important feature of its conventions which many thought impossible under existing circumstances.

THE FUEL SITUATION.

I have referred indirectly to the society's activity in regard to the fuel situation, and while I do not wish to trespass upon the subject matter of the reports which, undoubtedly, our Washington representative and others will present, I feel that I should make some reference to the matter here. Never

before in the history of the society has a situation of such momentous importance confronted us as that presented by the United States fuel administration in its efforts to conserve fuel.

Since the time when the first intimation was made that the florist business might be classed as nonessential the secretary's office has been besieged with inquiries and appeals for action by the society. It would seem that the value of our organization has been widely appreciated in this emergency, and the truth has gone home—that no line of industry today can stand before conditions it is likely to meet without organization. Individual effort counts for nothing. The Society of American Florists is strong as the representative organization of our trade, but its strength ought to be many times greater. When our delegations visited Washington to enter protests against what was felt to be unjust discrimination, the government recognized our organization as a body with whom it could treat in matters of this kind, and what we were able to accomplish will be detailed to you at the proper time. Our work was such as to carry the strong endorsement of every florist in the country, and should certainly be the means of increasing our membership very largely. None of us knows what we may be called upon to meet in the near future, therefore it behooves us to make our organization as strong as possible.

THE PUBLICITY CAMPAIGN.

As the work of the secretary's office in connection with our publicity campaign will be detailed in the report of your promotion bureau to be presented at the session of the convention set apart for the discussion of such matters, I need refer to it only briefly. The efforts of the society in the launching of a campaign looking to publicity for flowers, which should result in an increased demand for them, are appreciated by florists who give any thought at all to their individual interests. This appreciation is confined to no particular territory; it is general and widespread. North, south, east and west, I have found, by personal contact with the trade, that our work is valued at the full, and you have evidence of the sincerity of this statement in the published lists of subscriptions to the campaign fund. Taking this into consideration, it is safe to assume that when all the florists clearly understand our plans there should be little difficulty experienced in doubling the \$50,000 now aimed for to be spent annually in this work. The unanimity of opinion that the movement is not worthy of all possible support is really marvelous.

THE NATIONAL FLOWER SHOW.

The preparatory work in connection with the fifth national flower show proposed to be held last spring in St. Louis was quite active until the project was, at the meeting of the executive board in January, indefinitely postponed. While the necessity for such action is to be deplored, the work was discontinued with a due regard to the possibility of its resumption in the near future.

MAINTENANCE OF MEMBERSHIP.

In determining, at the end of a year, the status of those on our membership roll, it is occasion for regret to be obliged to remove the names of many who through carelessness have allowed their membership to lapse. With first class mail at three cents per letter the matter of billing is expensive, and when

repeated three or four times there is an obvious waste, which should not be countenanced by any who have the society's interests at heart. The annual dues are very small, therefore unnecessary postage should be eliminated, and many members can help in this by making prompt remittance upon the receipt of the first bill. In a great majority of cases, there surely can be no reason for withholding remittance.

THE TRADE PRESS.

I must again express my deep obligation to our trade papers for their very cordial co-operation with the secretary's office in the publication of notices and articles in connection with the society's work. During the past 12 months, they have been called upon to render services of more than ordinary



Carnations Grown by Juneau Florists,
Juneau, Alaska.

value to the society and to the trade, and it is most fitting that I should here attest to the very great assistance they have given us in all our projects.

PLANT REGISTRATIONS.

Since the last convention the following new plants have been registered:

No. 654—September 10, 1917. Rose Ophelia Supreme, by Dailedouze Bros., Brooklyn, N. Y.

No. 655—September 3, 1917. Fern President Wilson, by Frederick H. Dressel, Weehawken, N. J.

No. 656—November 3, 1917. Primula malacoides Townsendii, by A. L. Miller, Jamaica, N. Y.

No. 657—November 3, 1917. Capsicum Christmas Joy Pepper, by A. L. Miller.

No. 658—November 3, 1917. Delphinium America, by Richard F. Gloede, Evanston, Ill.

No. 659—November 3, 1917. Delphinium Prof. James Hatfield, by Richard F. Gloede.

No. 660—November 3, 1917. Delphinium Mrs. Ida W. Gloede, by Richard F. Gloede.

No. 661—November 3, 1917. Delphinium Grace Darling, by Richard F. Gloede.

No. 662—November 3, 1917. Delphinium Evanston, by Richard F. Gloede.

No. 663—November 3, 1917. Delphinium Mrs. D. C. Presler, by Richard F. Gloede.

No. 664—November 3, 1917. Delphinium Randolph Culver, by Richard F. Gloede.

No. 665—November 3, 1917. Delphinium Miss Gertrude Lane Moge, by Richard F. Gloede.

No. 666—November 3, 1917. Delphinium Richard F. Gloede, by Richard F. Gloede.

No. 667—November 3, 1917. Delphinium Mrs. Cody Hoops, by Richard F. Gloede.

No. 668—November 3, 1917. Delphinium Little Bob, by Richard F. Gloede.

No. 669—November 3, 1917. Delphinium Charles Speed, by Richard F. Gloede.

No. 670—May 18, 1918. Fern Anthony Wayne, by Lanternier, Florist, Fort, Wayne, Ind.

No. 671—June 1, 1918. Hydrangea Mrs. Woodrow Wilson, by Frederick H. Dressel.

No. 672—August 17, 1918. Rose Premier, by E. G. Hill Co., Richmond, Ind.

No. 673—August 17, 1918. Rose Victor, by E. G. Hill Co.

No. 674—August 17, 1918. Rose Golden Rule, by E. G. Hill Co.

No. 675—August 17, 1918. Rose Mme. Butterfly, by E. G. Hill Co.

The amendment to the by-laws covering plant registration, upon which you are called to vote at this convention, is designed to correct a common misunderstanding in regard to what should properly be considered a "new plant."

NECROLOGY.

We have lost through death:

J. A. Valentine (life), Denver, Colo., Oct. 15, 1917	
Wm. Nilsson (life), Woodawn, N. Y., Oct. 22, 1917	
E. A. Beaven, Evergreen, Ala., Oct. 22, 1917	
Thor Zettitz, Lima, O., Dec. 1, 1917	
Christian Biele, Philadelphia, Pa., Mar. 1, 1918	
Joseph Heacock, Wyncote, Pa., Mar. 18, 1918	
J. Harrison Dick, New York, Mar. 23, 1918	
J. B. Mcardie, Greenwich, Conn., Apr. 29, 1918	
John Satterthwaite (life), Denver, Colo., Jun. 9, 1918	
Thos. Thompson, Santa Cruz, Calif., Jun. 13, 1918	
J. Van Linsley, Pomona, N. C., Jun. 13, 1918	
Wm. H. Evans, Colorado Springs, Colo., July 10, 1918	
James Dean (life), Freeport, N. Y., July 16, 1918	
John Berry, Denver, Colo., Aug. 25, 1918	
F. C. Bartels, Rocky River, O., Sep. 15, 1917	

SECRETARY'S FINANCIAL STATEMENT.

January 1st to July 31st, 1918.	
January 1st, balance on hand.....	\$ 4.75
Dues, 1915-3 at \$3.00.....	48.00
Dues, 1916-36 at 3.00.....	156.00
Dues, 1917-52 at 3.00.....	2,646.00
Dues, 1918-882 at 3.00.....	1.00
Dues, 1919-10 at 3.00.....	30.00
Dues, 1919-On account.....	2,010.00
Fees, life members.....	675.00
Rate, national flower show, office furniture, St. Louis.....	94.75
	\$5,674.50
Remitted to treasurer.....	
Permanent fund.....	\$ 675.00
General fund.....	4,999.50
	\$5,674.50

Treasurer's Report.

Treasurer J. J. Hess presented the following report for the year ending July 31, 1918:	
Cash on hand, Dec. 31, 1917:	
General fund.....	\$19,244.61
Receipts.....	3,198.89
Permanent fund.....	\$23,941.19
Receipts.....	1,112.50
Publicity Campaign.....	\$ 7,308.40
Receipts.....	22,248.08
	\$29,556.48
Grand total.....	\$77,053.07
Disbursements.	
General fund.....	\$ 816.35
Natl Flower Show.....	2,053.98
Natl Pub. Campaign.....	29,176.48
	\$38,146.81
Balance on hand in all funds, July 31, 1918.....	\$38,906.26

Development of American Products.

Owing to my time being employed to the utmost in pushing the Cottage Gardens Nurseries project in California, the most I can do is to record the progress made in developing the growth of American florists' products in California during the past year. I am also writing Jno. H. Dunlop, Wallace R. Pierson, Jos. H. Hill and F. R. Pierson, sending them each a copy of this report, and asking them to add as much as possible concerning the development of the same matter in their localities.

At present, we have in work on the various farms belonging to the Cottage Gardens Nurseries, the following comprehensive list of bulbs and plants: 15,000,000 Holland bulbs, 500,000 azaleas, 50,000 rhododendrons, 150,000 ericas, 75,000 boxwood, 50,000 hollies, 50,000 cottonasters, 50,000 lonicerias, 25,000 berberis, 25,000 lipostrumums, 25,000 hydrangeas, 2,000,000 miscellaneous florists' plants, totaling 3,000,000 florists' plants, 15,000,000 bulbs now being harvested; also 100,000 glass house bulbs, gloxinias, begonias, etc.

We have sold 5,000,000 Holland bulbs and all the glass house bulbs, also all azaleas and rhododendrons which are of saleable size. Sales for the coming year will amount to \$160,000 to \$175,000, and will nearly double in 1920. We own 800 acres of land and have sold 1,000,000 bulbs to neighboring growers, who will eventually plant 100 acres or 10,000,000 bulbs as soon as they can secure the planting stock.

Our stock of bulbs now being dug is the best quality we have ever grown and the yield is fine. No better bulbs have ever been grown. We have cut production costs down one-third and improved both quality and yield. We aim to import 10,000,000 bulbs from Holland this year and increase our plantings to 25,000,000, if possible, by purchasing more American grown stock. We are satisfied that we can produce better goods at less cost than any foreign growers, Belgian, Dutch, French or Japanese.

We have three acres under glass, 60 acres under the Skinner system of irrigation, and 200 acres of additional bulb land under preparation. Our dairy herd has increased to 120 head of pure bred Jerseys and is now on a paying basis. Sales are increasing steadily. We are increasing our capital stock to \$600,000 and offering \$200,000 at par. A dividend of 20 per cent was declared on all outstanding stock on July 1, 1918. Our surplus is \$204,000. Inventory of saleable goods and in work amounts to \$485,000. It has been a source of wonderment to me why the American florists and nurserymen do not invest more freely in Cottage Gardens shares. Here is an American concern, controlled by American capital and managed by Americans of unquestioned repute, yet American growers have so far invested in only one-tenth the number of shares that have been taken by Holland growers. Considering that this industry means the preservation of an important business that has been destroyed in Europe, and is insuring a supply of much needed articles, it would seem as if it should receive the hearty support of the American growers who will be most benefited by its continuation and enlargement.

Thus far, only the owners adjacent to the Cottage Gardens properties are

taking hold of bulb culture, but these are beginning in a substantial way, and in a few years some 100 to 200 acres will be planted by these men.

The chamber of commerce of Bellingham, Wash., is desirous of securing the industry for their section and are negotiating with us with that in view. They claim to have 1,000 acres of the finest bulb land available, and if they succeed in interesting a sufficient number of their substantial citizens, no doubt the industry will be largely increased, and an output several times our aim in Humboldt county will be the result.

The coastal region of northern California, Oregon and Washington should produce all the bulbs and florists' plants required by the American trade. The conditions are right and all it needs is capital, managerial capacity and nerve, to bring this about, and the American growers should back this idea up to a finish and insure the early consummation of a result that will be of the utmost benefit to all engaged in the trade.

CHAS. W. WARD, Chairman.

Committee on Convention Garden Report.

Our committee on convention garden, regrets exceedingly not to be able to report satisfactory progress and results from its earnest efforts to create interest and secure support in the convention garden work, both for this and next year's conventions. Plans for a garden at this year's convention city were abandoned after careful consultation with the St. Louis representatives. As the convention was to be held in the early spring, in connection with the national flower show, it was generally agreed that it would be unwise to attempt any outdoor display and exhibit. When the date for the convention was changed, it was too late to prepare plans and solicit exhibits, and difficulties of transportation were such as to convince all of the futility of such an undertaking, even if the plans and grounds had been prepared.

For the Detroit convention of 1919, the committee secured through its local member, Philip Breitmeyer, the free use of all the land necessary for as large a garden as it might be possible to secure the necessary planting material for. In April, at the committee's request, the secretary sent out a circular letter to growers and dealers in all parts of the country, a copy of which is hereto attached, asking for support and information as to the class of plants they would wish to exhibit and the amount of space required. With that information on hand, the committee intended to prepare the necessary plans and allot the required space. The response to the secretary's letter was most unsatisfactory, and the answers received, with very few exceptions, were to the effect that for various reasons no exhibit would be made.

It is, therefore, quite evident to your committee that under the present disturbed general conditions of the country, it will be impossible to secure material enough to make a creditable and worthwhile exhibit, such as a convention garden of our national society should contain and display. Mr. Breitmeyer has expressed his opinion that it might be possible to secure sufficient planting material of perennials and annuals from the district within reasonable shipping distance of the convention city to make a creditable

display, if the cost of planting and maintenance were defrayed from local sources. He has offered to work along those lines. The committee appreciates this generous offer of assistance, but feels that such a display would not properly represent the spirit of nationwide professional competition and participation which the society had in mind to create and to foster when the convention garden idea was worked out and adopted.

In view of these facts, your committee wishes to suggest that the Detroit authorities in charge of the arrangements for the 1919 convention be given free hand to arrange for such outdoor exhibits and floral decorations as they may be able to secure and arrange, and that they be in full and sole charge of the garden so produced and maintained; that the exhibits in such garden be judged by judges appointed by the proper authorities of the S. A. F., and that the usual awards be made by such judges for the society.

Your committee feels that the convention garden undertaking for future conventions should by no means be abandoned, and that when normal conditions are again established after the war, the response from the trade in general toward this instructive and progressive work will again manifest itself in such a manner as to insure its success as an undertaking worthy of the standing of our national society.

Your secretary, a little over a month ago, visited the convention garden of 1913, still in existence in Minneapolis, Minn., and he is able to testify that our national society, through the creation of that garden, built itself a memorial in that city of the northwest which is still greatly appreciated and valued by its citizens. That similar results can be achieved in the future is the sincere and strong belief of the members of the committee which you have intrusted with this, in their opinion, important work.

THEODORE WIRTH, Chairman.

PHILIP BREITMEYER,

CLARENCE L. BROCK.

School Gardens Committee Report.

Regarding school gardening and home gardening, from correspondence which has come to hand, it would seem as if it would be out of fashion not to engage in vegetable raising, but the home cry is, "Well, I want some flowers," and there is one thing certain, the love of flowers or the cultivation of flowers will not die out in the United States and Canada. The past year, in many places, has been a trying one for florists, but with an attention to home and school gardening, the department of agriculture at Washington and other institutions have strongly pushed this work. To every state department of education in the United States, the Society of American Florists has put itself on record, that the florists of the United States are the people whose training fits them to aid in this beneficial work. To every town, village or city where there is a member of the S. A. F., we sent the spring call to local school officials calling attention to this practical work, and the many replies which were received, scattered from east to west, and north to south, show unmistakably, the deep rooted interest taken in this work.

When Robert Farquhar brought this work before the society at its annual convention, in the city of Washington, in 1912, no general interest had been taken in it as a work for schools, but

times have changed, and what was not thought of much account then, has developed far and wide: with this settled policy of home gardening, which has come to stay, it means local business to those florists who will pay a bit of attention, as far as they can, to furnishing plants and seeds for small gardens, and the grower of a small garden is, in nearly all cases, an admirer of flowers. To illustrate, for some years past, I have received through our congressman, packages of both vegetable and flower seeds, and distributed them annually to our school children, and rarely when a package of vegetable seeds was handed out but what came back the request, "Cannot we have some flower seeds too?" This is actual fact, noted and kept track of.

In Quebec, the department of children's gardening, under the direction of J. Charles Magnan, gives most interesting results, with all the havoc of war and stress of work; nevertheless do not imagine the faculty for appreciating nice things and beautiful things will die out of American character—far from it. In letters and cards sent from France by young soldiers, in three different cases, they have mentioned how nice the peasants kept their yards.

Florists are a class of tradespeople whose occupation tends to make every town or village where they are located the more desirable as a home town, and the effort to push the instruction of cultivation among children, backs up nature study with its broadening thought and action, and makes of a florist, a person to be looked up to. Your committee on school gardening has gone as far as means permitted in pushing the good work from ocean to ocean. This is a big country.

BENJAMIN HAMMOND, Chairman.
MICHAEL BARKER,
LEONARD BARRON,
IRWIN BERTERMANN,
A. J. LOVELESS.

Smith Memorial Committee Report.

We have the honor to report that the fund in bank to date for the proposed William R. Smith memorial amounts to \$1,894.10.

The committee regrets to report the death of one of its honored members, J. A. Valentine, of Denver, Colo., since our last meeting. He was a lifelong friend of the late William R. Smith and a member of this committee since its organization, and an ardent worker at all times.

As time goes on, the members of this society can more and more appreciate the splendid work accomplished by the father of our charter and the wonderful foresight of this noble man, which should inspire more contributions to this memorial fund. Anyone who has not subscribed may send remittance to the chairman of the William R. Smith Memorial Committee, Washington, D. C.

WM. F. GUDE, Chairman.

Mother of Society Honored.

Irwin Bertermann, Indianapolis, Ind., in a high tribute to womanhood, called the "mother of the society" in the person of Mrs. Richard Vincent, Jr., White Marsh, Md., to a seat on the stage. Mrs. William F. Gude, Washington, D. C., was similarly honored and they were then each presented with large baskets of flowers.

Wm. F. Gude, Washington representative of the society, gave a full and complete report covering action in the coal situation, matters pertaining to

bulb importations and information regarding rose and other test garden work.

Amendments to Constitution.

The amendments to constitution and by-laws, as printed in the programme were presented and after being read and their purpose being explained by President Totty, were duly adopted. One was an amendment to Article II, Section 2 (b) Elections and appointments as affecting directorship on the board of directors of societies having 100 or more members in the S. A. F. The other, an amendment to Article VII, which simplified and helped to prevent duplication in the work of plant registration.

1920 Meeting at Cleveland.

The selection of the place for the 1920 convention being in order, a letter extending an invitation to come to that



Dahlias Grown by Juneau Florists, Juneau, Alas.

city was read and ably seconded by President Carl Hagenburger of that organization and by Robert Weeks, their claims being well presented. There being no other invitations, the secretary was, on motion, directed to cast one ballot in favor of Cleveland, after which the meeting adjourned and the members gathered in a group in front of the hall to be photographed.

President's Reception.

The president's reception, which was held in the large parlor of the Jefferson hotel, Tuesday evening, was most enjoyable. President and Mrs. Totty and Mr. and Mrs. Wm. F. Gude received the guests and extended greetings. After the more or less formal ceremony, there were refreshments and dancing.

Nomination of Officers.

At the Wednesday morning session, the following nominations for officers for 1919 were announced: J. F. Ammann, Edwardsville, Ill., president; E. A. Fettes and Robert Rahaley, both

of Detroit, Mich., vice-president; John Young, New York, secretary; and J. J. Hess, Omaha, Neb., treasurer. The following nominations were made for directors: Joseph H. Hill, Richmond, Ind.; John A. Evans, Richmond, Ind.; J. S. Wilson, Des Moines, Ia.; Chas. L. Baum, Knoxville, Tenn.; C. C. Pollworth, Milwaukee, Wis.

Following the nomination of officers, F. S. Webb, Chicago, read his very able paper on "National Credits and Collections," for which, on motion of Wm. F. Gude, he was given a rising vote of thanks. R. C. Kerr, chairman of the committee on national credits and collections, made an interesting report, which showed a careful study of the subject, and asked for the endorsement of the work of the committee and for affiliation with the Wholesale Florists' Credit Association of Chicago. He also requested that a committee of three be appointed to work with the association as a matter of policy. This was, after some debate, unanimously adopted.

A letter was received and read from Wm. J. Stewart, wishing the convention every success and Wm. F. Gude moved that through the Florists' Telegraph Delivery a bouquet of flowers be sent to Mr. Stewart conveying the best wishes of the society. This was unanimously adopted. A letter was also received from Theodore Wirth, Minneapolis, Minn., chairman of the committee on convention garden, asking for donations of new roses to be tried out in the test gardens in that city.

The morning session then adjourned.

The Trade Exhibition.

This important feature of the convention was held in the commodious basement hall of Moolah Temple, the cement-floored room being well suited for the purpose, abundantly ventilated and with good illumination from the ceiling. As was predicted and expected, war conditions had their effect on a portion, at least, of the rank and file of the exhibitors whose displays have always been an important feature of former conventions. A few of those of whom most was expected kept Secretary Young on the anxious bench for a while and, finally, when pressed for a decision, dropped out. Transportation and other difficulties due to shortage of labor and scarcity of supplies made it very difficult to transact business satisfactorily, and, as they had all the orders they could handle at present, they felt they did not care to exhibit until conditions became more settled. There were, however, a number of prominent firms, whose various displays embraced the entire line of plants, pottery, manufactured florists' supplies, ribbons, etc.

Florists' supplies, which are usually the best represented, had but five exhibits. The most elaborate was the display of Poehlmann Bros. Co., Chicago, who made a truly representative showing of everything required in a cut-flower shop. The space was against the wall, which was utilized with a well arranged velvet background on which was a center of novelty flower holders, representing various figures of bride, groom, butterfly, soldier, wings of Liberty supporting a service flag, and other fancy designs, all hand painted, and having at the rear a tin container for water. These ranged from six to 12 inches in height. Art panels of urbanis grass cloth, which were additionally featured with two immense sunflowers made of ribbon, with red, white and

blue streamers, added to the pleasing effect. There was a large assortment of cut flower and plant baskets, some of which were tied with elaborate bows of ribbon. Lattice boxes, basket jardinières and wicker baskets in various shapes were prominent. On either side of the entrance to this exhibit were grouped well grown palms, crotons, dracenas and other foliage plants, while overhead was a replica of the Liberty Bell tied with tricolor ribbon. The entire display, in variety of stock and arrangement, was well worthy of this progressive firm. Those in charge were Miss M. Grothe, whose artistic ability brought out the ribbon effects, hand-painted panels and novelty holders; E. C. Pruner, who arranged and had charged of the plants; Gust Martial, who had supervision of the supplies; J. C. Nielsen in charge of the order book, while "Tim" Waters was "generalissimo" over all.

The Ove Gnatt Co., La Porte, Ind., staged a good line of florists' supplies, being particularly strong on artificial flowers and all kinds of prepared foliage. This firm also displayed a nice variety of baskets, some in large sizes, and many of the smaller ones were filled with its specialties. Christmas wreaths, Japanese chenille and prepared ground pine were also displayed. George Hussman and H. W. Miller were the representatives.

The Burlington Willow Ware Shops, Burlington, Ia., made a full showing of all kinds of florists' baskets and inside window boxes. These were very practical, the odd shaped handles and unique colorings giving them a very attractive appearance. A. F. Longren was in charge.

The A. L. Randall Co., Chicago, exhibited a nice line of florists' plant and cut flower baskets, all with metal containers. There were also wicker jardinières on stands and a large specimen of this character over which was suspended a wicker birdcage. Large figures of a soldier and a sailor, behind which were vases for long-stemmed flowers, were features. The representatives were Ed. Jacobs and H. O. Nichols.

The S. S. Pennock Co., Philadelphia, Pa., staged a full line of ribbons, corsage ties and pins, together with cut flower and plant baskets in variety. Jack Monshard was there with the glad hand.

There were two old, reliable ribbon houses who never miss. "Sprinkle-Proof" Sam Seligman represented Schloss Bros., 31-33 East 28th street, New York. His was a full display of all the standard, as well fancy, novelties in florists' requirements, together with a fine line of chiffons, a leader being in tricolors. All were arranged in Sam's best style. Wertheimer Bros., also of New York, had their usual fine assortment of ribbons, made especially for the florist trade; new lines suitable for baskets, corsages and spray decorations being prominent. Fancy chiffons were also a feature. Arthur S. Cohen and Samuel Eintrecht were in charge.

In the plant section, there were five exhibitors, all of whom made creditable displays. The Robert Craig Co., Philadelphia, Pa., brought a very good line of foliage stock, prominent features being *Ficus pandurata*, *Dracenas Massangeana* and *Warneckii*, variegated pineapples, Norwood, Scottii and Teddy, Jr., ferns, Otaheite oranges, cycla-

mens and gardenias. As usual, there was a fine line of crotons, which were arranged decoratively in a large round bed. All of the stock showed a high state of cultivation, being particularly well grown. L. J. Seiger and C. Van welcomed the visitors.

The display of Henry A. Dreer, Inc., Philadelphia, Pa., contained samples of most of their florists' stock in foliage plants and ferns, all the picture of health and vigor. *Kentias*, *dracenas*, *crotons*, *cocos* and others in variety, together with sample ferns in all sizes, were seen. Both of these exhibits were sold before they were staged, there being numerous bidders in both instances.

The Joseph Heacock Co., Wyncote, Pa., filled its space with superb *kentias*, splendidly grown, strong, vigorous stock that made a fine showing. There were a number of sizes, both in made-up and single specimens. Well done



Miss Bertha Meinhardt, St. Louis, Mo.
First Vice-Prest. Ladies' Society of Am. Florists.

cibotiums were also a feature. This exhibit also had a number of eager buyers on hand before the representatives, James Heacock, and Theodore Schober, arrived.

W. A. Manda, South Orange, N. J., had an interesting line of novelties, among them being *tradescantias*, *Polypodium Mandiana*, cut fronds of the same, and a crested form of Japanese *nephrolepis*. *Dracenas* and a new *Begonia Rex* were prominent. Mr. Manda was in charge.

J. A. Peterson & Sons, Cincinnati, O., had their usual line of fine, well grown *Adiantum Farleyense*, bird's nest ferns, *Pandanus Veitchii*, flowering *begonias* and *cyclamens*, all high-grade stock. J. A. Peterson looked after their welfare.

The Peters & Reed Pottery Co., Zanesville, O., made a display of its fancy moss Aztec jardinières, fern dishes, ornamental fern and bulb pans and cut flower vases. The designs and moss-green tones were rich and very pleasing. Florists' red pots were also a feature. D. W. Worthington had charge here.

Vaughan's Seed Store, Chicago and New York, made the only extensive display of gladioli, filling a large space

with seedlings and standard varieties. A large vase of 100 blooms of Chicago White, a good florists' flower, was conspicuous, as were other similar vases of America and Halley. A ruffled white seedling, raised on their Michigan farm, is a very promising variety. Another pure yellow seedling, called Owosso, is a winner. A number of *Primulus* seedlings were decidedly dainty and beautiful. American grown Paper White and Emperor narcissi, callas and freesias were also features. There was also a good collection of florists' foliage plants of the small varieties. T. D. Long, assisted by George Mohn, were the representatives.

The American Bulb Co., Chicago, exhibited bulbs of their improved freesia, Purity. There were medium to extra large bulbs, very plump and good looking stock. Several cases of large specimen cold-storage bulbs of *Lilium* mosaic appeared of a splendid quality. A. Miller was in charge here.

The J. A. Evans Co., Richmond, Ind., exhibited a section of its well known greenhouse construction and ventilating apparatus. In addition, an adjustable roller, steam-pipe carrier and detachable roller-bearing hanger, which can be placed over the main ventilator shaft pipe without taking it down, were interesting features. This display was presided over by John A. Evans.

The Missouri Pottery & Supply Co., St. Louis, Mo., had an excellent display of sample pots in all sizes, the exhibit being in charge of C. E. Mandeville. The Iowa Pottery Co. also showed samples in small sizes.

The Spokane Concrete Flower Pot Machine Co., Spokane, Wash., exploited pot making by the individual florist and distributed literature descriptive of their machines.

The Chicago Carton Co., Chicago, had a very attractive display of their flower boxes arranged against a velvet background. Julius Maas represented this firm.

The Kroeschell Bros. Co., Chicago, had a good sized space with photographs and literature. Fred Lautenschlager welcomed the visitors here.

H. Bayersdorfer & Co., Philadelphia, Pa., with Martin Reukauf and I. Bayersdorfer in charge, distributed literature from their space.

The Duro Paper Products Co., Chicago, represented by Samuel Freund, exhibited florists' folding boxes.

Convention Notes.

Quite a number of the delegates motored to St. Louis, President Totty, with his wife and daughter, having the longest run from his home in Madison, N. J. Several days were spent in the run through New Jersey, Pennsylvania and at Wheeling, West Va. A day was spent at Richmond, Ind., where there was a reception at the Country Club. It was a very enjoyable trip with no mishaps.

Wm. F. Gude reported the sum of about \$1,200 on hand for the William R. Smith memorial. He also told of the work done by the legislative committee in meeting various departments of the government throughout the year. The new questionnaire of the commerce commission was also read to prepare the members and help them in making their answers.

E. G. Hill, Richmond, Ind., called attention to the fact that he had said in

the early days of the society, that it would never become a power until it had a financial backbone, but as he listened to the report of the treasurer, he realized it had come at last, and predicted a great future for the organization in its work.

F. R. Newbold, president of the Horticultural Society of New York, was voted \$500 with which to assist in the maintenance of automobiles in hospital service in France. The autos had been given by the New York Florists' Club and the horticultural society, and are driven by chauffeurs from that city without pay.

The automobile ride for the ladies Wednesday afternoon was very enjoyable, the weather being delightful. There were 40 cars, which took a route through all of the parks and far out into the country, stopping at Sunset Inn, where luncheon was served. The return trip landed all at the Temple at five p. m.

Joseph H. Hill, Richmond, Ind., proposed a service flag to be displayed at all meetings showing the number of members now in the service of our country; also, that all dues of such be remitted during the period of the war. This met with instant approval.

W. A. Manda, South Orange, N. J., in sympathetic words, proposed a telegram be sent to Wm. J. Stewart, Boston, Mass., voicing the sentiment of the convention that he was sadly missed and hoping for his speedy recovery. This was heartily approved.

Secretary Esler, of the Florists' Hall Association, said he had attended many meetings of the S. A. F., but he never remembered one in which better attention was given to the proceedings, particularly at the opening session.

Matt Mann and Allie Zech, of Chicago, who started out to make the trip by auto, found the roads heavy and left their machine at Bloomington, arriving in St. Louis on the afternoon of the opening day.

J. A. Peterson and wife, of Cincinnati, O., motored to Detroit and through the western cities. They, however, had considerable motor trouble and bad roads, but survived it and arrived on time.

Many of the old familiar faces were missing, J. C. Vaughan, F. R. Pierson, Patrick Welch, W. J. Stewart, P. J. Foley, John Fotheringham, E. J. Fancourt, and others.

Several letters were read, one from Mrs. R. E. Darbee, San Francisco, Calif., who was among the others unable to be present.

A. F. Amling, Chicago, with wife, son and friends, made the trip by auto by way of Mammoth Cave, Ky., arriving Tuesday.

W. A. Kennedy, wife and party, of Milwaukee, Wis., came on by auto, reaching St. Louis Tuesday night after a hard trip.

An appropriation of \$250 for the use of the committee on school gardens was also voted.

St. Louis hospitality has lost none of its old-time vigor in all the rigors of war.

Everybody attended the opening meeting and stayed to the close.

Cleveland had it all her own way as the convention of 1920.

The salesmen in the trade exhibition hall reported business good.

H. C. Irish was on hand to welcome his many old friends.

Trade Visitors.

The following registered during the opening days of the convention:

Jas. Aldous, Iowa City, Ia.
Milton Alexander, New York.
Albert F. Amling, Maywood, Ill.
E. C. Amling, Maywood, Ill.
Paul Amling, Maywood, Ill.
W. H. Amling, Chicago.
J. F. Ammann, Edwardsville, Ill.
George Asmus, Chicago.
J. M. Auge, Ft. Madison, Ia.
M. Barker, Chicago.
W. J. Barnes, Kansas City, Mo.
Chas. L. Baum, Knoxville, Tenn.
A. F. J. Baur, Indianapolis, Ind.
I. M. Bayersdorfer, Philadelphia, Pa.
O. P. Beckley, Harrisburg, Pa.
E. A. Bending, Fort Scott, Kans.
Irwin Bertermann, Indianapolis, Ind.
Geo. H. Blackman, Evansville, Ind.
J. H. Blizeu, Edwardsville, Ill.
D. A. Brown, Cincinnati, O.
F. C. W. Brown, Cleveland, O.
L. C. Bunch, Fredonia, Kans.
Fred Burki, Gibsonia, Pa.
J. J. Cairns, Philadelphia, Pa.



A. E. Kunderd, Goshen, Ind.
President American Gladiolus Society.

Samuel Cape, Pittsburgh, Pa.
George W. Cohen, New York.
Walter W. Coles, Kokomo, Ind.
C. E. Critchell, Cincinnati, O.
Frank J. Daut, Decatur, Ill.
A. T. De LaMare, New York.
Edwin Decker, St. Charles, Mo.
Joseph Deutschmann, Kirkwood, Mo.
G. Deays, Kirkwood, Mo.
Alfred Dietrich, Chicago.
H. B. Dorner, Urbana, Ill.
L. P. Duntelman, Belleville, Ill.
George Dysinger, Iona, Mich.
John G. Esler, Saddle River, N. J.
John A. Evans, Richmond, Ind.
E. A. Farley, New Orleans, La.
Louis Finerman, Chicago.
P. J. Foley, Chicago.
Samuel Freund, Chicago.
Frank Friedley, Cleveland, O.
J. F. D. Fulmer, Des Moines, Ia.
J. W. Furrow, Guthrie, Okla.
D. S. Geddis, St. Louis, Mo.
E. B. George, Painesville, Ind.
E. G. Gillett, Cincinnati, O.
Edward Green, San Antonio, Tex.
V. S. Griffin, Hannibal, Mo.
W. G. Grossart, Belleville, Ill.
Wm. P. Gude, Washington, D. C.
W. A. Gunn, Fort Scott, Kansas.
Carl Hagenburger, West Mentor, O.
Benjamin Hammond, Beacon, N. Y.
H. O. Hanna, Sherman, Tex.
Chris. Hauser, Jr., San Antonio, Tex.
Charles H. Heacock, Austin, Tex.
James W. Heacock, Wynote, Pa.
L. C. Heeok, Elvira, O.
Fred G. Heul, Terre Haute, Ind.
John Helfrich, Paris, Ill.
Wm. J. Hembreiker, Springfield, Ill.
Leo Hermann, Chicago.
J. C. Hess, Omaha, Neb.

J. J. Hess, Omaha, Neb.
E. G. Hill, Richmond, Ind.
Joseph Hill, Richmond, Ind.
H. B. Howard, Chicago.
John H. Inlay, Zanesville, O.
E. A. Jacob, Chicago.
George W. Jacobs, Canton, Ill.
A. F. Jablonsky, Olivette, Mo.
Chas. J. Johann, Collinsville, Ill.
Eric Johnson, Chicago.
T. K. Joy, Nashville, Tenn.
Bruno Juergens, Peoria, Ill.
B. Katzwinkle, Mendota, Ill.
W. J. Keimel, Elmhurst, Ill.
W. A. Kennedy, Milwaukee, Wis.
R. C. Kerr, Houston, Tex.
A. R. King, Winnipeg, Can.
Paul Klingsporn, Chicago.
S. A. Kost, Buffalo, N. Y.
R. E. Kurovski, Chicago.
H. Kusik, Kansas City, Mo.
Orto Lang, Dallas, Tex.
Fred Lautenschlager, Chicago.
Lena, the Florist, Springfield, Mo.
T. D. Long, Chicago.
A. F. Longren, Chicago.
Chas. Loveridge, Peoria, Ill.
T. McAllister, Chicago.
A. H. McDonald, Milwaukee, Wis.
P. L. McKee, Pann, Ill.
R. A. McPherson, Litchfield, N. J.
W. A. Manda, South Orange, N. J.
Matt Mann, Chicago.
O. A. Marshall, Chicago.
O. C. May, Sappington, Mo.
Chas. Meier, Webster Groves, Mo.
John Michelsen, Chicago.
A. Miller, Chicago.
A. L. Miller, Jamaica, N. Y.
George Mohr, Chicago.
Jack Monshard, Philadelphia, Pa.
E. A. Moore, Harvard, Ills.
C. A. Morgan, Henderson, Ky.
Frank L. Morris, Bloomington, Ind.
James Morton, Chicago.
Walter Mott, Beacon, N. Y.
Chas. F. Mueller, Wichita, Kans.
A. H. Neuhling, Crawfordville, Ind.
C. J. Nicholson, Chicago.
J. C. Nielsen, Chicago.
E. J. Noll, Kansas City, Mo.
P. F. O'Keefe, Boston, Mass.
Samuel Pierce, Chicago.
W. J. Picher, Kirkwood, Mo.
L. L. Pillsbury, Galesburg, Ills.
Albert Pocheion, Detroit, Mich.
Adolph H. Poehlmann, Chicago.
August Poehlmann, Chicago.
Walter G. Poehlmann, Chicago.
C. C. Pollworth, Milwaukee, Wis.
E. C. Pruner, Chicago.
James Psenick, Gross Point, Ills.
G. M. Reburn, Chicago.
Martin Reukant, Philadelphia, Pa.
Wm. L. Rook, Kansas City, Mo.
Julius Roehrs, Rutherford, N. J.
W. A. Rowe, Kirkwood, Mo.
W. J. Schaffel, Springfield, Mo.
Rudolph Schiele, Chicago.
Max Schilling, New York.
John Schabel, Glen St. Mary, Fla.
Pierre Schneider, Webster Groves, Mo.
Theodore Slobor, Wynote, Pa.
Samuel Seligman, New York.
R. F. Smith, Nashville, Tenn.
J. C. Steinhausen, Pittsburg, Kans.
J. S. Stewart, Anderson, Ind.
James N. Stokes, Springfield, Mo.
W. Stoklas, Chicago.
Frank X. Stupp, St. Joseph, Mo.
C. Summerfield, Springfield, Mo.
Louis E. Sutliff, Elvira, O.
A. M. Terrell, Calgary, Alta.
Chas. H. Totty, Madison, N. J.
Frank H. Traendly, New York.
Richard Vincent, Jr., White Marsh, Md.
John W. Vogt, Sturgis, Mich.
C. L. Washburn, Chicago.
P. L. Washburn, Bloomington, Ills.
T. E. Waters, Chicago.
F. S. Webb, Chicago.
Robert Weeks, Cleveland, Ohio.
George C. Welland, Chicago.
A. E. Weller, New Orleans, La.
C. O. Wilcox, Chicago.
J. S. Wilson, Des Moines, Ia.
R. J. Windler, Chicago.
Claude Widy, Murphysboro, Ills.
J. W. Worthington, Zanesville, O.
M. C. Wright, Chicago.
John Young, New York.
Allie Zech, Chicago.

Ladies.

Mrs. Geo. H. Blackman, Evansville, Ind.
Miss M. Grotte, Chicago.
Mrs. Wm. F. Gude, Washington, D. C.
Miss M. C. Gunterberg, Chicago.
Mrs. James Hansen, Chicago.
Mrs. J. J. Hess, Omaha, Neb.
Miss Marguerite Hess, Omaha, Neb.
Mrs. W. J. Keimel, Elmhurst, Ills.
Mrs. Lillian Mohr, Pine Bluff, Ark.
Mrs. J. C. Nielsen, Chicago.
Mrs. R. H. Stokes, Springfield, Mo.
Mrs. Chas. H. Totty, Madison, N. J.
Miss Totty, Madison, N. J.
Mrs. Annie E. Vincent, White Marsh, Md.
Mrs. C. L. Washburn, Chicago.
Mrs. Allie Zech, Chicago.

Florists' Telegraph Delivery.

The meeting of this live auxiliary of the S. A. F. was held in Moolah Temple, in one of the smaller halls, which had been handsomely decorated with flowers, pennants and flags. There was a splendid attendance of some 150 persons, members of the F. T. D. and others, who were all interested in the business. L. Jules Bourdet, vice-president of the S. A. F., welcomed the delegates and President A. H. Hummert, of the florists' club, also voiced the pleasure of the St. Louis brethren in having the convention come to St. Louis and promised the visitors the time of their lives. Irwin Bertermann, who was loudly applauded, spoke of the great and rapid improvement in the importance of the society, as evidenced by the large gathering in these troubled times. This, the greatest country in the world, he said, was strong enough to uphold its principles, and that there would be greater business after the war than ever, which, under the organization of growers, wholesale and retail men, would go forward wonderfully. A business of over \$2,000,000 annually was now transacted and worked up entirely through the F. T. D., and still growing with a bright future.

President W. F. Gude then took the chair and amid cheers and applause

PRESIDENT GUDE'S ADDRESS.

This is not a time for an annual address, as that is scheduled for our annual meeting, which will be held at Cleveland, O., beginning at 10 o'clock on the morning of October 8, at which we hope to have the largest gathering of retail florists and the largest number of new ideas and practical thoughts to be worked out ever brought to a florist convention.

This meeting is called to give an opportunity to the local members, and those members from distant places who come to attend the meetings of the S. A. F. convention, our mother society, and who may not be able to attend the convention of the F. T. D. in October, and to that end we ask you to become thoroughly acquainted with one another, rub shoulder to shoulder with each other. Do not be afraid to ask questions, because there is a great deal to be learned. None of us know it all. Consider that we are almost 1,500 miles from either coast, and the north and south, east and west, the great difference in climate and the great difference in cultural production, and the comparative ease and troubleless times of the man in the south (where frost is practically unknown) as compared with the fellow who is fighting for his very existence with the thermometer far below zero, where, no matter how fine his flowers are, they may freeze before his customer gets them.

Rub shoulder to shoulder with the pessimist, if there are any present, and I want to assure you that the warm, hearty welcome of the St. Louis gentlemen accorded us on former occasions permits no pessimism for the present. No doubt you have met the so-called florist who knows that had he gone into any other business he would have been rich in dollars and cents today and instead of having to work so hard everything would have been serene and beautiful. The trouble in securing coal and getting good stock, trouble with his help, trouble with his customers, trouble with his collections, and everything seems to be wrong;

anything would have been preferable to the business that he is pursuing.

Contrast that with the man who labors with the conviction that he who serves best, profits most, and by putting that into execution morning, noon and night he acquires a host of friends, a host of satisfied customers, and his business grows. He does not know how, but it just simply grows. He goes to bed at night and sleeps soundly, is able to pay his bills, while the pessimist never saw things so dull and does not see how they could be worse. Why, ladies and gentlemen, so far as the United States of America is concerned, to the best of my knowledge and belief, there never was, or is today, a more pleasant occupation than that of the retail florist, whose greatest desire should be to express sentiment in the most practical way, forming the connecting link between the finite and the infinite, and consequently, irrespective of dollars and cents, they are the happiest people on the face of the earth, conscious of the fact that each morning brings us a new duty, a new commission to extend sympathy for someone else and convey lovely greetings to others, and, in short, to deal with the great human family on a plane of higher ideals, which should tend to make us all better, morally, spiritually and mentally, if not financially.

The F. T. D., in the last three years, has made phenomenal strides and, thanks to the powers that be, the uncanny forebodings that flowers should be shut out as non-essentials in war-times proved to be a myth, because flowers, while this terrible war is going on, are really more essential than ever, and so considered by all the reasonable thinking, well meaning people, for flowers from time immemorial have been the power of carrying messages of love and sentiment such as no language up to date has been able to convey.

Our secretary has worked hard and long and secured for us a large increase in membership—maybe not as large as we had hoped for, but, with your assistance, the membership will continue to grow and our usefulness become more effective. Our finances are in fine shape, as shown by the treasurer's report and detailed statement of receipts and expenditures from August 1, 1917, to July 31, 1918. So, from present indications, we have nothing to complain about and everything to be thankful and happy for.

Our association has correspondents in all parts of the world, and, with the assistance of the individual members, it will be only a short while when it will be just as easy to have an order delivered by cable to Egypt, England, France or any other foreign country as it is now to telegraph to any part of the United States or Canada.

Going from this meeting, I wish to leave this thought with you: Individually, we can accomplish little; collectively, nothing is impossible. So feel that, no matter how small your business may seem, that you as an individual can find something to benefit your fellow florists and by doing that little, will greatly benefit yourself. Kindly remember this, and do something and you will all feel better for it. We hope to meet you on the convention floor, October 8 next, at the big get-together business meeting in the beautiful city of Cleveland, O. Bring all your ideas, suggestions and criticisms, and come prepared to exploit and substantiate them, and thereby help to make our association better for your being a member.

OTHER LIVE WIRES SPEAK.

Secretary Albert Pochelon said he wanted a plan to get more out of the selling plan through telegraph delivery and that there should be a way to encourage more notice that orders could be sent by mail and the business of the organization would be wonderfully increased. He also wanted the collection system improved so that the first delayed bills should be sent to the organization, paid by them, and the delinquent members automatically dropped. He added that every effort should be made by all members to get at least one live member in every community, which would greatly increase the efficiency of the organization. This live wire, as he was introduced by President Gude, describes the selection of the new design selected from 185 sketches as the best submitted. He said he looked forward to a great meeting in Cleveland in October.

Irwin Bertermann, who was asked to take a seat on the platform, again addressed the members and said their officers were the cream of the flower trade, the liveliest bunch of men in the business. He spoke of the great work or the late J. A. Valentine, and the members all arose and stood for a minute bowed in his memory. Treasurer Wm. L. Rock defended the Mercury emblem of the society which had become associated with its work, and said with some minor changes it would probably be the most efficient. President Gude impressed the importance of acknowledging orders as soon as received and paying bills promptly.

George Asmus praised the slogan, "Say It With Flowers," and that advertising men had said it is the best of any trade emblem in the land. He felt it should in some way be worked into the F. T. D. emblem. There would be a great field in furnishing flowers and plants for memorial services held for the heroes killed abroad in every community, he believed. They had felt the impetus in Chicago and florists everywhere should be alive to the opportunity these services presented. Robert C. Kerr spoke in the same vein, and said the Red Cross in his city, Houston, Tex., had undertaken to send flowers to all such bereaved families. The publicity movement had been greatly helped by John Young's appeal during his recent tour of the country, Mr. Kerr stated, but only two per cent of the whole trade had contributed, which he thought very unfair, as all were alike benefited.

Edward Green, San Antonio, Tex., urged that a limit be placed on orders of not less than \$3.00, which was discouraged by President Gude and others. Secretary Pochelon said anybody would gladly take an order for \$1.00 in his own store and should do the same for his other members. Max Schling, of New York, impressed the importance of doing small things well, as they often grew into matters of much importance. In giving the service at any cost on an order for even 25 cents, willingly filled, had grown a business of \$10,000. He had secured subscriptions to the publicity fund, and was as glad to get one subscription of only \$2 a year for four years, on account of the circumstances of the giver, as another of \$200 for the same period. He said he felt sure it would not be long before florists everywhere would be begging to get into the organization, and thought the Mercury emblem a splendid design, as it represented flight and speed, a trade mark that stood for ef-

iciency in the delivery of flowers. Secretary Pochelon decried codes which did not save much. He also suggested an associate membership for men in the business in allied lines. He thought the S. A. F. should should give \$1,000 annually to the F. T. D. for its good work in increasing the membership of the parent society.

As an example of what can be done by working up F. T. D. business in one's own town, Chas. P. Muehler, Wichita, Kas., sent out 850 orders last year to be delivered by members of the trade in other cities.

President Gude, in adjourning the meeting, emphasized the importance of doing little things in a big way, which in turn would develop wonderfully. This was declared by members to have been a meeting full of enthusiasm and good for the future of the organization.

Ladies' Society of American Florists.

The Ladies' Society of American Florists, held its annual meeting in Moolah Temple, St. Louis, Mo., August 21. The attendance was excellent and the proceedings were entered into with much enthusiasm. Officers were elected as follows: Mrs. J. A. Peterson, Cincinnati, O., president; Mrs. Philip Breitmeyer, Detroit, Mich., first vice-president; Mrs. W. A. Kennedy, Milwaukee, Wis., second vice-president; Mrs. H. G. Berning, St. Louis, Mo., secretary; Miss Bertha Meinhardt, St. Louis, Mo., treasurer.

SECRETARY MRS. A. M. HERR'S REPORT.

The death of our late secretary, Mrs. George W. Smith, came as a surprise and shock to the great majority of our members. This loss was keenly felt, and through it it became necessary to make some changes in the office. Having been closely connected with Mrs. Smith during her incumbency of the office, it was my privilege to render what assistance I could in the rearranging and straightening out of the dues, receipts, etc. In order that all moneys might be properly checked up, receipts were sent to all members whose dues were paid during February and March. Our president, Mrs. Julius Roehrs, asked me to continue the work until a secretary could be appointed. Later she appointed me to the office. As the new by-laws were in operation it was necessary for me to resign as treasurer, after having held the office for 10 years. Mrs. C. H. Totty was appointed to fill the vacancy caused by the resignation.

Since January 1 four members have resigned, three on account of closing out of business, and the other gave no excuse. Six new members have been added, and seven life memberships have been taken.

Three of our number have been called to the Great Beyond: Mrs. Geo. W. Smith, Mrs. J. W. Poehlmann and Miss Gertrude Page.

The report of the treasurer is evidence that we are not falling behind in our receipts, and we hope for a large addition to the membership at this convention.

Florists' Hall Association.

The Florists' Hall Association held an interesting and well attended meeting in one of the side halls of Moolah Temple, St. Louis, Mo., at 9:00 a. m., August 21. In the election of officers, James S. Wilson, of Des Moines, Ia., was chosen to fill the unexpired term of the late J. A. Valentine on the board of directors and James W. Heacock, Wyncote, Pa., was elected treasurer.

The other officers were continued as follows: E. G. Hill, Richmond, Ind., president; J. F. Ammann, Edwardsville, Ill., vice-president, and John G. Esler, Saddle River, N. J., secretary. The report of the secretary for the period ending August 1, 1918, showed the amount paid for losses during the previous year to be \$29,652.21. The total receipts, with balance, for the year, were \$58,101.96, the disbursements \$38,715.90, leaving a balance on hand of \$19,445.05. The total number of members on the date of closing the report was 1,589.

"In Hess' Garden."

The following with accompanying illustration, appeared recently in Concord "Con," an Omaha, Neb., publication devoted exclusively to winning the war. The gentleman referred to is, of course, none other than J. J. Hess.



Prof. A. C. Beal, Ithaca, N. Y.
Secretary American Gladiolus Society.

treasurer of the Society of American Florists and member of the firm of Hess & Swoboda, well-known florists of the Nebraska metropolis:

A little green bug and a cutworm and grub
And spotted the greenest of shoots,
To find a new garden with flowers and things
To be their legitimate prey.

The little green bug like an airship flew 'round
And spotted the greenest of shoots,
The cutworm attacked with his vicious trench
knife.

While the grub subterranean for the roots.

The flowers and plants just wilted from fright,
And the trumpet vine twisted for aid;
And Hess was alarmed at the racket and fuss,
—He was working nearby with a spade.

A counter offensive he soon organized,

A squirt gun he used on the bug,
The cutworm he crushed 'neath the heel of his shoe.

And picked the grub in a jug.

And this is the reason, oh, Concorders all,
Why Hess was enabled today
To do all us all up like a June wedding feast
In his matchless and flowery way.



American Gladiolus Society.

GOOD ATTENDANCE AND EXHIBITION.

The ninth annual meeting and exhibition of the American Gladiolus Society, brief announcement of the opening of which was made in last week's issue, page 192, was held in the Iroquois hotel, Buffalo, N. Y., August 14-17, the attendance being very good and the displays of excellent quality, the local florists giving liberal assistance. At the close of the exhibition the flowers were donated to various hospitals. Considering wartime conditions, the purpose of the convention to encourage the growth and culture of this pretty flower and to assist the interest of the members of the society doubtless accomplished much.

At the business session, following the address of the president, A. E. Kunder, of Goshen, Ind., Professor A. C. Beal of Cornell University, Ithaca, N. Y., was elected permanent secretary of the society, he having filled that office since the death of the late Henry Youell, who had been the secretary since the organization of the society.

PRESIDENT KUNDER'S ADDRESS.

Not being blessed with great oratorical ability it has been a matter of considerable concern to me as to how to address you on this pleasant occasion, for it is indeed pleasant to meet so many fine people, as one always does, at the annual convention of the American Gladiolus Society, and enjoy with them their wonderful display. We all know what is by common consent "The Queen of Flowers," and I am sure I need not tell you what flower is very rapidly becoming by common consent, "The King of the Garden." It is not necessary to tell the members of the American Gladiolus Society of the value and importance of our splendid flower, but I feel the importance of repeating on this occasion a few things which have already been better said by others. No class of citizens more keenly appreciate the value of conservation in everything these troublous times than do the members of our society, but many, who have not had the time to consider the subject, have not yet realized the vast importance of floriculture as the handmaid of the agriculturist and grower of the primary necessities for the table. As the musician is the great inspirer of the men who do more serious fighting, so is the grower of flowers equally or more the inspiration and cheer of those who do the patient and arduous labor of growing the products which furnish the food, and give the strength to those who do the fighting for the cause of our great nation.

In England, France and other nations, these great principles are fully appreciated, as witness the increasing culture of flowers among the common people; even on the battlefield, the soldier has his garden where flowers are grown, and soon in our own country the same need will be better understood. The soldier on the battle line can only use the weapon, but when wounded, his comfort is the nurse, and his greatest cheer are the flowers which are brought to his bedside. This is, in brief, our best reason for the growing and showing the people our favorite flower, and I would say to our members, "Do not be discouraged, be of good cheer, you will soon reap your reward in the appreciation of a grateful people."

Nothing is so restful to the busy man of affairs as his gardening, and who could bear to grow a garden with-

out flowers. The essentials, so called, of the garden are the food of the body, but the flowers are the food of the soul. The essentials of the field were intended for food, but flowers to give us cheer; and when was man ever in such need of cheer as now? We all are hoping for early victory and honorable peace, when our loved ones shall return to their homes. Can you imagine a greater disappointment to a returned hero than to be taken by you to your gardens and he find therein no flowers?

I speak the sentiment of our members who love the gladiolus (and who does not?), in expressing their appreciation to the mayor and to the people of Buffalo for the many kindnesses shown us during our stay. To the press, our thanks for its presentation of our objects and aims. I am sure we cannot forget the great efforts for the success of our exhibition on the part of Professor A. C. Beal, our kindly secretary, and Madison Cooper of the Flower Grower, for his great enthusiasm and encouragement. Every grower appreciates fully the toil and sacrifice of all our exhibitors, for certain it is that in a financial way, there is only a loss. The greatest reward to our exhibitors in such times as these is in the knowledge of having contributed to the noble work well done. I hope I have made clear our principal aim in coming together during such trying times.

In conclusion, I desire to say a few words to our visitors, and the general public, and invite them to join in the work of our splendid society, and participate in its benefits. To those not yet so well acquainted with our organization, let us say, that our society was organized in Boston nine years ago. Its aims and objects are in part to promote the interest and welfare of its members, to encourage local exhibitions all over our beloved country, to the end that a greater interest may be cultivated, not only in the gladiolus, but for all that is beautiful in flowers, and in life in every way. Our official organ is the Flower Grower, of Calcium, N. Y., a very ably edited monthly devoted to the gladiolus, as well as to an interest in other beautiful flowers. Every grower of a garden should be a subscriber as, among its contributors, are many of the leading authorities of our own and other countries. Our membership consists of many people prominent in the best in floriculture from all over the world. It is for your benefit I ask you to join our society, and become an active member. Aid us for the good of our fellowmen in making it one of the most valuable and important floricultural societies in the world.

Our secretary, Professor A. C. Beal, of Cornell University, Ithaca, N. Y., will be pleased to give anyone more detailed information. Much as I regret that we are holding this year's convention under the dark clouds of a sad war, I sincerely hope to be with you again next year under the happy skies of an honorable peace.

SECRETARY BEAL'S REPORT.

This is the ninth annual meeting of the American Gladiolus Society, and it is our hope that it will be productive of plans and measures for making the tenth year the most effective in results of any in the history of the society. Let us one and all lend our efforts in making the coming year yield great results in the advancement of the gladiolus. If we look back over the past 10 years, we can see the very considerable

advance that has been made. There is a greater work for this society to do. We should do all we can to stimulate interest in the organization by offering our medals and certificates to the local shows. The question is sometimes raised, whether it is desirable to offer the medals without restrictions as is the case at present. If a local society could affiliate in some way with our organization, it should be helpful to both. We might also offer our medals through such state fairs as have a worthy flower exhibit. It would seem as if no award should be made unless the winning exhibitors are members of our society.

Supplying the Flower Grower to the members appears to meet the very apparent need of an official organ for the society. No doubt it can serve a very useful purpose in keeping in touch with our members. To accomplish this purpose, the advisability of having a column in the Flower Grower for the publication of items of special interest to the members is something that may appeal to you.

If the society had the financial support, it could do many things not possible to carry out now. A complete catalogue of all varieties with name of originator, introducer, year of introduction, with a brief, clear-cut description, would be very useful to our members. This is a work for the future.

The last annual meeting took action toward the appointment of a publicity committee, and J. J. Lane, who became chairman of this committee, conducted an active campaign for new members. Although operations were not started until too late to get much publicity for the society, through the catalogue circulation of the commercial growers, and notwithstanding war conditions, we have received 165 new members. Several of these are in Canada, New Zealand and Australia. The late secretary reported 10 new members last year. When I took over the secretary's office, I found 83 paid members on the roll. Since that time 16 old members have paid up. Some of those living abroad, have paid two years' dues. The total membership at present is 264. This is a very substantial gain, but it would seem that we ought to be able to have a society of at least 500 members, and I have faith to believe that when the war ends, it will be possible to build up the membership to that number. The credit for the increase in new members is largely due to the excellent work of the president, A. E. Kunder, J. J. Lane and Madison Cooper, editor of the Flower Grower. The society certainly owes them a debt of gratitude for their good work which brought such results in these difficult times. The fact that the society makes a return to its members by sending them the Flower Grower has been a material aid I am sure.

The American Gladiolus Society sustained a severe loss in the death of its late secretary, Henry Youell, who had been an officer in the society from its inception. His extensive knowledge of the gladiolus, gained during a lifetime made him an invaluable member in the councils of the organization. Another veteran in the gladiolus world, Matthew Crawford, passed away during the year. As a writer on horticultural subjects, as well as the pioneer grower of gladioli, he was favorably and widely known. These men did much to advance the interest in the gladiolus as a garden flower and as a florist's

cut flower. Their passing leaves it to us to "carry on."

The members of the American Gladiolus Society owe it to themselves as well as to the society to rally against the foolish sentiment found in some quarters that flowers have no place in our lives during war time. We are organized to promote the interests of a flower suitable to every home garden, where it can send out its message of peace and hope and even joy to anxious hearts that long for loved ones far from the home scenes. Let us then, while doing our part in this struggle, seek the consolation and the joys of growing flowers.

THE AWARDS.

Open to All Classes.

Best collection of 20 varieties, five spikes each—C. Zeestraten, Bemus Point, N. Y., first; Madison Cooper, Calcium, N. Y., second.

Best 12 varieties three spikes each—John Scheepers & Co., New York, first; Madison Cooper, second.

Best 12 varieties, one spike each—Madison Cooper, first; C. Zeestraten, second.

Best five varieties (five vases), 10 spikes each, predominant color yellow, John Scheepers & Co., first; Madison Cooper, second.

Primulinus hybrids, 25 spikes, orange—Madison Cooper, first; The Grullemaus Co., Avon-on-the-Lake, O., second.

Primulinus hybrids, 25 spikes, any other color—C. Zeestraten, first; The Grullemaus Co., second.

Best six spikes, white—C. Zeestraten, first; John Scheepers & Co., second.

Best six spikes, yellow—John Scheepers & Co., first; Madison Cooper, second.

Best six spikes, pink or blush—C. Zeestraten, first; John Scheepers & Co., second.

Best six spikes, crimson or red—John Scheepers & Co., first; Madison Cooper, second.

Best six spikes, blue, purple or lavender—John Scheepers & Co., first; Madison Cooper, second.

Best six spikes, ruffled—Madison Cooper, first; John Scheepers & Co., second.

Best seedling never before exhibited—John Scheepers & Co., silver medal; Austin Coleman Co., bronze medal.

Best and most distinct seedling, never before exhibited before the American Gladiolus Society—John Scheepers & Co., Burpee silver cup; H. E. Meader, cash prize.

Best 10 spikes, Mrs. Watt—The Grullemaus Co.

Best new yellow variety—The Grullemaus Co. Best vase any red variety—Grullemaus Co.

Best six spikes, Gretchen Zang—Austin Coleman Co.

Best three spikes any new seedling never before shown—The Grullemaus Co.

Best six spikes, Purple Glory—John Scheepers & Co.

Best six spikes, Myrtle—Madison Cooper.

Best six spikes, Mrs. Frank Pendleton—Mrs. H. H. Boyce, Buffalo, N. Y., first; John Scheepers & Co., second.

Best display of Kunder varieties—Madison Cooper.

Non-Commercial Classes.

Collection 10 varieties, three spikes each—Madison Cooper, first; A. A. Rosin, Rochester, N. Y., second.

Largest collection ruffled varieties, three spikes each—Madison Cooper.

Best six spikes, white—A. A. Rosin, first; Madison Cooper, second.

Best six spikes, yellow—Madison Cooper, first; O. C. Curtis, Le Roy, N. Y., second.

Best six spikes, pink or blush—Madison Cooper, first; O. C. Curtis, second.

Best six spikes, crimson or red—Madison Cooper, first; Mrs. H. H. Boyce, second.

Best six spikes, blue, purple or lavender—A. A. Rosin, first; C. W. Clapp, Kenmore, N. Y., second.

Best six spikes any other color—O. C. Curtis, first; Madison Cooper, second.

Best three spikes, white—Mrs. H. H. Boyce, first; Madison Cooper, second.

Best three spikes, yellow—Madison Cooper, first; A. A. Rosin, second.

Best three spikes, blue, purple or lavender—O. C. Curtis, first; Madison Cooper, second.

Best three spikes, any other color—Madison Cooper, first; H. E. Christwell, Buffalo, N. Y., second.

Primulinus hybrids, 10 spikes, orange—Madison Cooper, first; Mrs. H. H. Boyce, second.

Primulinus hybrids, 10 spikes, yellow—Madison Cooper, first; O. C. Curtis, second.

Primulinus hybrids, 10 spikes, any other color—Madison Cooper.

Best 12 spikes, pink or blush—Madison Cooper.
Best 12 spikes, red or crimson—Madison Cooper.

Best 12 spikes, yellow—Madison Cooper.

Best 12 spikes, blue, purple or lavender—Madison Cooper.

Best 12 spikes, any other color—Madison Cooper.

Best six spikes, Myrtle—Madison Cooper.

Best six spikes, all different—Madison Cooper, first; Mrs. H. H. Boyce, second.

Best six vases, six varieties, blue, purple or lavender—Madison Cooper, first; Mrs. H. H. Boyce, second.

Best display of 10 to 20 spikes—George Messing, Buffalo, N. Y., first; H. E. Chriswell, second.

The Garden Magazine Achievement Medal—Madison Cooper.

Best three spikes, Myrtle—Madison Cooper, first; O. C. Curtis, second.

Best three spikes, Purple Glory—Madison Cooper.

Best three spikes, Mrs. F. Pendleton—C. W. Clapp, second.

Best three spikes, Pride of Goshen—C. W. Clapp.

Best three spikes, Rose Glory—Madison Cooper.

Best display of Kunderd varieties—H. E. Chriswell.

Award of Merit to the Austin-Coleman Co., Wayland, O., for three seedlings, pure white, orange and shell pink.

Award of Merit to The Grullemans Co., for general display of high-quality stock.

Award of Merit to John Scheepers & Co., for display and arrangement of excellent stock.

Award of Merit to C. Zeestraten, for general display of fine stock.

Award of Merit to W. E. Kirchoff, Pembroke, N. Y., for general display and quality. This exhibit was well staged by W. J. Palmer & Son, one of Buffalo's leading florists.

Honorable Mention of vase of five spikes, *G. Dracopcephalus*, which promises to be valuable for further hybridization.

Special mention made by the judges of the high quality of the *Primulinus* hybrids shown, which illustrated the remarkable advance that has recently been made in this class.

J. J. GRULLEMANS,

E. A. SLATTERY,

JOE COLEMAN,

Judges.

THE VISITORS.

Among the out-of-town visitors were noted the following:

A. H. Austin and wife, Ravenna, O.

E. Barnwater, New York.

A. C. Beal, Ithaca, N. Y.

John Brown, Lancaster, N. Y.

H. J. Child, Toronto, Ont.

J. J. Colegrove, Sherbrooke, Pa.

Joe Coleman, Wayland, O.

Madison Cooper, Calcium, N. Y.

H. C. Crombie, St. Thomas, Ont.

J. W. Crow, Guelph, Ont.

R. M. Curtiss and wife, Ravenna, O.

H. L. Davis, Rochester, N. Y.

Chas. L. Dole, Lockport, N. Y.

A. Gilchrist and wife, Toronto, Ont.

J. J. Grullemans and wife, Avon-on-the-Lake, O.

R. Harcourt, Welland, Ont.

C. R. Hinkle, St. Joseph, Mich.

Mrs. M. L. Hoover, Goshen, Ind.

John B. Humphrey, Logan, O.

H. L. Hutt, Georgetown, Ont.

E. C. Kessler, Jamestown, N. Y.

W. E. Kirchoff, Pembroke, N. Y.

A. E. Kunderd, Goshen, Ind.

Wm. Lawrence, Toronto, Ont.

D. Lumsden, Ithaca, N. Y.

Mrs. Gertrude L. Miner, Boston, Mass.

Miss F. E. Pollard, Tilsburg, Ont.

Miss L. Preston, Guelph, Ont.

John J. Prouty, Baldwinville, N. Y.

H. G. Reading and wife, Franklin, Pa.

R. H. Roberts, Westfield, N. Y.

A. L. Rosin, Rochester, N. Y.

A. Ryneveld, Lisse, Holland.

H. W. Scarff, St. Thomas, Ont.

Dr. W. Schuner, Kitchener, Ont.

E. M. Schulz, Mentor, O.

A. A. Spangenberg, Hamburg, N. Y.

F. C. Thomann, Rochester, N. Y.

Jacob Thomann, Rochester, N. Y.

John H. Umpleby, Derby, O.

C. B. Yates, Mentor, O.

C. Zeestraten, Benus Point, N. Y.

The American Girl.

She's charming "suited" for the street.

Or "dressed" to make a round of calls.

Or "sarted" for golf, or gowned for balls.

Or in her kitchen apron neat.

But now on her the burden falls

Of garden work, that folks may eat.

Behold the farmerette complete

From wide-stemmed hat to booted feet!

She never looked one-half so sweet

As right now in her overalls!

—Walter G. Doty.

THE RETAIL TRADE

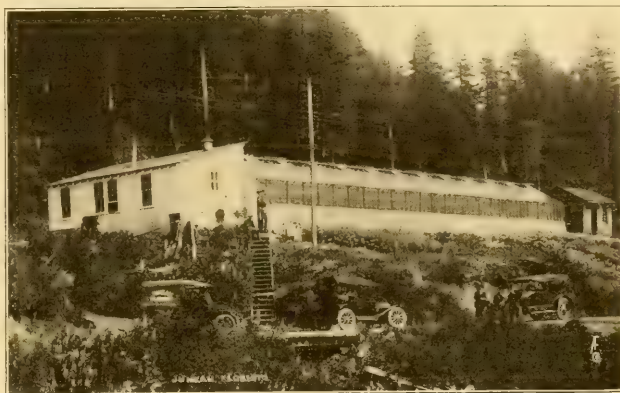
Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The routine of the work in the flower shop is much the same one week as another these dull August days, and there will not be much change for the better in the demand for flowers until well into September. The thing to do now is to make the best use of this spare time. The wide-awake man sees to it that every day pays at least its

of standing pieces. Growers of Easter lilies, with a good stock of bulbs on hand, would do well to ease up a bit now and come in later when they will command their own price, as the gladioli are a splendid substitute.

Asters are now a factor. These should be presented at their best, which is, of course, true of all flowers. To pack them closely together in jars in the case may be all right for storage, but it does not show the beautiful and graceful lines or feature them in any way. A flower that is worth while carrying in stock, should have its place to the front with others. All should be



GENERAL VIEW OF JUNEAU FLORISTS' ESTABLISHMENT, JUNEAU, ALASKA.

own expenses,—in very few shops is this possible with current business, but on the principle that every penny saved is a penny earned, he is now busy every spare moment in filling a large order which he obtained by going over his last year's Christmas business and duplicating and adding to the stock which is such a factor and indispensable at that busy time. He knows he will be short handed the coming season, and that all the magnolia and oak leaf wreaths and crosses, immortal and chenille that are put up at this time, will be on hand ready to be brought out and displayed, relieving the extra night work and strain of that busy period.

It will be very easy to earn the running expenses of the store these idle days, with work of this character, and while no money comes in, it is earned just the same, and is sure to come back with interest in the near future.

Hydrangea paniculata is now in one of the summer's flowering shrubs. A good, in fact, an apparent overstock should be kept constantly on hand throughout the season. As a decorative feature about the store or in the window, either by itself or in combination with gladioli, Golden Glow or other outside flowers, it is indispensable. For close set design work, there is nothing better, the white foundation making an admirable background for a decorative finish in any color.

Gladioli of the better varieties are well worth the dollar or two extra per hundred. It is the flower that is just a little better than the ordinary that attracts attention, which is half, if not all the way to the sale. Nothing could be more choice than the large pure white spikes of this flower for sprays or design work, particularly in the foot

invitingly displayed, some perhaps more conspicuously than others. The fibre or galvanized iron jars are all right for storage, but fancy stone or glass vases and vase handle baskets are now used in the flower cases of most of the up-to-date shops to show their stock to the best advantage. Asters or roses are just as easily sold or handled in these baskets as in jars, while the decorative effect obtained adds considerably to the appearance and selling value, as frequently with a slight addition, the basket is included in the sale.

This is a good time to get up a picture or display frame of good size in which at various times, particularly during the winter months, there can be shown vases of choice flowers, the first of the season, or baskets or other artistic work. The frame can be covered with magnolia leaves, which if neatly placed and gilded present an appearance quite as effective as those of the gallery. A box 12 to 15 inches deep attached to the back with a movable top so that various colored backgrounds may be arranged, completes the frame. Concealed electric lights at top or sides inside the box are necessary to get the best effect. As a window ornament, particularly at night, when the store is closed, it is sure to attract and call attention to the store.

Juneau Florists, Juneau, Alaska.

The establishment of the Juneau Florists is, we believe, the only complete establishment of its kind in Alaska, and as can be readily seen by the accompanying illustration, their product is well handled. Included in their July offerings were carnations and dahlias of fine quality.

THE CARNATION.

Bringing in Field Plants.

The planting season for the field plants of carnations is now on, and every effort should be put forth in the work of transferring the plants from the field to the greenhouse benches as quickly as the quarters are in readiness and the weather conditions will permit. Before commencing the planting, be sure that every part of the work in the field has been properly taken care of, and do not let any other work interfere with the care of the plants until the last one has been brought inside, because every plant has got to count this year. It has been usually the habit, (particularly when there was a surplus of plants), to let up a little on the attention given the field plants. This ought not to be allowed this year when there is such a heavy demand for the plants.

The fuel restrictions and changed conditions will cause the growers to practice entirely different methods the coming winter in running their establishments so as to get the best results from every foot of space. This is the time, before the plants go into the benches, to figure on this; map out the plans, and be governed accordingly. As an example, take a house of plants intended to be run with a low temperature to conserve fuel during the winter months, and with the idea of obtaining the main crop of flowers in the spring, when it will not be necessary to use as much fuel to keep up the temperature, a house under this plan, can be selected. In the smaller plants also, should there be a surplus on hand, two can be planted together. The larger plants, depended upon to produce the main crop of flowers throughout the winter, can then be planted in a separate space by themselves. Another important consideration is that of color; the heavy demand in the spring is for white and the rose pink colors, such as Mrs. C. W. Ward and Rosette, while for Christmas, reds are most called for, very few of the reds or scarlets being in demand in the spring. Light pink, white and assorted colors should form the bulk of the plants for continuous cutting throughout the season.

If the planting field is very wet, it is best to wait a few days for the plants to dry out and harden up a bit before lifting. Carnation plants recover better, and become established quicker, if lifted when the ground is a little on the dry side; wet ground at this time of the year, quickly causes a soft growth, which is very hard to recover from in the transplanting. Lifting the plants in the field is one of the parts of the work that cannot be too carefully done so as to save as many of the roots as possible. Place a man in charge of the digging who understands his work and give him enough help to do the job properly. After the plants are lifted, a portion of the soil should be carefully shaken from the roots and the plants set upright in flats, the roots moistened and the flats carted to the greenhouse as soon as a load is ready. Do not allow them to remain out in the air any longer than is necessary to make the load. Allowing the plants to wilt from exposure at time of lifting gives them a severe check and causes much of the lower grass to shrivel and dry.

Every preparation on the inside should be complete before attempting to lift any plants, so as to enable the planters to keep steadily ahead of the

diggers. Put a mud shade on the glass to break the full rays of the sun, and have the benches of each house filled up and levelled off in readiness to receive the plants. Be particular about the planting; the plants should not be set any deeper than they were growing in the field. Also, spread out the roots as much as possible and plant firm. Allow a little basin to remain directly at the base of each plant, so that they can be watered at the roots for the first two or three waterings without the rest of the soil in the bench becoming saturated. One of the secrets of a bench of carnations doing well from the start of the season, is due partly to allowing the roots to have plenty of fresh soil to work in.

Take pains to have the rows planted straight both ways, so that every part of the bench is working, and to make it easier to attach the wire supports as well as when the job is complete and you can be justified in being proud of your work. Water the plants as each bench is planted, then when the house is completed do not consider the job finished until all the walks have been cleaned up and all the rubbish removed from the house. After the first watering, the plants can be kept from wilting by syringing lightly two or three times a day, according to the weather, but do not allow any of the conditions in the houses to become extremely wet or dry. It takes about a week under favorable conditions for the roots to start out enough for some of the shade to be removed from the glass.

Do not let up in the care of the plants after the houses are filled, but be just as particular in attending to the general routine of the plants' care as ever.

C. W. JOHNSON.

Unselfish Leaders.

ARE YOU ON THE LIST?

"There is not a single selfish element, so far as I can see, in the cause we are fighting for. We are fighting for what we believe and wish to be the rights of mankind and for the future peace and security of the world. To do this great thing worthily, successfully, we must devote ourselves to the service without regard to profit or material advantage, and with an energy and intelligence that will rise to the level of the enterprise itself."

WOODROW WILSON.

President of the United States.

Note the comparison!

Does not this inspiring message of our president also express the sentiments of all those who have unselfishly contributed to our publicity campaign fund?

Those who have given will have the full knowledge and satisfaction that the cause is worthy, and that we are raising and elevating our own standards to such a high plane that they will not only reap the benefits but also the thanks of the entire floral craft for the beginning of what we hope in later years will be one of the best efforts since the origin of the S. A. F.—the publicity campaign.

Now, to those who have as yet not contributed: Can you afford to stay out of this unselfish movement which is for the general good of the entire trade? Send in your contribution now, so that our publicity finance committee, under so able a leadership as our good friend, Chairman George Asmus, will feel that the members of the S. A. F. are doing their full duty and appreciate the efforts given.

HENRY PENN, Chairman,
S. A. F. Publicity Committee.

Greenhouse Management—II.

The first of this series of interesting articles by L. C. Corbett, Horticulturist, Bureau of Plant Industry, United States Department of Agriculture, Washington, D. C., was printed in our issue of August 10, pages 130-131. Another will appear at an early date.

During the summer months, the greenhouse heating plant should be thoroughly overhauled and put in condition to insure its operating at maximum efficiency during the firing period. There are several ways in which the efficiency of the plant may be increased, the first of which is by cleaning the boiler so that no heat will be lost through soot covered tubes or fireways in the boiler. This is especially necessary when bituminous coal is used. Records show that a very thin film of soot on the fireways or tubes of the boiler will, in the majority of cases, prevent the transmission of 25 to 35 per cent of the heat in the fuel. This means that this heat passes up the stack and is lost.

In locations where the water contains lime or other scale forming ingredients, it is wise to clean the boiler thoroughly with some scale removing compound, as a very thin film of scale is liable to cause undue loss of heat. Scale is not as liable to form in hot water boilers as in steam boilers, but if the water contains lime or some other ingredients, scale will be deposited in even the hot water heating boiler.

Good draft is essential to the economical consumption of fuel. The boiler should have sufficient draft so that the damper in the smoke pipe can be kept nearly closed most of the time. A boiler of such size that it can be operated without being forced, will, in most cases, be more economical than a boiler that must be forced continually, to do the work. The capacity, within certain limits, of any boiler depends very largely on the size and height of the stack. The accompanying table gives the size and height of stacks recommended for different size boilers.

Rating of hot water boiler in square feet	Size of stack in inches	
	Round	Square
400	8	8x8
500	8	8x8
700	8	8x8
850	10	8x12
1000	10	8x12
1200	10	8x12
1250	12	12x12
1500	12	12x12
1750	12	12x12
2100	12	12x12
2400	14	12x16
2700	14	12x16
3000	14	12x16
3400	14	12x16
3700	16	16x16
5100	16	16x16
5900	18	18x20
8500	18	18x20

The height of the chimney, or stack, must be determined by the height of surrounding buildings or trees, whether the plant is located on a hill or in a valley, and by other factors. To insure good draft, it is necessary that the chimney extend several feet above any surrounding obstruction, otherwise poor draft is liable to result. If the present chimney is too small, it may be possible to increase the draft by increasing the height of the chimney. In many cases, a few feet increase in the height of the chimney, will provide the necessary extra draft. Of course, forced draft apparatus may be resorted to, but anything that depends upon motive power of any sort for its successful operation, is to be avoided if possible. As a rule, it will be far better policy to secure the needed draft through an increase in the height or size of the chimney than by the instal-

lation of forced draft apparatus. This is particularly true of hot water heating plants, as in this case, no steam is usually available to operate the engine or turbine to supply the draft. In the case of larger plants, a practice frequently followed is to have one boiler in the plant operated on a steam basis at high pressure, for the purpose of furnishing steam for the pumps and other uses. When this is the case, forced draft apparatus can be used to good advantage.

Hot water heating plants, depending upon gravity circulation, must, to insure economical results, be very carefully planned, and in addition to this, the pipes and radiation manifolds must be kept in perfect alignment if good circulation is to be insured. Greenhouses are liable to settle, allowing the heating pipes to get out of alignment, thus interfering with the rapid circulation of the water. The water in a hot water system is used merely as a medium for transferring the heat from the coal to the greenhouses themselves. For this reason, the faster the water circulates, the more efficient, as a rule, will the system be. Time spent in re-aligning the pipes so that they have a uniform grade, will be a material aid in economical operation of the plant. In many cases, the efficiency of a hot water heating plant may be very materially increased by re-locating the expansion tank. In most hot water heating systems, the expansion tank is located at the highest point in the system, which in the case of gravity systems, is as a rule, near the boiler. In former years, it was the custom to run the pipes up hill to the far end of the houses and back to the return inlet of the boiler. This necessitated the location of the expansion tank at the opposite end of the houses from the boiler. It has been found, however, that by taking the flow pipe from the boiler, and carrying it to a point as near the ridge of the houses as possible, and then allowing the pipes to drop gradually to the far end of the house and back to the boiler with the expansion tank immediately under the roof of the boiler room, gives better results.

The higher the expansion tank, the greater the pressure on the system, and the higher it is possible to carry the temperature of the water. Many plants utilize closed expansion tanks located at any convenient point in the boiler room, these tanks operating upon exactly the same principle as a pneumatic water supply system tank. The expansion line from the heating system enters the tank at the bottom, and as the water expands and enters the tank, the entrapped air is compressed, thus increasing the pressure on the entire system, and, of course, making it possible to carry the temperature of the water up to 240 to 250 degrees without trouble. This as a rule means a more efficient system. The same results may be secured by connecting the heating system to the city water works system, thus insuring that the system will always be filled and that the expansion will be taken care of in this manner. This places the same pressure on the heating system as is carried on the city water system, enabling the operator to carry the temperature up to 220 or 240 degrees, the temperature depending on the pressure carried on the city water system.

In many cases, it is impossible to make any extensive changes in the plan of the heating system, but the re-location of the expansion tank need

involve but very little expense, and will, in many cases, improve the efficiency of the plant 15 or 20 per cent.

In systems where the pipes are not properly graded and where there is difficulty in getting the water to circulate, it is possible to install at moderate cost, a simple type of pump for aiding the circulation of the water. Several types of pumps are used for this purpose. A type of circulating generator, consisting of a propeller so arranged that it may be operated by a belt from a motor, is a simple piece of apparatus that can be made from pipe fittings at very slight cost. The parts are easily secured at any plumbing supply house, and the amount of power required to operate this device is very small indeed.

Centrifugal pumps, operated by electric motor, gasoline or steam engines, are in many cases, used to increase the rapidity of the circulation in the system. These pumps are very satisfactory, and are very widely used. The cost is comparatively low, and in many cases, they soon pay for themselves in fuel saved and in better results secured by more uniform heating of the houses.

Direct acting steam pumps are perhaps more widely used for increasing the circulation in hot water heating systems than any other type of pump. They have the advantage of extreme reliability, and are installed in some of the largest and most up-to-date hot water heating plants in the country. The steam used to operate these pumps is, as a rule, taken from one boiler of the plant, and after passing through the pumps, is discharged into a hot water heater connected with the main heating system so that no heat is lost by using the pumps.

Repacking and fitting of the valves of these pumps will increase their efficiency and be of considerable assistance in fuel economy and it should be the aim of every operator of hot water heating plants to put every single piece of equipment in the plant in first-class order so that it will operate to the maximum efficiency. The aggregate saving to be had through this attention, will, in many cases, save at least one-quarter to one-third of the fuel ordinarily used.

In steam heating systems, it is particularly desirable that the boilers be located lower than the system itself so as to insure the condensation returning to the boiler. Many plants are so constructed that the condensation must be pumped back to the boilers. This is an un-economical method, and it would often pay growers to turn their heating system right-side up, instead of leaving it upside down as it now is. While this would involve considerable re-arrangement of the piping system, and would of course mean moving the boiler room and boilers, yet from figures on file in this office, it is very apparent that this would, in many cases, pay. From a comparison of results secured from two plants of about the same size, one of which has the boiler room properly located, the other with the boiler room at the highest point on the uphill side of the houses, it has been shown that the plant with the boilers improperly located, uses almost twice as much fuel for the same area as the other plant.

Good draft is essential to economical burning of fuel, and the same factors hold true in the case of steam plants as in the case of hot water heating plants. This has been brought out in a previous paragraph.

One of the easiest ways of improving the efficiency of a steam heated plant, is to install automatic air valves in the lines wherever there is a possibility of a pocket of air forming. These air valves remove air from the system automatically and insure good circulation. The installation of these valves is very simple, it being necessary only to drill the pipe, tap it out and screw the air valve in place.

The most promising method of saving fuel is by practicing economy in the boiler room, by careful and intelligent firing, and by keeping the boilers clean and in good condition, and, as will be discussed in another article, by the substitution of cool crops wherever possible for crops demanding high temperatures. By following these suggestions, greenhouse men should be able to get through the coming season without suffering any material loss. In fact, they may be able to make the year as successful as any in the past.

The Truth About Merchandise.

There was a message from one of the big western cities the other day that was printed in a New York paper. Its heading ran, "No New Dresses for Loan Workers" and its sub-head announced "1,000,000 Women to Be Enrolled on Economy Basis." The text gave voice to the slogan of "No New Dresses," and included the statement from a woman prominent in the public eye that she had not had a new dress for the past three years. It was the voice of women who apparently know little of business conditions in the merchandise world today, for to kill business is to kill the goose that is consistently laying the golden egg. These women emphasized that thrift must become fashionable.

Let us assume for a moment that all the women in the United States would decide to abide by this form of thrift. The merchants might well close up all shops. The manufacturers would accordingly have to shut down their factories. The producers of raw materials would not be able to give employment to the thousands who count on the work entailed in such production. In short the American world of merchandise would come to a standstill, the world which produces the very money these kindly women would collect for liberty would be completely disabled, and the ability to secure money for our boys would be killed at its very inception.

In place of the slogan "No New Dresses" there should be the battle cry of "Help the American industries; buy whatever you need, but buy wisely." A fine spirit of co-operation with American producers would keep the big and little stores going, and would give employment to thousands and thousands of men, women, and children, workers who constitute the very backbone of our army's supply.

The elimination of thoughtless and useless shopping that many women have become addicted to would be an excellent step in the direction of facilitating the sale of the new Liberty Loan—but to begin a deliberate plan to stop the wheel of merchandise progress would be defeating the ends that are to win the war! There has never been a time in history when there was such a crying need for women to become "merchandise informed" as there is today.—New York Globe.

Canadian Horticultural Association.

Supplementing our account of the opening session of the Canadian Horticultural Association, held at Ottawa, Ont., August 13-16, mention of which was made in last week's issue, page 190, a lively interest was maintained throughout the deliberations at the following sessions. The papers presented all showed careful thought and brought out many interesting points in their discussion. The committee on president's address reported that he had covered the situation so thoroughly that it was hard for them to make any further recommendations. A letter of regret at being unable to attend was received from an old friend and member of the association, Harry Philpot, of Winnipeg, and the secretary was instructed to make acknowledgement of same and express the sympathy of the society in the death of Mrs. Philpot, which occurred a short time ago. The report of the judges of the trade exhibition indicated that while the number of displays was not as large as in former years, owing to wartime conditions and shortage of supplies in many lines, those staged were of the highest character. A committee on the coal situation was appointed. A pleasant feature of the convention was the receipt of a telegram from President Charles H. Totty of the Society of American Florists, extending the best wishes and congratulations of that organization and the feeling of assurance that both bodies would always work shoulder to shoulder in the interests of the gallant men fighting together in France that freedom may endure for all time.

The election of officers for the ensuing year resulted as follows: George Douglas, Toronto, president; E. B. Hamilton, London, first vice-president; J. McKee, Ottawa, second vice-president; H. J. Eddy, Westmount, secretary-treasurer. Executive committee: J. Groves, Hamilton; A. Walker, St. Anne de Bellevue; Chas. Craig, Ottawa; C. A. Smith, Lachine; S. Jordan, Peterboro; Wm. Hunt, Guelph; Luke Williams, Ottawa; C. J. Hay, Brockville, and Wm. Cotter, Montreal.

The social features, including a bowling tournament and sports at the home of R. H. Wright, at Aylmer, the annual banquet, and auto trips and trolley rides to nearby points of interest, made the occasion doubly enjoyable.

H. J. EDDY, Sec'y-Treas.

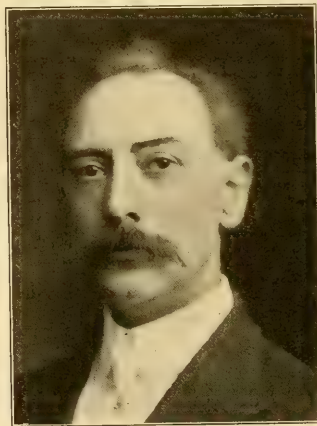
Lancaster County Florists' Association.

Fraternal feeling is on the increase among the members and there were only a few who used the street cars for the August meeting and the predictions are that there will be none for the September meeting. Instead, the yard of our president, Elmer Weaver, was filled with automobiles and the house and porch, with florists and their wives. A short trip of inspection was made before the meeting, and at Elmer's, we found the last of an immense crop of tomatoes ripening in the houses; vines eight feet high and tomato fruit by the ton was the record for these houses, which are now being cleaned out for sweet peas and carnations. The sweet peas are in paper pots, and it will only be a matter of replanting them to have the house ready at the usual time with the crop of flowers. Some one made the remark that you have to hand it to the Weavers for experimenting and planning to get the most out of their houses.

Charles M. Weaver, Elmer's brother and neighbor on the same farm, is primarily a sweet pea grower, but now has his immense houses filled with asters, thousands of them, and in the pink of condition with not a brown leaf and no red spider nor aster bugs to mar their beauty. One house is filled with pompon chrysanthemums, almost

enough to supply the demands of one large city, and like everything on this place, they are just right. There are sweet peas waiting for the asters to come out to take their place. On the farm there are acres and acres of corn and tobacco, and incidentally, Chas. M. has about three acres of gladioli as an experiment, and this acreage will no doubt be increased another season. The tobacco growing is done by the men on the place, and helps to keep them contented with their place as a good deal of the work is done after hours and they get half the proceeds, which adds quite a sum to their year's income.

The meeting proper was held on the porch and without a set programme. The first matter up for discussion was an appliance to feed air into the fire box of return tubular boilers and get greater efficiency out of the coal; a number of appliances were named, but there seemed to be none in use by any of the members.



The Late Frank Danzer.

Vice-President John Breitmeyer's Sons, Detroit, Mich.

Arthur Niessen, who had motored up to the country for his quadrennial visit, was with us and gave a very interesting talk in which he complimented us on sticking together so closely in these trying times, and said that he considered the man who deserted his post right now, in the light of a slacker. He said that he believed the fuel ruling a blessing in disguise, as with curtailed help, we were better off with some houses closed down. He also said that we should be very grateful to the help who stick to us when higher salaries could be secured elsewhere, and wound up with a very optimistic picture of our future.

M. J. Brinton, who is on one of the draft boards gave some very good pointers as to where both we and our employees will stand with the change of the age limit for draftees and the evening was both enjoyable and educational.

The next meeting will be held at the home of Willis B. Girvin in Leola.

The recently formed ladies' auxiliary held a meeting at the same time and place with a good big attendance and formulated plans for the winter's work.

After the meeting, a social hour was spent, and the lineup of machines for Lancaster looked like an automobile parade going in the Lincoln highway about 10:30 p. m. ALBERT M. HERR.

San Francisco.

FUNERAL DEMAND BRISK.

This has been a very good week among the florists in this city. Funeral trade has been quite brisk, nearly all stores reporting much activity in this line. In roses, there is some very fine stock being offered. We noted some extra good Hadley at the different stores. This is no doubt the standard red rose for summer. Ulrich Brunner, which is taking the place of American Beauty at present, is still of fine quality, and is bringing \$2.50 a dozen at most stores for long stemmed stock. Shawyer is the best dark pink. Ophelia is still the most popular rose in the market, and the stock offered is excellent. There is an abundance of Cecile Brunners, but Irish Elegance and Baby Doll are not in over supply; in fact many more could be disposed of if they were obtainable. White roses are not in much demand. There is a very large supply of carnations of all grades. This stock has to be exceptionally good to find buyers. Very few good sweet peas are to be had. Good Spencers find quick sales. Gardenias are again very plentiful, with practically no demand. Some of the growers find it a rather difficult matter to dispose of them at anything like reasonable figures. There is a great scarcity of orchids; there are no cattleyas, and only a few laelias. Some growers promise an adequate supply about the middle of next month. The present week has seen the supply of gladiolus greatly increased. As a rule, they are not bringing good prices. Cut blooms of both blue and pink hydrangeas are in generous supply and move fairly well. Zinnias are beginning to improve greatly in quality and are much favored for basket and decorative work. The stock of rubrum and auratum being offered this season was never better. They are in splendid demand at good prices. Delphiniums are very popular, and some fine stock is arriving. Asters are rapidly becoming quite a feature in the market. There has been a sharp decline in price since last week, owing to the greatly increased supply. Scabiosa caucasica is still very popular, and is being handled in large quantities. Spanish broom or Spartium junceum is fine just now and brightens up the florist's windows in a very agreeable manner. Dahlias are very abundant, and consequently are cheap. In chrysanthemums, October Frost is the best, but it is a little too early for them to attract buyers.

NOTES.

Miss Ricardie Lee Murray, at Geary and Larkin streets, is making large displays of palms and ferns this week. She reports trade as satisfactory here and at her branch store in the Clift hotel. Both Miss Murray and her assistant manager, W. C. Murray, are strong advocates for the formation of the San Francisco Florists' Club. She points out that every large city in this country has its florists' club, and that they have proved of great mutual advantage to its members. The street peddler problem is becoming a serious one in this city and the sooner the florists take cognizance of this fact the better it will be for the trade. Nothing can come of individual efforts, however, and as she says, the first move in the solution of this question will have to come from the florists themselves—through a florists' club.

A visit to the conservatory at Golden Gate park showed the main dome of the greenhouse, which was recently destroyed by fire, to be nearly rebuilt. The loss of this building, with its fine collection of palms and foliage plants, was keenly felt. New stock has replaced that which was destroyed, and this greenhouse will shortly resume its former attractive appearance. The

orchid houses are in fine condition. Cattleya Dowiana being especially attractive at present. We noted a fine batch of laelia-cattleya hybrids eight years old, of which great things are expected. Several of the hybrids bloomed last year for the first time and attracted much attention from orchid enthusiasts.

At the pretty store of the Francis Floral Co., at Powell and Sutter streets, we found Mr. Francis very enthusiastic over his new discovery in coloring reed baskets. He has devoted a long time to the study of this subject, and has at last evolved an exclusive process of his own, whereby he is coloring baskets in French pastel shades to bring out the colors of the various flowers to the best advantage. They are certainly very beautiful and sell rapidly. He is planning later on to manufacture these on a large scale, and intends to give the exclusive right to have them to the florist in each city.

Geo. C. Roeding, of the Fancher Creek Nurseries, is spending a vacation in the Sierra Nevada mountains. Mr. Roeding is president of the California state fair, which will be held in Sacramento in September, and is doing his utmost to induce the trade to have large horticultural exhibits this year.

The MacRorie-McLaren Co.'s store, on Powell street, is displaying two unusual standard trees this week in a pair of *Eugenia myrtifolia*. They are a perfect pair and have attracted much favorable comment from the trade. Manager Edwin Hoff reports a steady trade right along.

The Richmond Floral Co., at 534 Clement street, of which J. Varsi is manager, is making elaborate displays of dahlias this week. The Richmond district is noted for dahlias, and this firm always has something very fine to offer in this flower.

Stephen H. Cooper, manager of the Reno Florists, Reno, Nev., is visiting the growers in this locality. He motored to this city. He says trade is very good in his state, and he is now preparing for a heavy business this coming season.

Mr. Madvig, proprietor of the Pacific Florists' Supply Co., is kept very busy these days shipping freesia, but will cover the country. His trade in baskets, of which he carries a large stock, continues to be quite heavy.

During July and August, the store of the Misses Hannon, on Sutter street, will be closed on Sunday. They recently had the decorations for the De Young wedding, which was a very elaborate undertaking.

A. Picetti, for many years manager of the Chas. C. Navlet Co.'s store in the Emporium, is now serving Uncle Sam as a shipbuilder. The Navlet store here has been discontinued for the duration of the war.

E. Jacobsen, on Haight street, is receiving a fine cut of the gladioli, Mrs. Francis King and Panama, from his growers. He has a nicely arranged store and always carries the best stock obtainable.

The California Evergreen Nursery, at 202 Goettling street, is sending in a large cut of statice to this market. They are also large growers of *Asparagus plumosus* and are cutting heavily at present.

G. Podesta, proprietor of the San Bruno Nursery, is cutting heavily of perennials, such as *Scabiosa caucasica*, statice and delphiniums. His stock of zinnias is also good and in constant demand.

A. O. Stein had a large out-of-town wedding decoration during the week at San Mateo. His splendid store, which is one of the largest in the west, is always attractive.

Harvey Lindley, the prominent Seattle nurseryman, is in town. He is going to visit all the prominent nur-

serymen of the state before returning north.

P. B. Clark, manager of the Blossom Shop, on Haight street, tells us that business is very fair in his district. He notes a steady demand for funeral work.

The Pacific Coast Horticultural Society held its regular meeting August 3. There was quite a large attendance and much of interest was discussed.

R. W. Skinner, representing the Roseville Pottery Co., of Zanesville, O., is calling upon the trade.

G. N.

Providence, R. I.

BUSINESS AFFECTED BY HOT WEATHER.

With the extreme heat of the past week, trade has been very quiet and had it not been for funeral orders much stock would have gone to waste. Social affairs and weddings are rare and it is apparent that the public is practicing economy. Stock, especially outdoor flowers, is plentiful and a good supply of asters and gladioli received daily meet with good demand. Sweet peas are shortening up and the quality is poor. Snapdragons are seen in quantity but move slowly. Roses are falling off in quality and also in supply and there are few going to waste. Carnations are out of the market entirely. Local asparagus is good and the same is true of the southern grown stock that arrives here.

NOTE.

Wm. Wiley, of Macnair's force, has enlisted in the naval reserve and will be stationed at Newport, R. I. Wm. Blanding, of J. Kordman & Co.'s staff has also joined the reserve and will leave shortly for the same station.

H. A. T.

Cincinnati.

SHORT SUPPLY AND FAIR BUSINESS.

The supply of stock in this market is much shorter than it has been for the past several weeks, although there is ample supply to meet all requirements. Business is fair, and as the end of the week approaches there is generally a cleanup. Roses are plentiful, among the best being Columbia, of which a few are offered. A limited number of carnations from the field are still coming in and meet with good sales. Gladioli are plentiful. Easter lilies are in good supply on an increasing market. Rubrums meet with fair sales. Asters are scarce. Other offerings include hardy hydrangeas, a few dahlias and cosmos.

NOTES.

William Mayhall was the first to reach Captain Fitzmorris, the British aviator ace, when he fell to his death in this city last week. With him, Edward Gillett, Charles Hoffmeister and Edward Bossmeyer took part in the military funeral accorded him, August 17.

Isaac Bayersdorfer, of H. Bayersdorfer & Co., and Charles Baum, of Knoxville, Tenn., passed through this city on their way to the S. A. F. convention at St. Louis.

Charles Hoffmeister spent part of the present week in northwestern Ohio on business.

Gas Adrian and wife are at their summer cottage at Les Chenaux.

C. E. Critchell had a good demand for lilies during the week.

Al. Horning is visiting relatives at Toledo, O.

H.

INDIANAPOLIS, IND.—Otis L. Bullock, of Elkhart, Ind., now with Training Detachment No. 2, Co. C, Chamber of Commerce, here, who expects to go overseas in the near future, is being visited by his mother, Mrs. E. M. Bullock, well-known florist of that city.

OBITUARY.

Mrs. Anna Millang.

Mrs. Anna Millang died at her home in Bayside, N. Y., August 17, aged 57 years. She was the widow of Frank Millang, a pioneer florist and landscape gardener of Long Island, who planted many of the trees that are now attractive features of Bayside and vicinity. He died 32 years ago. Mrs. Millang, like her husband, was a native of the once independent province of Luxembourg, but came to this country 60 years ago. She lived for a time at Great Neck, L. I., but for the past 50 years has been a resident of Bayside. She is survived by four sons, Frank, Charles, Joseph A. and August, all being well-known florists, and by three daughters, Mrs. Breuer and Mrs. Kelly of Great Neck and Mrs. Bowerque of Bayside, and by 20 grandchildren.

A. F. F.

Miss Dora Wunker.

Miss Dora Wunker, of the firm of Fred Wunker & Sons, well-known Terre Haute, Ind., florists, died August 9, in her forty-ninth year, after a lingering illness. Miss Wunker was born at Cincinnati, O., but practically all of her lifetime had been spent in the Indiana city. She had been connected with the office at the greenhouses of the firm for the past 20 years, and the news of her death will be received with sincere regret by her many friends. She is survived by her mother, Mrs. Lucy Wunker, two sisters and two brothers, Fred and Henry Wunker. She was a past officer of Rebekah lodge, under whose auspices the funeral was held.

N. B. S.

Frank Danzer.

Frank Danzer, well known to the trade in the middle west, having been with John Breitmeyer's Sons, Detroit, Mich., for 18 years and of which firm he was vice-president, died suddenly of heart trouble in that city, August 20. The deceased was born in Munich, Germany about 50 years ago and the news of his passing in the prime of life will come as a severe shock to his many friends and business associates.

Flower Gardens Relieve Prosaic Vegetables

It is not desirable that the widespread enthusiasm in the matter of city war gardens should result in the entire neglect of the cultivation of flowers and ornamental shrubs in the grounds of summer homes. Rochester has gained an enviable reputation as the City of Flowers, and it is from many points of view desirable that this reputation should be preserved. This does not mean that the city-gardening efforts should be curtailed. There is, though, no reason why ornamental flowers should be entirely banished. A city garden is no less useful because pains are taken to brighten it with touches of color and add floral beauty as an offset to useful but less showy vegetable features. Besides, the presence of a few choice flowering plants and shrubs will to a degree relieve the more prosaic occupation of growing useful vegetables and conserving the country's sum total of food resources.—Rochester Chronicle.

CORYDON, IND.—The historical Constitutional elm is being attacked by the elm beetle and fears are entertained that it will be destroyed. The tree is being sprayed and every effort is being made to preserve it.

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440 S. Dearborn St., CHICAGO.

"In God's name, cheerily on, courageous friends
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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Damage To Closed Houses.

Henry Siebrecht, Sr., of New Rochelle, N. Y., who was in Washington, D. C., last week, in an interview with the fuel administrator, explained to him the very serious property damage which would result to glass and piping in greenhouses due to being closed down and was assured this phase of the situation would be reconsidered.

Greenhouses Under Federal Inquiry.

There have been insistent rumors to the effect that the government has been making inquiry with regard to the extent of the commercial greenhouses throughout the country with a view to taking over idle plants for some unknown kind of war work. The matter was submitted to W. F. Gude, Washington representative of the Society of American Florists, who writes as follows:

"With reference to commandeering greenhouses for war purposes, I beg to advise that I have interviewed 14 different heads of bureaus and each one denies any knowledge whatsoever of any contemplation of commandeering the greenhouses. The Department of Commerce, bureau of census, is, however, sending out an official communication for the following information:

"Total square feet of ground covered by glass.

"Number of males (18 years of age and over) continuously employed.

"Value of products.

"Fuel used.

"This is in keeping with the investigation of other lines of industry. The government wants to know just exactly what is going on in the United States, therefore, is inquiring for all manner of data for the War Industries Board."

Ice Restriction.

The bureau of education, United States fuel administration, under date of August 15, 1918, calls attention to the fact that 500 pounds of coal are required to make one ton of ice, and that instead of many plants operating at part capacity this fall, only such as operate to their full efficiency to satisfy the country's needs will be continued. Through a questionnaire being sent out by the administration, the data necessary to complete the programme will be soon be available.

Wasters of ice are wasters of coal, the greatest offenders in this respect as classified by the administration being the large users, including restaurants, hotels, saloons, clubs, dining cars of railroads, florists, soda fountains and ice cream makers, and such wastes must be stopped. Florists must be among the first to do their part in this respect, and the government offers the following aids to this end:

Keep warm air away from the ice. See that ice is put in refrigerator as soon as delivered.

Keep refrigerator in a cool place. Open the doors of the refrigerator less often.

Be quick about putting stock in and taking it out, and close doors tight as soon as possible.

Use natural ice where available.

Railroad Courtesy Required.

In a recent circular to all employees in the railroad service of the United States, W. G. McAadoo, director general of railroads, calls attention to complaints having reached that department that the traveling public is not being treated with consideration and courtesy, that nothing could be more hurtful to the railroad administration's success than what was formerly popularly believed to be the policy of "the public be damned," and that such policy would be tolerated under no circumstances.

In a statement to the public, Director McAadoo urges attention to the

fact that the movement of troops and supplies and the attendant increase in demands upon track and terminal facilities has resulted in extraordinary demands upon the passenger car and sleeping car equipment of the country, and that it is among the patriotic duties of every man, woman and child to refrain from traveling unnecessarily. Not only will they thus liberate much needed equipment for war service, but they will save money, which they can invest in Liberty bonds and help themselves as well as their country.

Delivery Co-operation Louisville Plan.

At a meeting arranged by the Kentucky Society of Florists and held at the establishment of August R. Baumer, well known florist of Louisville, following the receipt of a bulletin from the commercial economy board of the state council of defense, stating that during the period of the war the government wants all business men to save as much labor as possible, in order that that the army may develop strength, representatives from different florists' establishments pointed out many difficult problems arising from the labor economy movement, and the suggestion was made that they pool all their delivery wagons and motor cars and establish a co-operative delivery system. In short, the plan calls for a district system on much the same order as the government collects and delivers mail in every city in America.

Before the meeting adjourned, resolutions which included the following rules were adopted:

"Resolved, That we make not more than one delivery per day over each route; limit the privilege of returning merchandise to three days; curtail special deliveries; require a deposit on C. O. D. purchases; discontinue the custom of sending goods on approval; use co-operative deliveries wherever possible."

After the meeting it was stated that the florists would make but one exception to the co-operative system—that of working day and night indefinitely to supply flowers for the kaiser's funeral.

H. G. W.

Pay and You Will Enjoy.

"Keep waiting for a free pass, and you will never have a show." It is an old saying, but it portrays the attitude of many men in our business, who decry everything the other fellow is doing by holding aloof when the showdown comes along, by refraining to give, but who would welcome the other's efforts at someone else's expense. Of course, this unconscious attitude is changed when the proper show-me spirit is proven, as the efforts of our secretary, John Young, have shown in his recent travels throughout the country, in which he has demonstrated the possibilities of our publicity campaign for the benefit of everybody connected with our industry.

By encouraging the effort now being made by your publicity committee, you are creating new business, which eventually will make itself felt generally. Added energy seems to be the slogan in all lines, to help win the war, so that a little more energy in the way of appropriations to our campaign fund will also merit its own, and when you have paid for your pass you will enjoy the benefits derived, ten-fold of the expenditures.

HENRY PENN.
Chairman National Pub. Committee.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv. For Plant Ads., See Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—A section man to take charge of roses. Wages, \$20.00 to \$25.00 per week, depending on ability. Address

Key 918, care American Florist.

Help Wanted—Competent grower of chrysanthemums and potted plants. Wages \$21.00 per week. Address
United States Cut Flower Co.,
Elmira, N. Y.

Help Wanted—Night temperature man; one who understands boilers; good wages to right party. Address
United States Cut Flower Co.,
Elmira, N. Y.

Wanted—Men or women, part or all time, to solicit orders for fruit and ornamental trees, roses, shrubbery, etc. Big demand; highest commissions; big specialties, free outfit.

C. H. Weeks Nursery Co.
Newark, New York State.

Situation Wanted—As working foreman by an Al pot plant grower and propagator; over draft age; lifelong experience and practice in this country and Europe. Address

Key 922, care American Florist.

Situation Wanted—As head gardener or manager on commercial, private or public place; have 34 years' practical experience in America and Europe in all branches of cut flowers, potting, bedding plants, landscaping, laying out of grounds; nursery; good vegetable grower, etc. Married, no children, steady, honest and sober, can handle men to the best advantage. Good references. Please state particulars in first letter. Address

Key 923, care American Florist.

For Sale—Two greenhouses, 25x100 ft., modern construction, hot water heat. Located in hustling town of 3,000. Excellent business.

Mrs. Adah M. Johnson,
Carey, O.

AGENTS WANTED

To sell our hardy, high grade nursery stock on salary or commission. Pay weekly. \$35 a week easily made. Write for proposition.

THE CASS NURSERIES, Desk 364, GENEVA, N. Y.

FOR SALE

GLASS. D. S. B., 16x24, 10x15.
Special price for immediate sale.

IRA G. MARVIN

23 S. Franklin St., Wilkes-Barre, Pa.

FOR SALE

Glass, 16x18 in., \$4.50 per box
" 16x24 " 5.00 " "

Other sizes, ranging from 16x6 up to 16x16 in. \$3.50 per box
1 inch Vent. Pipe, 5c per foot
1 " Double Strength Vent. Pipe 8c per foot
2 inch Heating Pipe, 10c " "

J. A. BUDLONG

184 No. Wabash Avenue, CHICAGO

WANTED

Ten good live Rose Growers, preferably past the Draft age. Good opportunity for some to advance. Good work will be appreciated.

Also: Six Firemen—Pay \$90.00 per month.

POEHLMANN BROS. COMPANY
MORTON GROVE ILLINOIS

Salesmen Wanted

We prefer greenhouse men for our salesmen. If you can make good selling an established line of greenhouse supplies, we have openings in our sales organization. Previous sales experience is desirable, but not necessary. What we want are greenhouse men who understand greenhouse problems and can talk intelligently to the greenhouse trade. In writing us, give age, references, salary expected and territory you are familiar with. Address

Key 921, care American Florist.

GREENHOUSES FOR SALE.

In Denver, America's great health resort. Established florist's business including eight city lots; six greenhouses fully stocked and plants in excellent blooming condition; finely equipped cut flower store, with large refrigerator, marble top counters, large mirror, safe, typewriter, auto delivery car, etc. Elegant nine room pressed brick residence (furnished). All adjoining and heated together. No coal restriction; mines not far distant. A going business; good patronage; in a desirable location. Best of reasons for selling. A bargain. Reasonable payment down, balance long time. Might use some clear real estate if well located to apply.

Bright Spot Greenhouses,
Fifth Ave., Denver, Colo.

FOR SALE Greenhouse Glass

10x12 in., per box, \$3.50
16x18 " " " 4.50

Wire Stakes

6 ft., per 1000...\$12.50; per 100.....\$1.25
Rafters, 1½ and 1¼ inch wrought iron piping, Garland iron gutters and Evans ventilating machines.

—WRITE FOR PRICES—

PETER REINBERG

30 East Randolph St., CHICAGO

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2½x5¼ inches.

FOR CUT FLOWERS: In two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

All Florists' Stocks and Supplies

Should be Shipped as Early as Possible.

There will be much congestion of freight and express this fall and all shipments will be subject to delay.

Move Seeds, Bulbs, Plants and Supplies
While the Conditions are Favorable.

SPECIAL!

Boston Ferns

We have 6 houses 28 x 300 feet, devoted to pot grown Boston Ferns, in 6, 7 and 8 inch pots.

Our special this week is our 8 inch regular \$1.00 size at **85c** each.

These plants are fine, perfect, bushy plants, ready for sale in any retail establishment.

Order quick before we exhaust these plants for they are a real bargain.

THE GEO. WITTBOLD CO., 745 Buckingham Place, CHICAGO

L. D. Phone, Graceland 1112.

Milwaukee, Wis.

MARKET CONDITIONS UNCHANGED.

While the reports regarding market conditions and business in general do not vary much from that published a week ago, still we have pleasant news to impart at this time. On August 14, the long and most severe drought on record in this vicinity for some years past was offset by a genuine rain, which went down deep enough to revive all vegetation which had not been put out of existence by that time. A few light showers since have been of great benefit.

NOTES.

On August 16, our local fuel administrator notified some of the growers that he had received official notice on that day from Washington, D. C., that florists in this state would be permitted to burn screenings, plus the 50 per cent allotment. This is the most pleasant news received by the boys for some time and will mean that more glass area will be used throughout the winter than had been anticipated.

Nic Zweifel and family, who have been spending their vacation in the extreme northern woods of Wisconsin, returned August 12. He is very much impressed with that vicinity, and says it's fine to be away from all noise, dirt and excitement in general. He made the trip via auto.

The secretary of the florists' club, upon the request of the United States government, is busy compiling a list of commercial greenhouses to help complete a census, which according to the request, is a war-emergency measure.

The following will again act as judges in the horticultural class at this year's state fair to be held the second week in September: James Mathewson, Sheboygan, Wis.; J. G. Heitman and Nic Zweifel, Milwaukee.

E. O.

Omaha, Neb.

NOTES.

That the local trade is keenly alive to the benefits derived from advertising is shown by the window display arranged by Rogers the Florist at his Sixteenth street store, where he has a mounted silver fox surrounded by a profusion of flowers. The arrangement is changed daily.

Some of the local growers are planning to close part of their ranges, in-

Seasonable Stock READY NOW

Bougainvillea Glabra Sanderiana—Well shaped, trimmed plants, 4-in. pots, \$25.00 per 100.

Genista—5-inch, special stock, well trimmed and heavy, \$30.00 per 100.

Ficus Elastica—4-inch, 10 to 12 in. high, \$40.00 per 100.

Hydrangea, French Type—Hamar, Vibraye, Chautard, E. Mouliere, 5-inch—3 to 4 branches, \$30.00 per 100; 4-inch—2 to 3 branches, \$20.00 per 100; heavy field grown for tubs—7 to 10 branches, \$40.00 per 100.

Kentia Belmoreana—2½-inch, heavy, \$10.00 per 100; 3-inch, heavy, \$20.00 per 100.

Ferns—*Cyrtomium Falcatum*, 2½-inch, \$3.50 per 100, \$30.00 per 1,000; *Aspidium*, 2½-inch, \$3.00 per 100. Birds Nest Fern, 2½-inch, \$8.00 per 100; 3-inch, \$15.00 per 100.

Asparagus Sprengeri—2½-inch, \$3.50 per 100, \$30.00 per 1,000.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing.

Kansas City, Mo.

GLADIOLI LEADING STOCK.

Market conditions are not at their best, with a limited supply of local material of very poor quality, due to the continued dry period. Gladioli are the standard cut flowers, and with the exception of being burned a trifle, requiring a little care in trimming, are fairly good and can be used to good advantage. Roses are fair, as far as summer stock is concerned, but as a rule not very long, ranging from 12 to 22 inches in Russell and Ophelia. American Beauty is very good and goes well with the best trade. Growers here have done very little with carnation plants this year, due to poor express facilities and uncertainty of arrival in good condition.

E. J. B.

SECANE, PA.—Robert Crawford, Jr., has closed his range.

A. E. L.

creasing the capacity of the remaining houses, thus conserving fuel and solving the labor problem to a certain extent. In this way they will carry through just enough stock for spring.

Lewis Henderson at his store at Sixteenth and Farnum streets has an attractive window display arranged in tiers, which gives a clever banked effect. Attractive baskets and flowers in pots are used in profusion.

A. Donaghue not only has one of the classy shops of the city, but his new delivery motor with the slogan "Say It With Flowers" in gold letters attracts much attention.

Hess & Swoboda make a feature display in their windows twice each week, calling attention each time to some good reason for buying flowers.

Mrs. Inez Raber, in her Arnold the Florist shop always keeps her windows attractive and her show case is also well worth looking at.

Great Reduction Sale

WE WILL ALLOW you 10% discount on any order you WILL PLACE with us NOW. You should take ADVANTAGE OF THE OPPORTUNITY.

Why the BOSTON FLORAL SUPPLY CO. can sell Supplies at a reduced rate.

- (1) We are large manufacturers and buy our Raw stock in large quantities at reduced prices.
- (2) The finished product goes from us to you **Direct**, only one profit.
- (3) Our individual profits are small, but our sales are large.
- (4) Every article you purchase from us is fully **Guaranteed**.

CYCAS

Size	Per 100	Size	Per 100	Size	Per 100
8 to 12.....	\$3.20	20 to 24.....	\$ 6.50	36 to 40.....	\$11.50
12 to 16.....	4.00	24 to 28.....	8.25	40 to 44.....	12.25
16 to 20.....	5.25	28 to 32.....	9.50	44 to 48.....	13.00
		32 to 36.....	10.00		

These leaves are prepared in our own factory. They are flexible, do not mould and are of a fine color. Cycas are very scarce now and we have been very fortunate to have some on hand. War conditions make it impossible at the present time to get raw stock. On this account Cycas Leaves in the future will be very scarce, and the price must rise accordingly. While we have these leaves on hand we want our customers to take advantage of our offer. Nothing will take the place of Cycas where these leaves are needed to make your design beautiful.

MANILA BOXES

Manila Boxes like many other things will be higher in price. Why not place your order for boxes with us now? If you had placed your order with us only a few months ago, you would have saved some money on your boxes. Many of our customers have taken advantage of our offer. Why not you Mr. Florist?

MANILA		MANILA		MANILA		BOUQUET BOXES		WREATH BOXES	
Size	Per 100	Size	Per 100	Size	Per 100	Size	Per 100	Size	Per 100
18x5x3.....	\$3.10	30x5x3½.....	\$6.40	36x 8x5.....	\$11.00	19x19x8.....	\$9.50	18x18x6.....	10.50
21x5x3½.....	3.90	24x8x5.....	6.90	30x12x6.....	12.25			18x18x8.....	12.75
24x5x3½.....	5.00	28x8x5.....	7.40	36x12x6.....	13.50	WREATH BOXES		20x20x6.....	12.25
28x5x3½.....	5.75	30x8x5.....	8.90	36x14x6.....	14.75	Size	Per 100	20x20x9.....	15.00
21x8x5.....	5.75					16x16x5.....	\$ 8.75	22x22x6.....	14.75
						18x16x7.....	9.50	22x22x9.....	18.25

Printing free on orders of 300 or more, in smaller lots \$1.25 per 1000; \$3.00 for gold or bronze.

Save 20% on your Baskets.

We are Headquarters for Baskets and Window boxes.

We manufacture baskets from the raw stock in our own factory. To introduce our line, try the assortment listed here at this special price reduction.

25 tumbler baskets, two tone with liner	\$8.50	2 pot covers with handles	
12 pot baskets, with handles, two tone effects, including waterproof liner.	\$12.00	3 tumblers	
Size from 6-10 inches		3 princess baskets	
		1 long stem flower basket	
		2 cut flower baskets	

We have suggested to a large number of our customers to allow us to send them a trial order, amounting to ten or twenty dollars. In this way we have made many satisfied customers. Remember, if the goods are not satisfactory, send them back at our expense.

WIRE FRAMES

We manufacture our own wire frames. Goods are made of coppered wire. Any design made to order. No charge for packing.

Our stock is fully **guaranteed**. If we could take you into our wire department and show you how everything is worked up carefully, what little waste there is, the faithfulness of our workmen, you would not be surprised as to the high quality and the low prices of our goods. Our expert wire men will make anything up for you to order, from a simple ring to a submarine. **ALL FROM WIRE.**

FLORISTS' SUPPLIES IN GENERAL

We handle a complete line of florists' supplies, such as Ferns, Galax, Sphagnum Moss, Wax paper, Tissue paper, Wired Toothpicks, and all other supplies.

WAX GOODS

We manufacture a full line of Sprays, Magnolia Wreaths, Wax designs, and Artificial Wax Flowers of all kinds. All our goods are manufactured from the best materials.

OUR GUARANTEE

WE GUARANTEE THAT OUR PRICES ARE THE LOWEST.

Should you find for any reason that we have overcharged you for anything we shall take the matter up with you at once, and adjust anything that may be wrong. We do this so that our new customers will gain confidence in our methods.

BE SAFE AND BUY FROM A RELIABLE HOUSE.

BOSTON FLORAL SUPPLY CO., 347-49-51-53-55 57 Cambridge Street,
BOSTON, MASS.

Prices Subject to Change Without Notice.



POEHLMANN BROS. CO.'S SUPPLY HOUSE

THIS is only a partial view of our large Display Room, the finest in America. Try us for your fall accessories. Our prices are consistent. Our line is complete in every respect, and when you place your order with us you can rest assured that it will be filled in full promptly.

Splendid Supply

Ruscus - Magnolia Leaves - Wheat Sheaves - Wire Designs - Atlas Wreaths - Baskets

— SEND US YOUR ORDER —

POEHLMANN

72-74 E. Randolph St.

FINE QUALITY OF BEAUTIES

Russell, Richmond, Hoosier Beauty, Ophelia,
Brilliant, Ward and White Killarney Roses

Orchids, Gladioli, Valley, Lilies, Asters

PLUMOSUS SPRENGERI ADIANTUM
GALAX FERNS GYPSOPHILA

PLANTS

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 4-in. pot, \$8 per doz.
Kentia Belmoreana, 4-in. pot, \$8 per doz.
Kentia Forsteriana, 5-in. pot, \$12 per doz.
Solenia Chataigne 100 100
2 ½ inch..... \$ 5.00 4 inch..... \$15.00
3 inch..... 10.00 5 inch..... 25.00

Kentia Belmoreana, 5-in. pot, \$12 per doz.
Kentia Forsteriana, 6-in. pot, \$2 each.
Kentia Forsteriana, made up, 6-in. pot, 75c to \$1 each.
Livistona Rotundifolia, 4-in., \$8 per doz.
Livistona Rotundifolia, 5-in., \$9 per doz.
Livistona Rotundifolia, 6-in., \$1.25 each.
Phoenix Roebelenii, 6-in. pot, \$1 each.
Pandanus Veitchii, 4-inch, 50c each.
" " 5-inch, 75c to \$1.00 each.
" " 6-inch, \$1.25 each.
" " 7-inch, \$2.00 each.

Dracaena Massangeana, 4-in. pot, \$50 per 100.
Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.
Crotons, 4-in., \$4.80 per doz.
" 5-in., \$9 per doz.
" 6-in., \$1 to \$1.50 each.
English Ivy, 4-in., \$15 per 100.
Smilax, 2½-in., \$3 per 100.
Frimula Obconica 3-inch per 100, \$7.00
Baby Primula Malacoides 2½-inch..... per 100, 5.00

1½-in. Own Root Rose Stock

Aaron Ward	} \$ 7.50 per 100; 70.00 per 1000.
Killarney Brilliant	
White Killarney	
Milady	} \$ 7.00 per 100; 65.00 per 1000.
Richmond	

3½-in. Own Root Rose Stock

White Killarney	} \$ 11.00 per 100; 105.00 per 1000.
Ophelia	
Aaron Ward	
Sunburst	
Killarney Brilliant	} \$ 10.50 per 100; 100.00 per 1000.
Milady	
Richmond	

N BROS. CO.

Any Distance Phone, **CHICAGO, ILL.**
Randolph 35.

BEAUTIES-RUSSELLS-COLUMBIA

Best Summer Roses—We are now cutting a large quantity.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Columbia, Hoosier Beauty, Ophelia and White Killarney.

CURRENT PRICE LIST

Choice Beauties from new plants 50c to \$3.00 per dozen.

RUSSELL—best in this market.	Per doz.
Good, extra long	\$2.00
Good medium	\$1.00 to 1.50
Good short50 to .75

**COLUMBIA, HOOSIER BEAUTY, OPHELIA, SUNBURST.
WHITE KILLARNEY—**

	Per 100
Long stems	\$6.00 to \$8.00
Good medium	5.00
Good short	3.00 to 4.00

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.
LILY OF THE VALLEY, per 100..... 5.00 to 6.00

ASTERS

Depending on quality..... per 100, \$2.00 to \$3.00

GREENS.

ASPARAGUS & SPRENGERI, per 100.....\$2.00 to \$3.00
GALAX, green and bronze, per 1,000..... 1.25
NEW FANCY FERNS, per 1,000..... 2.00
ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

WRITE FOR OUR SPECIAL QUOTATIONS ON ROSES IN 1000 LOTS.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

BUSINESS IS IMPROVING.

Business is much better this week than it has been for some time and prices have stiffened considerably in almost all lines. Gladioli are in good supply but are cleaning up nicely every day especially in the better grades which command higher prices. Some very fine asters are obtainable compared to a week ago and are bringing very satisfactory figures. American Beauty roses are reaching the market in splendid condition and find ready buyers at the prevailing summer quotations. Roses in general are in fair supply but there is seldom a surplus when the stores close for the day. Mrs. Chas. Russell and Columbia are in exceedingly brisk demand and clean up early. My Maryland are in good supply but are disposed of quickly. Some fine Killarney Brillants are seen as well as Champ Weiland, Ophelia, Sunburst, Ward, Milady, Shawyer, Killarney and White Killarney. Lily of the valley is none too plentiful and the same holds true for orchids. Lilies are to be had in limited supply and are good property. Gypsophila is not as plentiful as it has been but there appears to be enough on hand to fill all the immediate orders. Snapdragons are included in the offerings and some fairly good carnations are obtainable. A few callendulas are seen. Tuberose are in fair supply. Outdoor miscellaneous stock is still a big item in the market and is used largely in window decorations and special sales. Golden Glow chrysanthemums are to be had and are moving better than they have for several weeks. Ferns do not appear to be any too plentiful and have been very scarce at times during the past week. Smilax is more plentiful. Business is better in the shipping line and the local demand

Rosebud Stickers



No. 1 Rosebud Sticker
Printed in blue ink on gummed paper.

No. 1 Size

1000	\$1.50
3000	4.00
5000	6.25

No. 2 Size

1000	\$1.25
3000	3.25
5000	5.00



No. 2 Rosebud Sticker

Electros of either size, \$1.00 ea.

The JOHN HENRY CO.
LANSING - MICHIGAN

has shown a wonderful improvement the past few days.

NOTES.

The florists' club entertained a number of the St. Louis convention visitors at the Hotel La Salle roof garden, August 19, including R. C. Kerr, Houston, Tex.; Frank X. Stuppy, St. Joseph, Mo.; C. C. Pollworth, Milwaukee, Wis.; Wm. J. Schaffitzel, Springfield, Mo., and A. R. King, Winnipeg, Man., making a very pleasant party until train time. On the train were August, Adolph and Walter Pochmann; C. C. Pollworth, Milwaukee, Wis.; W. J. Keimel, Paul R. Klingsporn, Fred Lautenschlager, Ed.

ward Green and wife, San Antonio, Tex.; Wm. J. Schaffitzel, Springfield, Mo.; A. R. King, Winnipeg, Man.; M. Barker, Fred Schramm, Miss Martha Gunterberg, R. J. Windler and son, F. S. Webb, Chicago; George Asmus, T. McAllister, James Psenicka, Gross Point, Ill.; Sam Pearce, John Michelsen, Ernest Amling, George Weiland, W. J. Keimel, wife and daughter, Sam Pearce, Jr., George Pearce, Rudolph Schiele, Walter Stakles and R. E. Kurowski.

A. T. Fryer & Co. are strong on outdoor stock, especially asters and gladioli, which are in better demand this week.

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631

CHICAGO

Roses in Good Supply

Very fine stock in all the best
leading varieties including
COLUMBIA and RUSSELL.

Extra Fancy Gladioli

Wonderful Assortment at \$3.00 to \$5.00 per 100.

Columbia \$4 to \$20 per 100	Russell \$4 to \$20 per 100	Milady \$4 to \$12 per 100	Brilliant \$4 to \$12 per 100	Ophelia \$4 to \$12 per 100
Sunburst \$4 to \$12 per 100	Roses-Our Selection \$3 per 100	Asters \$2 to \$4 per 100	Valley \$6 per 100	Easter Lilies \$10 to \$15 per 100
Sprenger! Per bunch, 35c to 50c	Adiantum Fancy long, per 100, 75c to \$1	New Ferns Per 1000, \$2.50	Galax Per 1000, \$1.25	Leucothoe Sprays 75c
Plumosus Strings, 50c to 75c Per bunch, 35c to 50c	Adiantum California Extra fancy, per 100, \$1.50			

"We Have It" if it is Obtainable in the Great Chicago Market.

The sympathy of the trade is extended to the entire Wittbold family in the loss of their mother, Mrs. Emma Wittbold, widow of the late well-known florist, whose death occurred this week. She was 76 years old and had lived in this city since 1857 and was well and favorably known and highly respected by all who knew her. She is survived by four sons, Henry, Fred, Louis and Otto, and three daughters, Mrs. Mary James, Mrs. Sophia Neve and Helen Wittbold. The funeral was held Tuesday, August 20, at 2:30 p. m., from the late residence, 3319 North Halsted street, with interment at Graceland cemetery. The floral offerings were many and beautiful and show the high esteem in which the Wittbold family is held in this community.

Frank Stuppy, of the Stuppy Floral Co., St. Joseph, Mo., and Wm. J. Schafitzel, of the Springfield Seed Co.,

Springfield, Mo., spent several days here last week previous to their departure to the St. Louis convention with the local delegation. Mr. Schafitzel was favorably impressed with his first visit here and has promised to come often in the future.

Wietor Bros. are cutting a good supply of Killarney Brilliant roses in the shorter stemmed grades which are the height of perfection in regard to color. Their chrysanthemum and pompon plants are in top-notch shape which guarantees them a large supply of cut stock this season. Gust Alles of this firm is enjoying a well-earned vacation.

Chas. E. Barker, formerly on the office staff of THE AMERICAN FLORIST, now with the United States troops in France, is recovering from a bullet wound in one of the American base hospitals. He speaks highly of the hospital service.

Fritz Bahr of Highland Park has returned from a business trip to California. He brought back a present for E. F. Winterson in the shape of a couple of jelly-rolls and a stein of beer.

August Lange is electioneering for his friend, Harry R. Gibbons, who is a Democratic candidate for county treasurer at the primaries Wednesday, September 11.

Martin Reukauf, representing H. Bayersdorfer & Co., Philadelphia, Pa., called on the trade here previous to his departure for the St. Louis convention.

J. A. Budlong is cutting quite heavily again in Golden Glow chrysanthemums which are moving nicely this week.

Robert Northam, manager of George Reinberg's wholesale establishment, is back from a most pleasant vacation.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF Roses in All The Leading Varieties

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	\$3.00 to \$10.00
Good	5.00 to 7.00
RICHMOND, KILLARNEY BRILLIANT.	
White—KILLARNEY—Pink.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	\$3.00 to 4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00
MINIATURE ROSES.	
Baby Doll	\$2.00 to \$3.00
Elgar	2.00 to 3.00
ROSES, OUR SELECTION	4.00
CARNATIONS.	Per 100
Fancy	\$3.00
Good	2.00

MISCELLANEOUS.	Per 100
Valley	\$6.00 to \$8.00
Lilies	12.50 to 15.00
Ferns, per 1,000	3.00
Smilax, per doz. strings	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000 ..	1.50
Asparagus Sprenger, bunch50
Asparagus Plumosus, bunch50
Boxwood, per lb.35
Other Green Goods Market Rates.	

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Mention the American Florist when writing

George Wienhoeber had the entire order for the Miss Betty Hoyt-T. Philip Swift wedding, held in Winnetka, August 17, which was the largest and most brilliant of the season. The church was decorated with oak branches, gladioli, roses, daisies, lilies and many other seasonable flowers. The bridal bouquet consisted of lily of the valley and white orchids, and in addition there were 10 bouquets for the attendants and two for the flower girls. The order was one of the largest booked by Mr. Wienhoeber this season and will help considerably in making his total summer sales the best ever.

Joe Dlouhy, who was employed in the cut flower department of the A. L. Randall Co. up to last December, when he was taken sick, died Tuesday, August 20, at his home at 2635 Cortez street from tumor of the brain at the age of 21. The funeral will be held from the home Friday morning, August 23, at 9 o'clock. The late Mr. Dlouhy was a splendid young fellow and had a host of friends in the trade who extend their heartfelt sympathy to the bereaved family in their hour of sorrow.

Mrs. E. C. Amling has the sympathy of the trade in the loss of her father, Henry J. Schroeder, whose death occurred last week at his home, 704 Forest avenue, Oak Park. He was 77 years old. The funeral was held from the late residence, August 19, at 2 p. m., with interment at Forest Home cemetery.

Foehlmann Bros. Co. is cutting a particularly fine supply of American Beauty roses, which are in brisk demand at \$6 per dozen in the extra fancy grades. Some fine Hoosier Beauty and Richmond roses are seen at this establishment together with choice asters and gladioli.

R. C. Kerr, of Houston, Tex., and John Furrow, of Guthrie, Okla., were the guests of C. L. Wathburn and wife

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies

30 East Randolph St.,

CHICAGO

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175

CHICAGO, ILL.

Mention the American Florist when writing

at Hinsdale, August 18. The entire party is attending the St. Louis convention this week.

Michael Fink is sporting a new Ford delivery truck which he finds is indispensable in his business. He is shipping some fine rubrum lilies to the Chicago Flower Growers' Association.

Peter Reinberg is supplying his trade with a fine grade of My Maryland roses, which are in good crop with him. He is one of the few growers who are offering this variety in this vicinity.

W. N. Rudd has gone up the Gunnison, fishing, but expects to return in time for the cemetery men's convention to be held at Rochester, N. Y., September 11-14.

The Chicago Flower Growers' Association is receiving a magnificent supply of roses, especially Mrs. Chas. Russell and Columbia, which are their leaders.

Victor Young, formerly in the retail business at 1239 North Clark street, has filed a petition in bankruptcy. The liabilities are \$3,444.37 with no assets.

Miss Charlotte Paradise is back on duty at A. L. Vaughan and Co.'s store,

after enjoying a well earned vacation in Michigan and a trip to Niagara Falls.

Kennicott Bros. Co., is featuring a good supply of northern indoor grown sweet peas, which are arriving in good condition.

Percy Jones, Inc., is offering some of the finest asters of the season in large supply, which are in exceptionally brisk demand.

Larry Mathes, formerly with the Shotwell Floral Co., Fargo, N. D., has accepted a position with Weiland & Risch.

Miss Neldo Wolf, Zech & Mann's efficient office manager, is enjoying a well earned vacation.

Miss Zandra Anderson, of the John Kruchten Co., is spending her vacation in Kenilworth.

Ed. Schultz, of the E. C. Amling Co., is enjoying a two-weeks vacation at Oak Park.

August Juergens, Jr., is the latest addition to the Zech & Mann store force.

Guy French and family are enjoying an auto trip through Yellowstone park.

ESTABLISHED
1902

P E R C Y
J O N E S
INC.
JUST HUNDRED% SERVICE

56

EAST

RANDOLPH

STREET,

CHICAGO

—WHOLESALE FLORISTS—

Bill
Says:

Van's

100%
Service

Means earnest, sincere, untiring effort devoted to your interests—service such as you have only believed possible to obtain from a member of your own firm—intelligently rendered by one who makes a thorough study of your wants.

INCORPORATED
1912

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

BIG CROP OF ROSES:

Russell--Weiland--Ophelia--Etc.

Lilies, Valley. Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

	Per 100
Specials	\$15.00 to \$18.00
Select	12.00
Medium	8.00
Short	4.00 to 6.00

RICHMOND

	Per 100
Select	\$8.00
Medium	\$ 5.00 to 6.00
Short	3.00 to 4.00

MILADY

	Per 100
Select	\$8.00
Medium	\$ 5.00 to 6.00
Short	3.00 to 4.00

Killarney

	Per 100
White Killarney	Select
Killarney Brilliant	Medium
My Maryland	Short
Champ Weiland	3.00 to 4.00

Sunburst

	Per 100
Select	8.00
Medium	6.00
Short	4.00

Ophelia

	Per 100
ROSES, OUR SELECTION	\$ 4.00
Asters	\$ 3.00 to 5.00
Harrisii	12.50 to 15.00
Valley	6.00
Smilax	per doz. strings 3.50
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 35c
Galax, bronze and green, per 1,000 ..	\$1.00
Leucothoe Sprays75 to 1.00

2,000,000 FEET OF MODERN GLASS

For Your Supply of CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

CAR LOADS ARRIVING

VAUGHAN'S
CLEAN SPHAGNUM
FOR FLORISTS

Burlapped Bales

Wired Bales
Cheaper

SPHAGNUM

MOSS

For Florists

GREEN SHEET MOSS

For Nurserymen

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph St. NEW-YORK, 43 Barclay St.

VAUGHAN'S SEED STORE

One million laborers must be provided for war industries at once no matter what happens to private business, according to the daily press. This was the demand made in a telegram from Washington August 20 which led to an important conference at the office of Chairman Samuel Insull of the State Council of Defense. Three conclusions were reached at the conference. They are: 1. All idlers must be put to work. 2. Women must be used to release men for war work that women cannot do. 3. Nonessential industries must give up men to meet the deficiency in essential industries. And, boiled down to a sentence, the warning sounded by the conferees to manufacturers and producers of non-essentials was: "Begin war work or get out of business." The demand for immediate recruiting of unskilled labor on a big scale was sent by a representative of the United States employment service of the department of labor to its Illinois branch. The men in charge of the local campaign were urged to make it more emphatic than the campaign for men for the shipyards. It was the announcement of the big "labor jam" that has threatened for months. Based on its population, Illinois' quota necessary to meet the shortage was placed at 75,067 unskilled laborers, needed in its own plants and in those of other states. When the new army expansion increases the demand for supplies there will be a tremendous additional shortage. "And if it is not met," it was said, "our new army will face additional instances of lack of equipment, such as were apparent last winter."

The credit and collection committee of the S. A. F. met at the Hotel La Salle, August 17, with R. C. Kerr in the chair. The local wholesale trade was invited to attend a meeting in the afternoon which was devoted almost entirely to the need of a national credit and collection bureau. All those pres-

ent expressed themselves in favor of such an organization affiliated with the S. A. F. and spoke most favorably of the Wholesale Florists' Credit Association of this city, which is rendering such efficient service under the personal supervision of F. S. Webb.

Boston.

QUALITY SUPPLY LIMITED.

The market at this writing is in a rather precarious condition with good stock very scarce and roses entirely off crop. Heavy rains have destroyed all of the sweet peas and asters have been broken down by heavy storms. Gladioli, however, are flooding the market and selling at low figures. Summer carnations have arrived and are bringing \$2 per 100. Easter lilies are seen in good numbers and move well at from \$8 to \$10.

NOTES.

The labor situation is getting tense. When the new draft becomes effective it is feared a number of the smaller establishments will be compelled to close. Women clerks are being employed in some instances and are making a creditable showing.

Manager Wm. McAlpine of the New England Rose Conservatories will start cutting from a new crop of Columbia, Ophelia, Exeter and Stanley roses in another week.

Wm. Elliott is cutting some of the best roses seen in this market, among his offerings being Ophelia, Christy Miller, Victory and Cecile Brunner.

J. M. Cohen, who returned from a five-weeks vacation, announces the arrival of a son at his home.

B. A. Snyder & Co. have gone ahead of last year's record and anticipate good fall business.

Welch Bros. Co., are having a fair season.

S. K. G.

Z E C H M A N N & N

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady

Sunburst

Shawyer

Ward

Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

GLADIOLI

Rubrum

Valley

Cattleyas

Calendulas

ASTERS

White Daisies

Feverfew

Gypsophila

GREENS.

Plumosus

Sprengerl

Galax, bronze

Galax, green

Ferns

Adiantum

Smilax

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.	
Extra long stems.....	\$5.00
Stems 48 inches.....	4.00
Stems 30 to 36 inches.....	3.00
Stems 24 inches.....	2.50
Stems 18 to 20 inches.....	2.00
Stems 12 inches.....	\$1.00 to 1.50
Short stems.....	1.00, 4.00 to 6.00

MRS. CHAS. RUSSELL Per 100	
Special.....	\$25.00
Select.....	\$15.00 to 20.00
Medium.....	8.00 to 12.00
Short.....	4.00 to 6.00

ROSES.	
Richmond, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	3.00 to 4.00
Milady, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	3.00 to 4.00
Killarney Brilliant, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	3.00 to 4.00

ROSES—Continued		Per 100
Ophelia, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
White Killarney, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
Killarney, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
Mrs. Ward, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
Sunburst, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
Cecile Brunner.....		\$2.00 to 3.00
Elgar.....		2.00 to 3.00
Baby Doll.....		2.00 to 3.00
ROSES, OUR SELECTION.....		4.00
Extra special roses billed accordingly.		

CARNATIONS.		Per 100
Fancy.....		\$3.00
GLADIOLI		Per 100
Fancy.....	\$3.00 to	\$4.00

ORCHIDS.		Per Doz.
Cattleyas.....		\$9.00
EASTER LILIES.		Per 100
Select.....	\$12.50 to	\$16.00

MISCELLANEOUS.		Per 100
Asters.....	2.00 to	4.00
Gypsophila, per bunch.....	.75 to	1.00
Valley.....		\$5.00
Calendulas.....	\$2.00 to	4.00

DECORATIVE.		
Plumous strings.....	\$0.50 to	\$0.75
Plumous.....	per bunch .35 to	.50
Springer.....	" .35 to	.50
Adiantum, fancy long.....	per 100	1.00
Smilax.....	per doz.	2.50
Ferns.....	per 1,000	2.50
Galax.....		1.25
Mexican Ivy.....	" 5.00	.75
Leucothoe sprays.....	.75c	
Boxwood, per lb.....	25c; cases	7.50

IN THE
HEART
OF THE
Great Central Market
Everything in
CUT FLOWERS

A. T. Pyfer & Company

Formerly at 30 E. Randolph Street!
164 N. Wabash Avenue L. D. Phone Central 3373 CHICAGO

Albany, N. Y.

CLUB MEETING AND OUTING.

About 25 members of the florists' club journeyed to Henke Brothers' establishment at Newtonville, August 17, to attend the monthly meeting, which was held there by invitation of Frederick Henkes, formerly president of the club. The village of Newtonville is situated in one of the most healthful parts of the country, and the day the

local florists had for their gathering was ideal. The host and several assistants, some from the club, prepared clam chowder, chicken fricassee, mashed potatoes, and a delicious sauce over a wood fire in the open. The courses were served on a long table spread under apple trees in an old orchard. There was very little club business transacted and the affair partook mostly of the character of an outing. President William Newport announced

that Frederick A. Danker had extended an invitation to the club to meet at his place, 744 Central avenue, September 5.

NOTES.

The members of the trade were grieved to hear of the death of Mrs. Harriet Buchanan Hazeltime, who conducted a retail florist's shop at 25 Central avenue. The death of Mrs. Hazeltime occurred, August 18, after a short illness. The funeral was held

No Shortage Here—Heavy Supply A-1 Quality

COLUMBIA--RUSSELL

and Other Good Summer Roses.

NEW CROP OF CARNATIONS

STEMS LITTLE SHORT, BUT FLOWERS GOOD.

Yellow Golden Glow Chrysanthemums

If You Want Good Stock and Good Treatment Send Your Orders To Us!

Big cut of Columbia-Russell-Ophelia-Montrose-Sunburst-Hearst-Double White Killarney-Double Pink Killarney-Weiland-Killarney Brilliant-Pink Killarney-Richmond-Milady and Ward Roses to offer in addition to other seasonable stock particularly Gladioli-Valley-Asters-Candytuft-Gypsophila-Daisies-Galax-Feverfew-Harrisii-Asparagus-Sprengeri-Adiantum and other Seasonable Stock and Greens.

 We have the only good White Killarney to be found in this market.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO**

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality
Speaks
Louder
Than
Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE

Grower of

CUT FLOWERS

Prices
As
Low
As
Others.

 **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** 

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Summer Business Booster

IN CUT FLOWER BASKETS



25	Tumbler Baskets with paraffine liners, all colors.....	\$6.50
25	Tumbler Baskets in all colors, complete with tin liners.....	\$8.50
12	Baskets, 9 to 11 inches deep, 24 to 32 inches over all; with liners, all complete...	\$9.50

WRITE FOR CATALOG.

RAEDLEIN BASKET CO., 713 Milwaukee Ave., CHICAGO, ILL.

August 20. Mrs. Hazeltine had been in the retail flower business for about 17 years, first at 32 Central avenue, and for the past few months at the above location. She was one of the founders of the King's Daughters at the West End Presbyterian church, a member of the Albany Woman's Club, the Tuesday Literary club, and of organizations engaged in floating the Liberty Loans, and other patriotic endeavors. She is survived by her sister, Mrs. E. F. Chaffee, of Syracuse, and an aunt, Mrs. H. K. Buchanan, with whom she lived.

At a recent meeting of the Albany Woman's Club, Mrs. J. Henry Johnson

was appointed chairman of the garden committee, which has general oversight of the war gardens in the city. It was reported that this year there are about 2,000 of these, most of them devoted to the growing of vegetables.

According to a report of the state conservation commission, 3,600,000 trees, furnished at cost, have been planted along drainage areas of municipally, and privately owned water works of 21 cities in the state during the past nine years.

Visitors: Ralph M. Ward of New York on his way to Boston, and R. E. Blackshaw, vice-president of the Ove Gnat Company, LaPorte, Ind. R. D.



IN CHICAGO

KENNICOTT BROS. CO.
WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.

J. E. POLLWORTH, Sec'y and Gen'l Mgr

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. F. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale
Growers of **Cut Flowers**

Telephone: Randolph 2753

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St.,
CHICAGO, ILL.**Wholesale Cut Flowers,
Florists' Supplies.**

Mention the American Florist when writing

WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE
CENTRAL 579 154 N. WABASH AVE. ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located**WHOLESALE****CUT FLOWER HOUSE****IN CHICAGO**

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing


Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$5.00@86.00
" " 48-in.	4.00
" " 36-in.	3.90
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
Mrs. Chas. Russell	1.00@ 4.00

" "	100
" Hoosier Beauty	4.00@10.00
" Killarney Brilliant	4.00@10.00
" Columbia	4.00@25.00
" Killarney	4.00@10.00
" White Killarney	4.00@10.00
" Richmond	4.00@10.00
" My Maryland	4.00@10.00
" Mrs. Geo. Shawyer	4.00@10.00
" Milady	4.00@10.00
" Sunburst	4.00@10.00
" Mrs. Aaron Ward	4.00@10.00
" Hadley	4.00@10.00
" Ophelia	4.00@10.00
" Double White Killarney	4.00@10.00
" Mrs. Moorefield Storey	4.00@10.00
" Champ Weiland	4.00@10.00
" Stanley	4.00@10.00
" Tipperary	4.00@10.00
" Francis Scott Key	4.00@10.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 3.00
" Our Selection	3.00
" Carnations	2.00@ 3.00
" Cattleyas	per doz. 9.00@10.00
" Daisies	1.00@ 2.00
" Lilium Harrisii	10.00@15.00
" Valley	6.00
" New Ferns	per 1000, \$2.50
" Calendulas	2.00@ 3.00
" Gladioli	3.00@ 8.00
" Asters	2.00@ 4.00



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

One Piece Flower Boxes

One piece; one size; One price.
24x4x3.....\$2.00 per 100

Sample box sent on request.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing

C. W. WARD=MATCHLESS=Alice

Field-grown Carnation Plants

Extra fine Plants \$7.00 per 100; \$60.00 per 1000.

Our Guarantee goes with every Plant we send out.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

DEMAND NORMAL FOR SEASON.

There is about the regular midsummer demand, quite as good, if not a trifle better than last year at this time. Those, however, who are favored with orders find it difficult to get stock with which to fill them. Asters, generally to be depended on at this time, are as a rule very poor. There are a few fair ostrich plume, or astermums, but not nearly enough. New York is even drawn upon, the market being better supplied there. Easter lilies are also included in the shipments. Roses are scarce, that is anything worth having, the best being Ophelia, Maryland and Victoria. Gladioli are to be had in almost any quantity, and are largely used by the store men in funeral work. Easter lilies are in good demand; they have never cleaned up better continuously at good prices, than for the past three months. Hydrangea paniculata is now to be had in abundance; it is a welcome addition to the summer stock. Tritomas are another outside flower offered this week, and are seen displayed in all the shops. Cattleyas are almost out of the market. There is a good supply of all kinds of green goods at fair prices.

COLD STORAGE LILIES.

While the present methods of regarding the growth of the Easter lily, by holding it in cold storage, may be said to be practical, and on the whole satisfactory, it is not by any means perfect. It is presumed that men whose business it is to handle the lily in quantity, have experimented with different temperatures and degrees of moisture which will longest retain the vigor and blooming qualities of the bulb. The fact remains, however, that bulbs from storage, planted after August 1, deteriorate rapidly with each successive planting, going from an average of two and a half to two to one and a half to one flower to a bulb. Those who force bulbs from cold storage from December on, will have their trouble for their pains, and get absolutely nothing out of them. This information comes from Alfred M. Campbell, who is one of the largest growers for this market. Those who do not shade their lily houses during the recent severe hot spell, found many imperfect flowers, while some of the well advanced buds came along. Those an inch long, and smaller, were cooked through and dried up on the plants.

WITH THE WHOLESALERS.

"We take it as it comes," was the comment of Leo Niessen in referring to the great variety of stock received at various seasons of the year, some of which can not be very profitable in the handling. A very fair summer business is the report. Asters, gladioli and Easter lilies were quantity stocks.

Edward Reid is handling a very good stock of summer roses. With his artful smile he said: "We have them when they are scarce, because our growers are on to their job. Ophelia, Maryland and Victoria were leading varieties.

Theodore Shober will have charge of the exhibit of the Jos. Heacock Co. at the S. A. F. trade exhibition. The

EDWARD REID

Good Summer Roses, Asters, Gladioli, Easter Lilies. All seasonal Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, Aug. 21. Per 100

Roses, Killarney	2.00@ 6.00
" Mrs. Chas. Russell	4.00@ 12.00
" Ophelia	3.00@ 8.00
" Richmond	2.00@ 8.00
" Sunburst	2.00@ 8.00
Lillium Giganteum	2.00@ 6.00
Gladioli	2.00@ 6.00
Carnations	1.00@ 2.00
Antirrhinums	1.00@ 3.00
Rubrum	5.00@ 6.00
Asters	1.00@ 4.00

BOSTON, Aug. 21. Per 100

Roses, Beauty	12.00@ 25.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@ 12.00
" Double White Killarney	4.00@ 8.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	2.00@ 12.00
" Mock	2.00@ 4.00
" Mrs. Chas. Russell	4.00@ 12.00
" Taft	2.00@ 6.00
" Milady	2.00@ 6.00
" Ward and Hillmendon	2.00@ 6.00
" My Maryland	2.00@ 12.00
Carnations	1.00@ 2.00
Easter Lilies	3.00@ 6.00
Valley	6.00@ 10.00
Gladioli	1.00@ 4.00

BUFFALO, Aug. 21. Per 100

Roses, Beauty Special	\$20.00@ \$30.00
" Fancy	15.00@ 20.00
" Extra	10.00@ 15.00
" Ist	5.00@ 10.00
" Killarney	3.00@ 6.00
" My Maryland	3.00@ 6.00
" Sunburst	3.00@ 6.00
" Ward	2.00@ 4.00
" Ophelia	3.00@ 6.00
" Russell	4.00@ 8.00
" Shawyer	3.00@ 6.00
Lilies	8.00@ 10.00
Cattleyas	40.00@ 50.00
Asters	1.00@ 2.00
Carnations	1.00@ 2.00
Asparagus Sprengeri .35¢	
Ferns	per 1,000 2.00
Smilax	20.00
Sweet Peas	.25¢ .50
Calendulas	1.00@ 2.00
Balsam	.50¢ 1.00
Gladioli	2.00@ 4.00

kentias at Wyncote never looked better than at present.

"Billy" Stevens complained that good stock was scarce, and anything worth having did not last long.

Astermums, Easter lilies and gladioli were features of the Berger stock.

NOTES.

Edward Reid, who must have spent some of his time in Missouri, says that most people are too credulous. New things come out in carnations and roses, of which most wonderful things are promised. The new variety is claimed to be "a very strong grower, no weak stems, and roots easily; when cut, it will keep for a week without losing color and is also a wonderful producer." Most of the time this is just a lot of bull, but people do not find it out until they get their money up, then it is "never again." That is, until

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Price List On Cut Flowers

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1402-4 Pine St., St. Louis, Mo.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
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Growers of Quality Flowers.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.

Send for Our Catalogue.

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PLAIN CHIFFON

(About 35 to 40 yards to bolt.) Can be had in any color.

2 in. wide, per yd., 3/4¢ 6 in. wide, per yd., 70¢
4 in. wide, per yd., 60¢ 10 in. wide, per yd., 100¢

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Wholesale Florists, 1324 Pine St., St. Louis, Mo

BERGER BROS.

Roses, Orchids, Peonies, Gladioli, Asters

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

the next time, when most of them fall just as easy.

Canned vegetables are to be a competitive feature of the Pennsylvania Horticultural Societies' fall show. A National Capitol Certificate from the government is to be an additional honor to the prize winning exhibit. The exhibition of vegetables and out-

C. C. POLLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
and Greens

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Mention the American Florist when writing

door flowers at Jenkintown on Tuesday last was a very creditable display. There are 325 war gardens in the vicinity of Jenkintown and the pick of these gardens caused some very keen competition.

Charles Edgar, of the Alpha Floral Co., Denver, Colo., spent a part of his vacation in good old Philly last week. Denver contains a lot of talent from the Quaker City. In addition to Mr. Edgar, there is Edward Nieman, of the Park Floral Co., who learned the business here with Robert Crawford. George H. Cooper, a graduate of H. H. Battles, is in business for himself and doing well, as is also Wm. Speth, for several years with Robert Kitt.

Herman Zimmer has for some time been making a specialty of woods foliage and other outside greens, for which he has found a ready and increasing sale. In every large community, there is room for such an industry, which can be had in the sale of flowers by any one who has the energy to take it up.

Charles Mecky, on whom so many depended for their supply of Easter plants, has, on account of scarcity of labor, been obliged to close down his greenhouses. His was a medium priced stock, especially hydrangeas and daisies, which small dealers will find it difficult to locate elsewhere.

Wm. Kochler, who in his greenhouses has been bothered with sow bugs, cleaned them out in one night, with a feeding of crushed oats, liberally mixed with Paris green. The tables were covered with them next morning, all turned over on their backs.

Martin Gannon, chief decorator for Albert M. Campbell, has camouflaged the inside of the store so that lilies are now bringing \$2 per hundred more without the slightest protest. Martin is some painter.

D. T. Connor, superintendent of the work of erecting the Habermehl greenhouses at 22nd and Diamond streets, and has enough other greenhouse and heating work to keep him busy for some time.

Mrs. Edwin Lonsdale has sold her interest in Lompoc, Calif., and moved to Santa Barbara, where she expects to make her home.

K.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446
Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of
WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" Brand Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Aug. 21. Per 100

Roses, Beauty, special	25.00
" " fancy	8.00@15.00
" Mrs. Chas. Russell	8.00@15.00
" Killarney	2.00@ 4.00
" Hadley	4.00@10.00
" Sunburst	3.00@ 6.00
" Wards	2.00@ 3.00
" Ophelia	3.00@ 8.00
Carnations	1.00@ 3.00
Cattleyas each \$0.70 to \$1.00	
Valley	6.00@ 8.00
Lilium Robrum	5.00@ 6.00
Easter Lilies	10.00@12.00
Snazdragons	4.00@ 6.00
Asters	1.00@ 3.00
Gladioli	1.00@ 3.00
Dahlias	1.00@ 2.00
Calendulas	1.00@ 2.00
Sweet Peas	.50@ .75
Asparagus, string or bunch	.35@ .50
Adiantum	3.00@ 8.00
Smilax	.15@ .20

MILWAUKEE, Aug. 21. Per 100

Roses, Killarney, W. Killarney	\$3.00@ \$8.00
" Wards	2.00@ 6.00
" Mrs. Chas. Russell	3.00@18.00
" Ophelia	3.00@ 8.00
" Columbia	5.00@18.00
" Hoosier Beauty	3.00@ 8.00
" Bon Silence, per bunch	.25@ .35
Carnations, assorted	1.00@ 3.00
Sweet Peas	.50@ .75
Cattleyas	3.00@ 8.00
Lilies	1.00@ 3.00
Asters	2.00@ 4.00
Gladioli	2.00@ 3.00

ST. LOUIS, Aug. 21. Per 100

Roses, Hadley	2.00@ 5.00
" Killarney	2.00@ 4.00
" White Killarney	2.00@ 4.00
" Hoosier Beauty	3.00@12.00
" Russell	4.00@15.00
" Sunburst	3.00@12.00
" Wards	3.00@ 8.00
" Mrs. Shawyer	2.00@ 8.00
" Ophelia	4.00@10.00
Ferns	per 1,000 1.75
Carnations	1.00@ 1.50
Gladioli	3.00@ 5.00

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

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Philadelphia Wholesale Florists' Exchange

Roses, Gladioli, Asters.

Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Rantstad St., Philadelphia, Pa.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., Chicago

PITTSBURGH, Aug. 21. Per 100

Roses, Beauty, special	12.00@15.00
" " fancy	8.00@10.00
" " extra	6.00@ 8.00
" " No. 1	2.00@ 4.00
" Killarney	2.00@ 8.00
" My Maryland	2.00@ 8.00
" Sunburst	2.00@ 4.00
" Mrs. Aaron Ward	2.00@ 6.00
Cattleyas	4.00@25.00
Lilium Giganteum	8.00@12.00
Adiantum	1.00
Asparagus Sprengeri, bunch	.35@.40
New Crop Green Galax	per 1000 \$1.25
Carnations	1.00
Asters	1.00@ 2.00
Gladioli, per dozen	.50@ 1.00

New York.

SUPPLY DECREASES SOMEWHAT.

While there was little improvement in business conditions during the past week, there was a slowing up in the volume of stock that reached the market. The late and larger asters are now plentiful, prices ranging from \$1.50 to \$2.50 per 100. The small and early stock has fared so badly that what may now arrive will be of little account. Toward the last of the week, there was also a falling off in the supply of gladioli, but there is yet a surplus. The supply of roses is light, and good stock brings fair prices—for August. There is no surplus of lilies and lily of the valley and they keep moving. Orchids continue scarce and good cattleyas wholesale at the rate of \$1 to \$1.50 per flower. The supply of American Beauty roses is light and the best specials move fairly well at the rate of \$25 and \$30 per 100. There are sweet peas on the market, but they are short. Dahlias, marigolds, hydrangeas, a few chrysanthemums and various minor stocks attract a measure of attention.

August 19.—While business is necessarily quiet, the market is in a better condition than it has been for the past two weeks, the glut of stock having abated, and the weather being much cooler.

NOTES.

Calling recently on Anton Schultheis, of College Point, we found him busy. He is fortunate in being hale and hearty, as help is scarce and four of his sons are in the United States army. He has a few boys left, but they are young. He has his usual fine stock of plants coming on.

The following party left the Pennsylvania Terminal on the afternoon of August 18, for the St. Louis convention: Frank H. Traendly and wife, John G. Esler, Joseph A. Manda, A. T. De La Mare and A. L. Miller.

Tenants in the Grand Central Palace, formerly the home of the flower shows, have been notified that they must give up their leases and prepare to vacate by September 15. The government may take it for a hospital.

Workmen are just finishing a cleaning job at the main store of Malandre Brothers, Broadway and 72nd street. The walls of the interior of the store have been handsomely trimmed with white marble.

Frank Myers, of Chestnut Hill, Pa., was in this city August 15, calling on his friend, M. C. Ford. He takes a hopeful view of the situation relating to the florist business.

At the store of David Clarke's Sons, Broadway and 75th street, it was stated, August 17, that they had a fairly good week of weddings and funeral work.

One of the old timers says: "J. C. Vaughan is in the city, and is looking well and still has a vigorous handshake for his friends."

B. Rosens, who is well known in the supply business, has now an attractive stock of baskets, etc., in his new store, 112 West 28th street.

The receiver for the McNiff Horticultural Co. claims to have made \$12,000 running the business for the creditors this spring.

C. W. Scott and W. Horewoning have been contributing gladiolus blooms to the Red Cross and to hospitals.

The United Cut Flower Co., 111 West 28th street, is receiving exceptionally fine stock of the late asters.

A severe windstorm on the evening of August 14 destroyed many trees in uptown parks.

L. B. Mason, the wholesaler of 116 West 28th street, has given up his busi-

ness and joined the great army of ship-builders.

The Henshaw Floral Co., 127 West 28th street, is having their store finely decorated.

A. F. F.

Washington, D. C.

LABOR SHORTAGE AND ICE FAMINE.

A number of unfortunate situations occurring during the present month have had the effect of complicating business conditions to a very considerable extent. Poor express and mail service greatly delay incoming wholesale shipments and outgoing retail deliveries. Many of the stores are working very short-handed because of the drain upon greenhouse and store forces by the draft and, until recently, by the large number of enlistments. The trade generally is in a very unsettled condition, due to the pending 18-to-45 draft law. This will take a great many more men from the ranges and stores. Flowerers at this time are very plentiful. The demand has slackened considerably, although there is plenty of funeral work. The retailers were very much perplexed early in the month when it became impossible to get their boxes iced. One large store saw the iceman but once in nine days; all suffered. The ice and water situation in this city has been very acute. The manufacture of ice cream was prohibited for the period of one week and ice was denied to a great many undertakings, with a view to adequately supplying the households.

NOTES.

With the surplus of stock in the market, thousands of roses, asters and other flowers are finding their way to Walter Reed general hospital in the name of the local florists' club. Through the activities of the secretary of the club, co-operation is being had with the Washington Film Exchange managers and the National Press Club. The secretary, with representatives from one or the other organizations, has made four trips to the hospital during the past three weeks, going into the wards where there are, in all, about 2,000 invalids from "over there" and from the camps and cantonments in this country, and supervising the distribution of about 3,000 cut flowers, 1,000 postal cards bearing views of Washington for the boys to send home to their parents to keep them informed of their condition; 2,500 cigarettes, 50 packs of playing cards, dominoes and candy. The florists' club has undertaken to see to it that the wards receive fresh flowers each week. Those members thus far furnishing these are Geo. C. Shaffer, the Washington Floral Co. and Theodore Diedrich. These contributions are in addition to those made by individual florists direct. In announcing the work it is doing, the committee of the club states that it will be very glad to convey messages to individuals at the hospital upon request from any member of the florist trade who has a relative or friend there.

A great many florists of this city were noted as among those present on the

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.

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Mention the American Florist when writing



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Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK

Mention the American Florist when writing



Mention the American Florist when writing

famous boardwalk at Atlantic City, N. J. Those registering at the hotels at that resort included Otto Bauer, manager here for the S. S. Penneck Company, with Mrs. Bauer and their son and daughter; J. Harper Hetherington and wife and their little one, and J. Louis Loose and wife.

William Marche has been making quite an extensive tour of New York, Pennsylvania and Maryland with Mrs. Marche in his Dodge car. They went as far as Albany, N. Y., and, returning, were among the visitors at Asbury Park, N. J. The trip lasted about three weeks.

B. F. L.

LAFAYETTE, IND.—George Ade, well known author, has offered his country home here to the government for war purposes.

NEW YORK.—Columbia University has announced a series of lectures by Professor M. G. Kains, beginning September 26, on tree and small fruits and flower and vegetable culture, on Mondays and Thursdays, afternoon and evening.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

NEW YORK CITY

Telephone:
8864 Farragut.

William Mackie

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.

Walter F. Sheridan

WHOLESALE FLORIST

Telephone Call:
8532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers

HORACE E. FROMENT

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.

148 West 28th St., NEW YORK CITY

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109 West 28th St., NEW YORK

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The Right People to Deal With.

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Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

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Wholesale Flower Markets

NEW YORK, Aug. 21. Per 100

Roses, Beauty special	25.00@30.00
" " extra and fancy	8.00@10.00
" " No. 1 and No. 2	3.00@5.00
" Columbia	1.00@12.00
" Hadley	2.00@10.00
" Francis Scott Key	4.00@20.00
" Prima Donna	.50@2.50
" Alice Stanley	.50@2.50
" Mrs. Geo. Shawyer	.50@2.50
" Double White Killarney	1.00@2.50
" Killarney	.50@2.50
" Queen	1.00@2.50
" " Brilliant	1.00@2.50
" Aaron Ward	1.00@2.50
" J. L. Mock	1.00@2.50
" Opbella	1.00@2.50
" Mrs. Chas. Russell	2.00@15.00
Cattleya Orchids, special	150.00@200.00
Rubrum	1.00@2.50
Lilies, Longiflorum and Formosum	3.00@6.00
Lily of the Valley	4.00@8.00
Adiantum Croweannum	
Hybridum	.50@ .75
Asparagus Plumosus, doz. bchs.	1.50@2.50
Smilax	.dos. strings 1.00@2.50
Sweet Peas	25@ .75
Gladioli	1.00@2.00
Bonvardia, white	.75@2.00
Asters	15@ .25
" Late	1.00@2.50
Dahlias, per doz.	2.00@3.50

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 28th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.

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Henshaw Floral Co.

(Incorporated)

Wholesale Commission Florists

127 W. 28th St., NEW YORK

Trade Directory

Price: \$3.00 Postpaid

AMERICAN FLORIST CO.

440 S. Dearborn St.,

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4423

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WHOLESALE

111 W. 28th St., NEW YORK

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PHONE { 2335 } FARRAGUT
2336

WM. KESSLER,

WHOLESALE FLORIST

113 WEST 28TH STREET

Bet. Sixth and Seventh Aves. NEW YORK

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N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 28th, New York.

Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

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Mention the American Florist when writing.

The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

119 West 28th St., NEW YORK

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WHOLESALE FLORISTS

24-30 STONE STREET,

ROCHESTER, NEW YORK.

Mention the American Florist when writing.

M. C. FORD

121 WEST 28TH STREET

NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing.

D. FEXY

Wholesale Commission Florist

106 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing

THE FLORISTS' SUPPLY HOUSE OF AMERICA

Get Ready Now To Go Over The Top

With everything the best in Brilliantine Baskets, Magnolia Leaves, Cape and Waxed Crepe Flowers, Wheat Sheaves, Cypas. NOW is the time to order, Delays count big later on.

Branch Factory, 709 First Avenue, New York.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

Fort Wayne, Ind.

NOTABLE SCARCITY OF GOOD FLOWERS.

The feature of the past week has been the great scarcity of flowers, especially stock of quality, the extreme heat having affected practically all varieties. Gladioli have probably been the worst sufferers, as fields of them have dried up for want of rain. The drought is beginning to have a telling effect on asters, also, and other outdoor flowers. Sweet peas are entirely gone from the market. There are some fancy varieties of gladioli appearing on the market, and these bring good prices, but the general run is poor and scarce. Roses have weakened greatly within the past week, and only such varieties as Kaiserin, Ophelia and Russell are holding up under the terrible conditions. In carnations, the new crop is beginning to come in in small numbers, and they are of fairly good quality, considering the weather. Funeral work has not been so plentiful, but every available bit of stock was used up. The ice scarcity last week caused some of the florists to suffer, and private consumers were limited to only 25 pounds daily.

NOTES.

The Freese Floral Co. reports a good share of funeral work last week. This firm is receiving some good roses, fancy gladioli and asters from the greenhouses at New Haven, Ind.

Mrs. Doswell, of the Doswell Floral Co., is again at her post in the store, and states they are receiving a fair quantity of roses and new carnations from their greenhouses.

The Flick Floral Co. has several good wedding orders booked for next week. They are receiving some fine Gigantum lilies and gladioli from the greenhouses.

Ed. Wenninghoff has had a good demand for snapdragons and asters, the past week. He is showing some good aster and ceosia plants.

A. J. Lanterniers' new seedling fern, Anthony Wayne, continues to sell in large numbers.

H. K.

Pittsburgh, Pa.

MORE GOOD STOCK NEEDED.

Business continued good during the past week and would doubtless have been better had stock been more plentiful. Gladioli are crowding the market but the quality is poor and many are thrown away or sold very cheap. In fact, there has been no fancy stock of this flower available this year. Early asters are about over and the late varieties are beginning to arrive in limited numbers. Good roses are scarce at present, while a few carnations are to be seen, poor in quality and meet with little call. American Beauties are being received in small numbers and are rather high in price. Lilies have good sales but the receipts are small. Greens are plentiful.

NOTES.

Private Chas. Dunn, who formerly conducted a flower shop at McKeesport, who enlisted in the British army at the local recruiting station in August, 1917, is, from reports received, a

Just Arrived

CROP 1918

WINTER-FLOWERING

SWEET PEAS

New Zealand Grown

The Large Flowering Waved or Spencer Type

We have been very fortunate to secure the entire crop of one of the best growers in New Zealand. New Zealand grown seed has always produced the earliest and best blooms, and seed started in August will produce flowers from Thanksgiving until March; requiring a low temperature, these make an ideal crop for the Florist this year.

SCARLET. Always a good seller.

FINEST MIXTURE. All the best colors.

PINK and WHITE. Blanche Ferry type.

YARRAWA (true) Bright rose pink with light wings.

Write for further particulars.

JULIUS ROEHR'S COMPANY

RUTHERFORD, NEW JERSEY

prisoner at Camp Lemberg, Germany. Mrs. Dunn has been conducting the business since her husband entered the army.

Edward Niggle has received word that his brother, Walter, died from wounds received in battle, July 24. Two other brothers are in France at present.

Word has been received from Wm. Riley, formerly in the employ of the McCallum Co., that he has arrived safely in France.

Gus Lehman, formerly manager of the Tarentum Floral Co., who enlisted in April, is now on the U. S. S. Kearsarge.

M. Kronis, of the Alpha Floral Co., has been at Mt. Clemens, Mich., for the past two weeks.

Miss E. B. Maxwell, of Wilkensburg, is spending her vacation on the shores of Lake Erie.

Al. Vick has returned from a visit to his former home, Rochester, N. Y.

M.

Rochester, N. Y.

MODERATE SUMMER SALES.

Business during the past week has been fair with an abundance of seasonable stock. Roses are the short item, it being difficult to get a supply sufficient

to fill all orders. Gladioli are now flooding the market. Carnations are a minus proposition. Asters are to be had in quantity at fair prices. Hot weather and heavy rains have about finished the sweet peas. There has been a good demand for Boston ferns during the month.

NOTES.

C. W. Curtis is cutting excellent Comet asters and America gladioli.

Frank Mahoney is rusticating at Lake Canandaigua.

George T. Boucher is showing some handsome new awnings as an improvement to his store front.

Felix Alberts reports a good run of funeral work at the H. P. Neun store.

J. B. Keller Sons recently attracted attention by a striking window arrangement of pale pink gladioli in vases on plush draped pedestals. Low vases of zinnias in bronze, yellow and red occupied the foreground.

H. E. Wilson is disposing of large numbers of Boston ferns. At the greenhouses they are cutting hundreds of excellent America and Niagara gladioli.

E. C. Armbrust and wife are enjoying their vacation at Lake Canandaigua.

CHESTER.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

GREAT BRITAIN

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ROYAL EXOTIC NURSERY,

Onslow Crescent, S. Kensington, London

FLORISTS BY APPOINTMENT

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H. M. KING GEORGE V and H. M. QUEEN ALEXANDRA

We shall be pleased to carry out commissions from our American confreres to deliver

Cut Flowers, Floral Baskets, Floral Designs, Etc.

to American visitors in any part of Great Britain.

Cablegrams—"FLOSCULO PHONE, LONDON."

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Established 1857



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L. D. Phone, Graceland 1112

Send us your retail orders.

We Have the Best Facilities in the City

Bangor, Me.

Adam Sekenger
FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

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THE F. WALKER CO.

310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

Albany, N. Y.

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FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET



WASHINGTON
D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

ORDERS
IN OR
AROUND

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRAITFORD,
BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing.

Max Schling

NEW YORK

785 Fifth Ave.

Member of Florists' Telegraph Delivery

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTEL

KOTTMILLER

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Store in America; the largest stock; the
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Seventeen large Greenhouses. Deliveries
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Write or wire headquarters for flowers for
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Flowers delivered in City and State on short
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California Florists

will take care of all telegraphic orders.

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The Metairie Ridge Nursery City
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ROSES
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FLORIST3343 W. MADISON ST.
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Covers all New England Points.

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Oldest Florist South

121 BARONNE STREET

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San Francisco, Calif.**J. B. BOLAND**

Successor to Slevers & Boland

FLORIST**60 KEARNY STREET**

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TERRE HAUTE, IND.**THINK OF HEINL'S**

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Established in 1883.

Greenhouses and Nurseries in Riverdale.

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Randolph & McClements
Floral Experts

5936 Penn Av., Pittsburgh, Pa.

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DULUTH FLORAL CO.200 miles in any direction. **DULUTH, MINN.**

We are the center of the great Northwest. Daily deliveries to Superior, Wis.

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35 Broadway, DETROIT, MICH.Special attention given to Telegraph
and Mail Orders for delivery in
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Member of Florists' Telegraph Delivery.

St. Paul, Minn.**L. L. MAY & CO.**Order Your Flowers for delivery
in this section from the**LEADING FLORISTS OF THE NORTHWEST****Chicago.****A. LANGE,****25 E. MADISON ST.**

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IN THE HEART OF Newark, N. J.**The Rosery Floral Co.,**

167 Market St., at Broad St.

Everything in FlowersPrompt Deliveries to any town or city
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"WE NEVER SLEEP"**IDLEWILD****GREENHOUSES****Memphis, Tenn.****89 South Main St.****"Up-to-the-Minute" Service and Execution.****Every Flower in Season**

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FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

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The Seed Trade

American Seed Trade Association.

F. W. Boigiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kandel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1919.

SALVIA seed prospects are reported good.

DUTCH bulbs are said to be coming by way of England.

GUERNSEY grown bulbs are of especially good quality this year.

HARRISS lily bulb demand will probably exceed the supply ten times.

VISITED CHICAGO: O. L. Coulter, representing C. C. Morse & Co., Santa Clara, Calif.

SEEDSMEN are wondering if the new "work or fight" government rule will effect a further reduction of their sales forces.

BERMUDA lily bulbs amounting to 723 packages, about 60 per cent of the consul's former estimate and less than half of a normal crop, have arrived at New York.

ATLANTA, GA.—H. G. Hastings, of H. G. Hastings & Co., as the head of the chamber of commerce of this city, is giving strong impetus to the gardening movement.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade August 28 were as follows: Timothy, \$8.00 to \$9.50 per 100 pounds. No change from last week.

MARINE underwriters have increased rates for coastwise and trans-oceanic routes, except for convoyed ships. U-boats having advanced war risks three or four per cent.

SYRACUSE, N. Y.—F. H. Ebeling says beans will produce a fair crop, and the state will do its full share as to food supply, with something in the way of seed, especially white varieties.

CAPTAIN LANDRETH has, and merits, the sympathy of the seed trade, in the passing out of his hands the major part of his long held and fondly cherished Bloomsdale Farms, but they have gone to patriotic use.

WASHINGTON advices of August 15 state that 40 Dutch ships, totaling approximately 100,000 tons, now idle in the Dutch East Indies, will be released to carry commodities to the United States, but it is not known whether this will affect Rotterdam shipments.

LAWRENCE S. PAYN, formerly of Simon Louis Freres & Co., Bruyeres-le-Chatel, France, writes July 26 sending greetings to his many friends in the American seed trade. Mr. Payn is now gunner with the 105th French artillery, trained and waiting for the order to advance on the enemy.

VAUGHAN'S Seed Store, Chicago, will carry a gold star in its service flag hereafter in memory of Harry Dale, a former employee. Mr. Dale was an Englishman and heard his country calling in 1915, when he joined the British forces. The details of Mr. Dale's death have not come to hand.

French Bulbs Arrive.

A shipment of about 500 cases of French Paper Whites has arrived at New York, mostly medium sizes, with another consignment due in the near future. Mail advices indicate both large grades 50 per cent short of the normal crop, while half of the merchantable bulbs will be graded 12 centimeters and up. Drought is said to be the cause of the lower grading and scarcity of labor and rail trouble responsible for short filling of orders.

Washington Rulings and Regulations.

Applications for the exportation of all commodities to Sweden will now be considered by the war trade board, according to an announcement just made public. Exporters in this country, however, before filing applications for export licenses, must obtain from the prospective importer in Sweden advice that there has been issued by an appropriate importing association, or by the States Handels Kommission, a certificate covering the proposed consignment. The number of the certificate should be forwarded by the importer in Sweden to the American exporter. This number should be specified on Supplemental Information Sheet K-104, which must be duly executed and annexed to the application for an export license.

Applications for licenses to export to Sweden commodities for which a Handels Kommission certificate or an importing association certificate is required will be considered only in the event that said certificate has been issued subsequent to June 14, 1918. Certificates issued prior to that date will be treated as void.

B. F. L.

New York Seed Trade.

At the auction sale of the MacNiff Horticultural Co., by the receiver, after two sessions, and many lots had been sold to various purchasers and deposits made, the amounts totaling about \$4,700, the auctioneer then offered the stock as a whole, for which he received a bid of \$5,500 and knocked down the entirety. It is understood Mr. MacNiff made the purchase for himself and will continue the business to a going concern. The inventory should be well worth double the amount realized.

By order of the receiver, the lease, stock and fixtures of the insolvent MacNiff Horticultural Co., 56 Vesey street, were sold at public auction, August 19. The eight months' lease of the premises and some of the stock was bid in by Robert MacNiff in person.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish,
Correspondence
Solicited.

C. B. Knickman, of McHutchison & Co., returned August 17, from a western trip, during which he visited California and other points. He says that at the Cottage Gardens Nurseries, Eureka, Calif., the azaleas, rhododendrons and bulb crops are looking fine.

Fred Cowperthwaite, recently with the MacNiff Horticultural Co., is now in charge of the horticultural department of Macy's department store, Broadway and 34th street.

John Wilk, the seedsman of Seventh avenue and 33d street, has gone with Mrs. Wilk for a two weeks' vacation in the Catskill mountains.

Burnett Brothers are now finely located in their own building, 92 Chambers street, between Broadway and Church streets.

Frank Woodruff, of S. D. Woodruff & Sons, has gone to California to look over the seed crops.

Nobody in the seed district seems to have any definite information about European bulbs.

The Misses Peek, of Vaughan's Seed Store, are on their vacation.

J. C. Vaughan continues busy at the Barclay street store.

Money for Farmers' Seed.

A Washington message to the Associated Press says: "President Wilson's indorsement of a plan to supply wheat to farmers of western Kansas and parts of Oklahoma and Nebraska, to insure a normal yield, throughout fall sowing was sought recently by the Kansas delegation in congress. They asked that individual farmers be advanced as much as \$450 for the purchase of seed, or be supplied directly through the department of agriculture. In either case the government would hold a lien on the wheat until the loan was paid.

[Why not advance cash to seedsmen for seed stocks?—ED. THE AMERICAN FLORIST.]

Red Cross on Ear of Corn.

Dr. J. P. Cummins of Metropolis, Ill., brought to Chicago an ear of corn which he regards as an omen of the best. It was grown in Massac county and in the middle of the white ear there are grouped red kernels in a perfect red cross. The insignia so queerly displayed led the doctor to bring it to Chicago for exhibition.—Chicago Tribune.

Alfred J. Brown Seed Co.

Growers of

Peas and

Beans

Grand Rapids,

Mich.

Braslan

GROWER FOR THE WHOLESALE TRADE ONLY. ONION, LETTUCE, CARROT, PARSNIP, GARLIC, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

Now Ready
for
Early
Orders

FALL BULBS

For Early
Forcing
and Counter
Sales

We can make prompt shipments
from Chicago or New York on these
Narcissus Bulbs.

Order now for store sales or
early forcing.

DAFFODILS

AMERICAN
GROWN

DOUBLE SORTS

	Per 100	Per 1000
Emperor, Double Nose.....	\$3.00	\$27.50
Emperor, fancy grade, round bulbs.....	2.75	25.00
Princes Maximus, fancy grade..	1.75	15.00
Bicolor Empress, fancy grade..	3.00	27.50
Bicolor Grandis (Grandee).....	2.25	20.00
Obvallaris (Tenby Daffodil) fancy	2.00	18.00
Sir Watkin, fancy grade.....	3.00	27.00
Barri Conspicuous, fancy grade..	1.50	12.50
Jonquilla Rugulosus.....	1.25	11.00
Poeticus (Pheasant Eye), fancy..	1.00	9.50
Poeticus Ornatus, fancy grade..	1.25	11.00

	Per 100	Per 1000
Alba Plena Odorata.....	\$1.35	\$12.00
Orange Phoenix, fancy grade	1.75	16.00
Sulphur Phoenix, fancy grade	1.75	16.00

7% Discount off above to Seedsmen only.

CALLAS

	Per 100	Per 1000
1 to 1½ in.....	\$4.50	\$42.00
1½ to 2 in.....	7.00	65.00
2 to 2½ in.....	9.50	90.00
2½ in. up.....	11.50	110.00



EMPEROR. Double Nose.

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IMPROVED PURITY

Size	Per 1000
5/8 to ¾ in., extra fine . . .	\$12.00
½ to 5/8 in., good grade . . .	7.50
½ in., plump bulbs	5.50
¾ to 1½ in., regular grade . .	4.00



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7 to 9 in. (300 to case).....	\$20.00
10 to 11 in. (180 to case).....	27.00

SPECIOSUM ALBUM

	Per case
8 to 9 in. (200 to case).....	\$18.00
9 to 11 in. (140 to case).....	17.00

SPECIOSUM RUBRUM

	Per case
9 to 11 in. (140 to case).....	\$14.00
10 to 11 in. (125 to case).....	15.00
11 to 13 in. (90 to case).....	15.00

AURATUM

	Per case
8 to 9 in. (160 to case).....	\$11.00
11 to 13 in. (75 to case).....	13.00

Valley Pips

DUTCH GROWN

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New Winter Flowering Spencers.

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We recommend to our florist friends that they sow Sweet Peas under glass for a commercial winter crop. Sweet Peas are the logical paying crop for the coming winter. They may be grown with very little heat.

Early Lavender King
Greatly reduced.

Early Sankey. Greatly reduced

WHITE

3395 Burpee's Early Sankey. Magnificent white. Black seeded. $\frac{1}{4}$ oz. 75c; oz. \$1.25; $\frac{1}{4}$ lb. \$3.75; lb. \$12.50.

3396 Burpee's Early Snowstorm. The best of the white-seeded; early-flowering Spencers yet introduced. The flowers are of great size and substance, beautifully waved and are borne in great profusion $\frac{1}{4}$ oz., \$1.00; oz., \$1.75; $\frac{1}{4}$ lb., \$6.00; lb., \$20.00.

CREAM

3381 Burpee's Early Canary Bird. This is a splendid, rich, deep cream or primrose colored self. $\frac{1}{4}$ oz. 75c; $\frac{1}{4}$ oz., \$1.25; oz., \$2.00.

3391 Burpee's Primrose Beauty. An attractive and pleasing shade of deep primrose, flushed with rose. $\frac{1}{4}$ oz. 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$1.50; lb., \$15.00.

LIGHT PINK

3385 Burpee's Early Loveliness. The color is white, the entire flower being suffused soft pink until it reaches the edges, which are distinctly picotée with rose-pink. $\frac{1}{4}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$3.75; lb., \$12.50.

3397 Burpee's Early Sweet Briar. Color a lovely shade of pink throughout, but with a soft salmon or amber suffusion, this being more accentuated in the younger flowers and buds. $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.25; oz., \$2.00.

DEEP PINK

3384 Burpee's Early Enchantress. It is a bright rose-pink, becoming deeper toward the edges of standard and wings, gradually softening in tone toward the center of the flower. $\frac{1}{4}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$3.75; lb., \$12.50.

3390 Burpee's Early Pink Beauty. A soft rose-pink on white ground, richer toward the edges, gradually softening in color as it reaches the center of standard and wings. $\frac{1}{4}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$3.75; lb., \$12.50.

ROSE PINK

3383 Burpee's Early Empress. This is a magnificent flower of largest size. A most distinct and glorious shade of bright deep rose-pink. $\frac{1}{4}$ oz., \$1.00; oz., \$1.75; $\frac{1}{4}$ lb., \$6.00; lb., \$20.00.

CREAM PINK

3382 Burpee's Early Daybreak. The color is a pleasing shade of rich rose-pink on cream ground, the color becoming deeper toward the edge of standard and wings. $\frac{1}{4}$ oz., 75c; $\frac{1}{4}$ oz., \$1.25; oz., \$2.00.

3396a Burpee's Early Sunburst. The color is a pleasing shade of rich pink, becoming lighter toward the base of standard and wings. The entire flower is suffused with soft amber and salmon. $\frac{1}{4}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$3.75; lb., \$12.50.

CRIMSON AND SCARLET

3386 Burpee's Early King. A glowing, rich, bright crimson. $\frac{1}{4}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$3.75; lb., \$12.50.

3394 Burpee's Rosy Morn. The color is a pleasing shade of rose with crimson-scarlet standard, immense flowers. $\frac{1}{4}$ oz., 50c; oz., 85c; $\frac{1}{4}$ lb., \$2.50; lb., \$8.00.

ROSE

3393 Fordhook Rose. This lovely variety is a charming shade of rosy carmine. $\frac{1}{4}$ oz., 50c; oz., 85c; $\frac{1}{4}$ lb., \$2.50; lb., \$8.00.

LAVENDER

3389 Fordhook Pink. A distinct shade of pink suffused with lavender throughout. Under artificial light it is particularly pleasing. $\frac{1}{4}$ oz., 50c; oz., 85c; $\frac{1}{4}$ lb., \$2.50; lb., \$8.00.

3391a Burpee's Early Princess. Color a lovely shade of soft lavender attractively fluted or waved. $\frac{1}{4}$ oz., \$1.00; oz., \$1.75; $\frac{1}{4}$ lb., \$6.00; lb., \$20.00.

3399 Burpee's Early Zephyr. Briefly described as a silvery blue self. $\frac{1}{4}$ oz., 75c; $\frac{1}{4}$ oz., \$1.25; oz., \$2.00; $\frac{1}{4}$ lb., \$6.00.

3392 Burpee's Early Lavender King. A first-class lavender has been much wanted in this type, therefore we have great pleasure in offering the new Lavender King. This glorious new variety is a rich, true, deep lavender throughout. $\frac{1}{4}$ oz., \$1.00; oz., \$1.75; $\frac{1}{4}$ lb., \$6.00; lb., \$20.00.

BLUE

3380 Burpee's Early Blue Bird. This is a charming shade of blue. Somewhat similar to Wedgwood. $\frac{1}{4}$ oz., 75c; $\frac{1}{4}$ oz., \$1.25; oz., \$2.00.

MAUVE

3388 Burpee's Early Mauve Beauty. Color a pleasing shade of rosy mauve. Charming under artificial light. $\frac{1}{4}$ oz., 75c; $\frac{1}{4}$ oz., \$1.25; oz., \$2.00.

BICOLOR

3398 Yarrowa. The color is a bright rose-pink with a clear, creamy base. Floradale-grown seed exclusively. Oz., \$0.75; $\frac{1}{4}$ lb., \$2.40; lb., \$8.00.

3387 Fordhook Pink and White. This is the most popular color in early-flowering Sweet Peas. Having a bright, rosy-pink standard with creamy white wings, luxuriantly suffused rose. Oz., \$1.00; $\frac{1}{4}$ lb., \$3.75; lb., \$12.00.

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3384a Burpee's Early Exquisite. The ground color is a soft shade of primrose, the edge of the standard and wings being beautifully "picotée" with deep rose-pink. A strong, robust grower, the large flowers are freely borne on long stiff stems usually in threes and fours. $\frac{1}{4}$ oz., 75c; $\frac{1}{4}$ oz., \$1.25; oz., \$2.00.

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ROLLINSON'S TELEGRAPH cucumber can be fruited in the open ground.

BULLETIN No. 447, entitled "Newer Varieties of Strawberries," has been issued by the New York agricultural experiment station, Geneva, containing 24 pages and numerous illustrations, covering interesting tests made with more than 60 varieties.

Prices of Indoor Fruits and Vegetables.

Chicago, August 20.—Cucumbers, 2-dozen box, 40 cents; celery, crate, 35 to 50 cents; head lettuce, 2-dozen, \$2.25; radishes, per 100 bunches, \$2.00 to \$3.00; tomatoes, 4 baskets, 40 cents to 50 cents.

New York, Aug. 19.—Celery (state), per bunch, 15 to 60 cents; cucumbers, \$1.50 to \$2.25 per basket; mushrooms, \$1.50 to \$3.50 per basket; tomatoes, per pound, 3 to 5 cents; lettuce per package, 50 cents to \$2.00; radishes, per 100 bunches, 50 cents to \$1.00.

Commercial Acreage of Melons.

The commercial acreage of water-melons in the following states is estimated to be as follows for 1918 and 1917, respectively: Georgia, 19,995, 31,133 acres; Florida, 16,653, 21,173 acres; Alabama, 3,739, 5,767 acres; Texas, 9,239, 14,695 acres; Arizona, 200, 150 acres; Central California, 1,400, 1,665 acres. Totals, 45,217, 73,493 acres, a decrease this year of 28,276 acres, or about 39 per cent.

The commercial acreage of cantaloupes in the following states is estimated to be as follows for 1918 and 1917, respectively: Georgia, 3,139, 7,980 acres; Florida, 784, 1,065 acres; Colorado, 4,595, 5,085 acres; New Mexico, 700, 700 acres; Arizona, 2,260, 3,020 acres; Nevada, 200, 500 acres; California, 15,141, 16,059 acres. Totals, 26,819, 34,409 acres, a decrease this year of 7,590 acres, or about 22 per cent.

Care of Manure.

In Farmers Bulletin 978 of the United States department of agriculture, attention is called to the fact that nearly all manure produced on the farm accumulates in the manure yard. The largest part of it comes from the stables and is distributed in the covered portion. All cornstalks, straw and other roughage not used as bedding are added as needed to take up excess liquids. In this way, the covered portion of the barnyard not only affords a dry and comfortable shelter for the live stock during the winter months, but it protects the manure so that no leaching occurs. In some instances, the corn fodder is run through a cutter, which increases its power of absorption and makes the manure easier to handle. The tramping of the stock packs the manure so that an even temperature

is obtained, which seems to favor proper fermentation, as is evidenced partly by the strong odor of ammonia which pervades the atmosphere in the vicinity when the manure is being removed, and partly by absence of dry combustion, or "firefang," so common in manure piles exposed to the weather.

Occasionally a farmer is found who sprinkles land plaster on the manure at intervals, the amount ranging from one to two tons a year, applied at the rate of a bushel a week. Disintegrated feldspar rock, common in Pennsylvania, has been used with good effect, but as a general thing the manure is not treated with chemical fertilizers. Some farmers turn the manure several times, but the practice is not common, and is not recommended.

When the barnyard is only partly covered, manure is dropped in the open space or dragged out from under cover by the animals' feet, and this portion of it is subject to more or less deterioration through leaching and lack of proper bacterial action. Even in such cases, however, the percentage of loss is not large. An estimate made on 400 farms of all types in 1912 indicated that 68 per cent of all available manure was handled by the farmer. To this must be added that dropped in the fields or pasture during the summer months, which should raise the total saved to close to 90 per cent. Farms on which barnyards are completely covered save practically all of the manure except that dropped by the animals in waste places while going to and from the fields. One farmer whose yields are exceptionally high, keeps no cows, except for family use. He builds manure piles consisting of alternate layers of cornstalks, horse manure, and spent manure from the mushroom beds, and obtains excellent results.

Spring Stock

Write for List of
Soft Wooded Plants.

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Vlaud, strong 2-in., per 100..... 2.00
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Winter Flowering Spencer Sweet Peas



	Trade pkt.	Oz.	Lb.
Fordhook Pink and White	\$0.20	\$0.65	\$8.00
Hea her Bell . The color is a rich, but pleasing mauve, but after standing in water the color becomes a beautiful mauve lavender. Takes the place of Anita Wehrmann, and is much better than that variety.....	.20	.65	8.00
Helen Lewis . Very fine shade of salmon pink.....	.30	.90	12.00
Hercules . Of the same lovely shade of pink as Countess Spencer.....	.30	.90	12.00
Lavender Pink . Large flowers.....	.20	.65	8.00
Melody . This is a deeper shade of pink than "Early Song Bird" on white ground, closely resembling "Countess Spencer".....	.25	.80	10.00
Morning Star . Deep orange scarlet or flame color in standard with rich orange pink wings.....	.20	.65	8.00
Mrs. A. A. Skaach . Flowe's bright sh-ll pink. Sow in late Fall and Winter for Spring-blooming.....	.20	.65	8.00
Mrs. M. Spanolin . Black-seeded white.....	.20	.65	8.00
Mrs. J. Manda . Light shell pink.....	.20	.65	8.00
Mrs. William Sim . Apricot pink.....	.20	.65	8.00
Mrs. Woodrow Wilson . Appleblossom pink.....	.30	1.00	8.00
Pink and White . Blanche Ferry type, extra choice.....	.20	.65	8.00
President Woodrow Wilson . Magenta rose.....	.20	.65	8.00
Rose Queen . A splendid commercial pink, best seller on Chicago market. Sow in Summer for Winter-blooming.....	.30	.90	12.00
Rose Queen . Greenhouse a rown.....	.85	3.00	
Selma Swenson . Clear light soft pink.....	.20	.65	8.00
Song Bird . The flower is the same color as "Florence Morse Spencer", and a bit lighter than "Elfrida Pearson".....	.30	.90	12.00
Songster . Giant early lavender.....	.30	.90	12.00
Spring Maid . Light pink on er am ground.....	.20	.65	8.00
Snow Flake . This is the best early flowering white seeded Spencer.....	.25	.80	10.00
Venus . Standard white, slightly blushed pink wings.....	.20	.65	8.00
Warbler . Rich mauve purple.....	.30	.90	12.00
Wedgewood . Identical in color and size of blossom to the late flowering Wedgewood and is a magnificent clear blue.....	.50	2.00	8.00
White Orchid . White flowers of good substance.....	.20	.65	8.00
Yarrowa . The color on opening is rose, changing as the flower develops to a light pink standard, tinted buff w th bluish wings.....	.20	.65	8.00
MIXED . Winter-flowering Spencer, many kinds.....	.15	.50	6.50

Trade Packets Contain 1/4 Oz.

	Trade pkt.	Oz.	Lb.
Apricot Orchid . A delightful and charming shade.....	\$0.25	\$0.80	\$10.00
Asta Ohn . Identical in color and size of blossom to the popular late-flowering Asta Ohn. This is sure to be the most popular lavender.....	.30	1.00	14.00
Bohemian Girl . Deep pink, standard orange bluish Cream. Identical in color and size of blossom to Dobbie's Cream. It has immense blossoms very frilled and duplexed.....	.20	.65	8.00
	.30	1.00	

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Exhibition Mixed

A giant strain which, for size of bloom, heavy texture and varied colors and shades, cannot be surpassed. Half tr. pkt.; 30c; tr. pkt.; 50c; 1/4 oz.; \$1.25; \$2.00 per 1/4 oz.; per oz., \$7.00.

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	Tr. pkt.	Oz.
Azure Blue	\$0.10	\$2.75
Black Blue40	2.75
Emperor William, blue40	2.75
Hortensia Red40	2.75
King of the Blacks40	2.75
Lord Beaconsfield, purple40	2.75
Penelope, blue, claret and white40	2.75
Snow Queen, pure white40	2.75
Striped and Mottled40	2.75
White with Eye40	2.75
Pure Yellow40	2.75
Yellow with Eye40	2.75

Also All Other Seasonable Seeds,
Bulbs and Supplies.

Send for Wholesale Price List.

MICHELL'S SEED HOUSE

518 Market St., Philadelphia

Mention the American Florist when writing.

The Nursery Trade

American Association of Nurserymen.

J. K. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

VISITED CHICAGO: H. C. Neubrand, representing C. R. Burr & Co., Manchester, Conn.

Barr's Lancaster Nurseries Burned

About three a. m., August 17, the boiler house and adjoining greenhouses at the Keystone Nurseries, owned by B. F. Barr & Co., Lancaster, Pa., were destroyed by fire. The boiler house was burned to the ground, including quite a lot of supplies, pipe cutting and threading tools, also all of the sash from one of his big houses, all of which is a total loss. The big carnation house adjoining was burned in for about 25 feet, but the wind, fortunately blowing the fire away from this house, the carnations, which have just started nicely, were ruined only in that portion that was burned. The sweet pea house had about the same amount of damage, and a wide drive between the boiler house and the balance of the place saved all but the nearest greenhouse, which was a total wreck. All of the coal for the season was in and around this house and caught fire, but with the assistance of two fire companies, it was quickly drenched and the loss here is not heavy. Mr. Barr, who lives about two miles distant on his farm, was brought in, but too late to do anything, and considers himself lucky that it was not worse. There seems to be no known reason for the fire, nor whether it was accidental or incendiary.

ALBERT M. HERR.

Camperdown Elm.

For several years past I have noted a weeping elm in several gardens in a western suburb of London, and also in Berkshire, although I have failed to locate the source from which the trees were supplied. It forms a narrow, umbrella-headed tree, with the compactness of the Kilmarnock weeping willow. The tree is *Ulmus montana* Camperdownii, and may be easily distinguished from *U. m. pendula*, of Loudon, by its very broad leaves, lying above and hiding the branches, whereas those of *U. m. pendula* are narrower, and disposed beneath the branches, so that the latter are exposed all through the season while the tree is in full leaf. The Camperdown elm takes up much less space than the older weeping form, and is, therefore, suitable for planting in small gardens and on lawns of limited dimensions. I have seen trees planted on either side of a narrow gateway, meeting above, and just pruned at the ends of the branches to prevent their blocking the way to the front door of the villa. The variety originated at Camperdown House, Dundee, where it was of some age 40 years ago, and prostrate on the ground amongst other elms. I first saw the variety in a Forfarshire nursery in the nineties of last century, under the name of Lord Camperdown's elm.—J. F., in London Gardeners' Chronicle.

ROSES

now ready in strong plants from 2½-in. pots. Am. Beauty, A. Riviere, F. R. Patzer, K. A. Victoria, Meteor, Mrs. C. Hall, P. and W. Killarney, Radiance, \$5.00 per 100; \$45.00 per 1000. H. Beauty, Mrs. F. Dennison, Red Radiance, Tipperary, Ward, \$5.50 per 100; \$50.00 per 1000. Mrs. Chas. Russell, Rose-Pink Ophelia, Mme. E. Rostrand, \$10.00 per 100; \$90.00 per 1000.

THE LEEDLE FLORAL COMPANY

SPRINGFIELD-OHIO

Mention the American Florist when writing

PEONIES

30 acres. Can supply your wants. Write for Catalogue.

Gilbert H. Wild
Sarcoxie, - Missouri

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Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Mention the American Florist when writing

PERENNIALS, HARDY SHRUBBERY, EVERGREENS

PERENNIALS:—We have a fine lot of stock, both one and two-year-old, field grown. Here are a few items, with prices attached, in one-year stock. Will wrap each plant in paper with dirt to insure safe arrival.

DELPHINIUMS , assorted.....	5c		
DIGITALIS ".....	5c		
CAMPANULA ".....	5c		
HOLLYHOCKS ".....	5c		
PLATYCODON ".....	5c		
SNAPDRAGON ".....	5c		

HARDY SHRUBBERY:—Extra heavy, field grown, given plenty of room for development, each plant a specimen, dug and packed carefully.

	2-3	3-4	
500 LONICERA Frag.	10c	13c	
800 " Morrowi	10c	13c	
300 " Grandiflora	10c	13c	
500 " Bella Albida	10c	13c	
100 " Tart. Red.	12c	15c	
200 " Tart. White.	12c	15c	
2000 PHILADEL Coronarius ..	10c	13c	
400 " Grandiflora	10c	13c	
300 ELDER , cut leaved.	10c	12c	
300 FORSYTHIA Suspensa	10c	12c	
1500 " Verdissima ..	8c	10c	

EVERGREENS:—We have a large assortment of same in small sizes, just the kind to grow on into specimen plants on your own grounds. You know how hard it is to secure specimen stock when required. Get some that are more than half finished, and get in while demand is good.

ARBOR VITE—			RETINISPORA—		
2000 " Pyramidalis. 18-24 in.	32c		100 " Plumosa	3-4 ft.	\$1.00
7000 " " 15-18 in.	22c		300 " " 2-3 ft.		.75
7000 " Hoveyii 15-18 in.	35c		200 " " 18-24 in.		.50
1000 " " 12-15 in.	25c		200 " " 15-18 in.		.35
1000 " American 2-3 ft.	30c		200 " " 12-15 in.		.25
1000 " " 18-24 in.	22c		500 " Plumosa Aurea. 2-3 ft.		.75
500 " " 15-18 in.	15c		500 " " 18-24 in.		.50
1000 " Globosa 10-12 in.	45c		700 " " 15-18 in.		.35
500 " " 8-10 in.	35c		100 JUNIPER Irish.	18-24 in.	.30
600 " Tom Thumb. 10-12 in.	25c		600 " " 15-18 in.		.25
600 " Pumilia 15-18 in.	40c		400 " " Sabina 15-18 in.		.50
300 " Siberian 15-18 in.	35c		80 " " 18-24 in.		.50
2000 " Verbaena 15-18 in.	35c		100 " Stricta 2-3 ft.		.90
			100 " " 15-24 in.		.70
			150 " " 15-18 in.		.50

Ball and burlap extra at cost of same.

FARMERS NURSERY COMPANY, Troy, Ohio

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

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Evergreen Specialists Largest Growers in America
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For the Best New and Standard

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PEACOCK DAHLIA FARMS,
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VIBURNUM PLICATUM

Also *Berberis Thunbergii*, *Hydrangea paniculata*, *Weigelia*, *Spiraea*, etc.

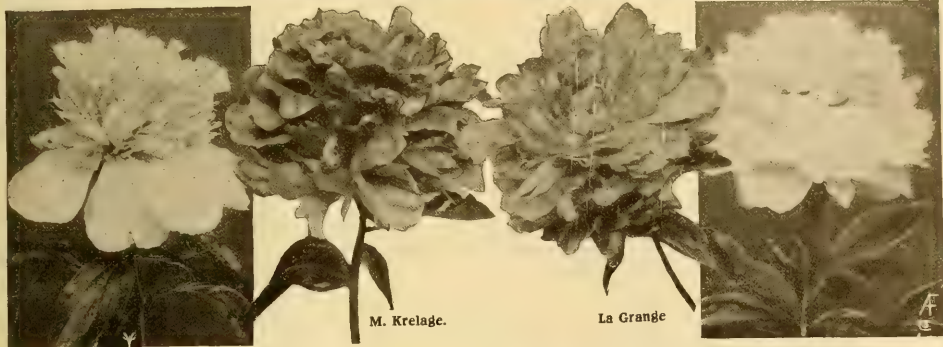
Ask for complete list of Oak Brand Shrubs.

The **CONARD & JONES CO.**  **WEST GROVE PENN'A.**
Robert Pyle, Pres. Ant. Winter, Vice-Pres.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.



Jeanne d'Arc.

M. Krelage.

La Grange

Couronne d'Or.

PEONIES for FLORISTS

WE have an exceptionally large stock of our own growing. Strictly true to name, all in strong divisions, with from 3 to 5 eyes each. Varieties marked thus (*) are particularly suitable for Florists.

WHITE AND LIGHT SORTS.

	Each	Doz.	100
Albatre. Large, compact. Milk white center edged carmine.....	\$0.40	\$4.00	\$30.00
Carnea Triumphans. Guards and crown pale pink, collar amber-white, fragrant, mid-season.....	.25	2.40	18.00
Charlemagne. Lilac-white with blush center; fragrant, free. Late, extra..	.25	2.40	15.00
Couronne d'Or. Snow-white, yellow reflex, very large. Late; a splendid long distance shipper.....	.30	3.00	20.00
*Duchess de Nemours. (Calot). Sulphur-white with greenish reflex, cup-shape.....	.25	2.40	15.00
Duke of Wellington. Very large well formed sulphur-white bloom; stems very firm and long; fragrant.....	.25	2.40	18.00
Festiva. (Drop White). Large, full, rose-shaped bloom, creamy white flecked with carmine.....	.35	3.60	25.00
Festiva Maxima. Flowers of immense size, 7 to 8 inches in diameter, snow-white with red blotches on edges of center petals.....	.25	2.40	16.00
Jeanne d'Arc. Soft pink, center sulphur-white and pale pink, very fragrant. Valuable for cut flowers.....	.25	2.40	18.00
La Tulipe. Delicate rose, fading to creamy white, tipped with carmine; very large bloom, late.....	.30	3.00	22.00
Madame Breon. Guards rosy-flesh, center creamy white, fading to pure white. Large long stem, fragrant, early.....	.25	2.40	18.00
*Madame de Verneville. Guard petals sulphur-white, center delicate rose, one of the most desirable of the white Peonies for all purposes.....	.25	2.40	14.00
Marie Lemoine. Large, compact, pure white, cream white center, carmine tips. Fragrant.....	.30	3.00	20.00
*Queen Victoria. White, center petals tipped carmine, large, full bloom; one of the best cut flower sorts, early	.20	1.80	12.00

LIGHT AND DARK PINK AND ROSE.

*Alexander Dumas. Light violet-rose, of medium size. A creamy white collar of narrow petals mingled with the white outer petals. A fine cut flower variety and a good producer. Early.....	.30	3.00	20.00
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LIGHT AND DARK PINK AND ROSE—Cont'd.			
	Each	Doz.	100
*Engenie Verdier. Delicate flesh pink. Each very tall, free and very beautiful. Midseason.....	\$0.30	\$3.00	\$20.00
Faust. Delicate flesh with a dark center. Midseason.....	.25	2.40	15.00
*Kohinoor. Shell pink, very free, splendid cut flower sort. Midseason.....	.25	2.40	15.00
Madame Forel. Immense, compact, ball-shaped bloom. Clear deep rose. Strong stems, very fragrant. Late..	.35	3.60	25.00
*Marguerite Gerard. Large, compact, semi-rose developing into a crown with stamens. Very pale hydrangea pink, fading to nearly white, central petals flecked dark carmine. Late..	.60	6.00	40.00
*M. Jules Elie. Very large globular flowers with broad imbricated petals, glossy pink, silver reflex. Fragrant	.60	6.00	40.00
*Souv. de G. Calot. Large satiny bloom, pink; splendid cut flower.....	.25	2.40	18.00
Souv. de L'Exp. Universelle. Brilliant rose. One of the finest.....	.30	3.00	20.00

RED AND CRIMSON.

*Felix Crousse. One of the best red sorts, large double ball-shaped flowers. Free bloomer.....	.40	4.00	30.00
Gloire de Douai. Immense, glowing, deep crimson.....	.30	3.00	20.00
*La Grange. Very desirable on account of its striking red color, heavy stem, and large double flowers.....	.35	3.60	25.00
Louis van Houtte. Deep carmine-rose tipped silver, with fiery reflex. Semi-rose type. Fragrant.....	.25	2.40	15.00
M. Martin Cahuzac. Medium sized, globular, semi-rose type. Dark purple garnet with black reflex. The darkest peony known. Strong, vigorous grower. Free bloomer. Mid-season.....	2.25		
M. Krelage. Large compact, dark soiferino red with silvery tips; strong, upright, free bloomer.....	.35	3.60	25.00
*Officialis Rubra Plena. This is the old fashioned red; the most brilliant of all reds.....	.25	2.40	15.00

UNNAMED PEONIES.

Divided Roots of from 3 to 5 eyes. Doz.	100
Double White, Pink and Red.....	\$1.50
Double Mixed, two to five eyes.....	\$10.00
	7.50

PEONIES IN CASE LOTS.

For several years we have sold specially packed cases. The roots are young and each has 3 to 5 eyes. These cases contain 67 double white, 67 double pink and 66 double red, each color separate—200 roots in all.

Price. Case for \$20.00, 2 Cases for \$38.00. We cannot divide cases.

NURSERIES:
Western Springs, Ill.

VAUGHAN'S SEED STORE,

CHICAGO
NEW YORK

DAHLIAS

A good assortment of the best all around varieties. 2 inch pot plants at prices running from \$2.00 to \$25.00 per 100. We will send 1000 in an assortment of 30 varieties, our selection for \$20.00. Cash with order.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

GERANUMS

ROOTED CUTTINGS.

For delivery Oct. 1st to Dec. 15th. S. A. Nutt, per 1000, \$12.50; Ricard and Poteyrine, per 1000, \$15.00. For delivery Dec. 15th to Feb. 15th. S. A. Nutt, per 1000, \$15.00; Ricard, Poteyrine, per 1000, \$17.50. Parcel post delivery made at actual cost. Bill sent with shipment. Cash for cuttings to accompany the order.

ALBERT M. HERR, LANCASTER, PA.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Mention the American Florist when writing.

DRACAENA FRAGRANS AND MASSANGEANA

We offer a splendid stock for growing.

Dracaena Massangeana

3 inch pots.....\$4.50 per doz.; \$35 00 per 100
4 inch pots..... 6.00 per doz.; 50.00 per 100

Dracaena Fragrans

3 inch pots.....\$2.50 per doz.; \$18 00 per 100
4 inch pots..... 4.00 per doz.; 30.00 per 100
5 inch pots..... 5.00 per doz.; 40.00 per 100

HENRY A. DREER

714-716 Chestnut Street, Philadelphia, Pa.

The above prices are intended for the Trade only.



Dracaena Massangeana.



If interested in

CHRISTMAS HEATHER

It will be to your advantage to communicate with

Yours truly,

A. L. MILLER
JAMAICA, N. Y.

The Bird's Nest Fern

Perfect and saleable in every size, very effective as single specimens or in plant basket combinations.

Our stock from the smallest sizes up is strong and vigorous, all symmetrical plants without a blemish.

PRICES:

	Per 100		Per 100
1 1/4 inch pots.....	\$12.50	5 inch pots.....	\$ 75.00
2 1/4 inch pots.....	20.00	6 inch pots.....	100.00
3 inch pots.....	25.00	7 inch pots.....	200.00
4 inch pots.....	50.00		

Sold by the dozen at per hundred rates.

W. K. HARRIS

55th and Springfield Ave.,

Philadelphia, Pa.



Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

Asparagus Sprengerii, 2-in., \$3.00; 3-in., \$6.00 and 4-in., \$10.00 per 100. Fine bushy plants. At HENRY SMITH, Grand Rapids, Mich.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus Sprengerii, 2½-in., \$3.50 per 100, \$30.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

ASPLENium.

Asplenium Nidus Avis (Bird's Nest Fern). We offer fine, well furnished plants at 50c; 18-22-in., \$1.25 each. McHutchison & Co., 95 Chambers St., New York.

AZALEAS.

Azalea Hindogiri. Brilliant scarlet, well budded, 12-15 in., 60c each; 15-18 in., 85c each; 18-22-in., \$1.25 each. McHutchison & Co., 95 Chambers St., New York.

BULBS.

Bulbs, Lily. For autumn and winter, from storage. Giganteum, Speciosum Album, Speciosum Rubrum and Auratum. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs, Tulips and Narcissus. For varieties and prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs, Lilj. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, Liliun Giganteum, from cold storage, 7-9 (500 to case). Write for prices. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Avenue, Chicago.

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CALLA AETHIOPICA. At present the only dependable new croc. lily bulb for 1918-19. Prices at Chicago: Large bulbs (1½ to 2-inch), per 100, \$7.00; per 1,000, \$65.00; Mammoth (2 to 2½-inch), per 100, \$9.50; per 1,000, \$98.00; 2½-inch and up, per 100, \$11.50; per 1,000, \$110.00. Prices at New York: Large bulbs (1½ to 2-inch), per 1,000, \$75.00; Mammoth (2 to 2½-inch), per 1,000, \$110.00; 2½-inch and up, per 1,000, \$150.00. Now ready. VAUGHAN'S SEED STORE, Chicago and New York.

Callas, home grown, fine stock, ready in August. For sizes and prices, see advertisement on front cover of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

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FIELD-GROWN CARNATION PLANTS. Positively the best obtainable. Order early.

Pink Enchantress	100	1000
Carnegie	5.00	45.00
Victory	6.00	50.00
Alice	6.00	50.00
Theranthos	6.00	55.00
Matchless	6.00	55.00
White Enchantress	6.00	55.00
White Wonder	6.00	60.00

WIETOR BROS.
162 N. Wabash Ave., Chicago
L. D. Phone Randolph 2081.

FIELD GROWN CARNATIONS.		
	Per 100	Per 1000
White Enchantress	\$5.00	\$45.00
Pink Enchantress	5.00	45.00
Beacon	4.50	40.00
3 in. at 1.00 rate.		
GEORGE SEIBOLD, Florist.		
Huntingburg, Ind.		

Extra fine and stocky field grown carnations for western florists, in the following varieties at \$90.00 per 1000: Mrs. C. W. Ward, White Perfection, Alice, White Enchantress, Miss Theo. Enchantress Supreme and White Wonder. THE PIKES PEAK FLORAL CO., Colorado Springs, Colo.

Carnations. Field grown. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Carnations. All high grade stock. F. Dorrer & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum Manual, by Elmer D. Smith, Adrian, Mich., who has given his undivided attention for twenty-five years to the improvement of the chrysanthemum and its culture in detail. 50c, postpaid.

CYCLAMEN.

Cyclamen, Wandsbek type, transplanted seed lings, \$7.00 per 100; \$60.00 per 1,000. Seedlings, \$4.00 per 100; \$35.00 per 1,000. Salmon and Roccoo reports, \$1.00 extra; 2½-inch, \$8.00 per 100, \$75.00 per 1,000. Six varieties, equally divided. Cyclamen bulbs, mixed, first size, \$10.00 per 100; second size, \$6.00 per 100. ERNEST ROBER, Wilmette, Ill.

DAFFODILS.

Daffodils. For varieties and prices see display advertisement in this issue. J. Dickson, 30 Carlisle St., Belfast, Ireland.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jet., N. J.

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Dracaena Massangeana and Fragrans. For sizes and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

ERICAS.

ERICAS.
Young stock for growing on. Strong, healthy plants out of 2½-in. pots. Biggest percentage will set buds and bloom for September and October delivery.

	Per 100
Full varieties:	
Grandis Autumnalis	\$12.00 per 100
Orata	12.00 " "
Minax varieties:	
Fragrans Melanthera	15.00 " "
Regenerium	15.00 " "
Pres. Carnot	20.00 " "
Felix Faure	20.00 " "
King Edward	20.00 " "
Easter varieties:	
Cupressina	20.00 " "
Persaluta Rosa	15.00 " "
Alba	15.00 " "
Transluence	25.00 " "
Packing charges, 50 cts. for each \$10 value.	
Terms: Cash with order, please.	

ANTON SCHULTHEIS,
316 19th Street, College Point, N. Y.

FERNS.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100, Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$8 per doz. Poehmann Bros. Co., Morton Grove, Ill.

Ferns. Boston, pot grown, 5-in., \$3.60; 6-in., \$5; 7-in., \$9; 8-in., \$12; 9-in., \$15 per dozen. The George Wittbold Co., 737-739 Buckingham Place, Chicago.

Ferns. Cyrtomium Falcatum, 2½-in., \$3.50 per 100, \$30.00 per 1000; Aspidium, 2½-in., \$3.00 per 100; Bird's Nest Fern, 2½-in., \$8.00 per 100; 3-in., \$15.00 per 100. The Storrs & Harrison Co., Painesville, O.

Bird's Nest Fern. Perfect and salable in every size. For sizes and prices see display advertisement elsewhere in this issue. W. K. Harris, 55th and Springfield Ave., Philadelphia.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns. Boston, fine perfect hardy plants. For this week only. 8-in., 85c each. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

Ferns. Boston, 2½-in., heavy, \$6.00 per 100, \$55.00 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosback, Ferndale, Askov, Minn.

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FREESIAS. Improved Purity. Jumbo $\frac{3}{4}$ to 1 inch, per 1,000, \$17.00; extra size, $\frac{5}{8}$ to $\frac{3}{4}$ -inch, per 1,000, \$12.00; $\frac{1}{2}$ to $\frac{3}{4}$ -inch, per 1,000, \$7.50; $\frac{1}{2}$ -inch, plump, per 1,000, \$5.50; $\frac{3}{8}$ to $\frac{1}{2}$ -inch, per 1,000, \$4.00. Write for samples. VAUGHAN'S SEED STORE, Chicago and New York.

Freezia Purity, mammoth size, also $\frac{5}{8}$ -in. and up; refracta alba, $\frac{5}{8}$ -in. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Freezia bulbs. For sizes and prices, see advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

GENISTAS.

Genista, 5-in. special stock, well trimmed and heavy, \$30.00 per 100. The Storrs & Harrison Co., Painesville, O.

GERANIUMS.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Poitevine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

HEATHER.

Christmas Heather. If interested it will be to your advantage to communicate with A. L. Miller, Jamaica, N. Y.

HYDRANGEAS.

Hydrangeas, French type: Hamar Vibraye, Chataud and E. Mouliere, 5-in., 3 to 4 branches, \$30.00 per 100, 4-in., 2 to 3 branches, \$20.00 per 100. Heavy field grown for tubs, 7 to 10 branches, \$40.00 per 100. The Storrs & Harrison Co., Painesville, O.

HYDRANGEAS. French varieties, 2 $\frac{1}{2}$ -inch, \$4.00 per 100; 5-inch, \$20.00 per 100; Otaka, 5-inch, \$25.00 per 100. Ernest Rober, Wilmette, Ill.

LANTANAS.

Lantanas, mixed varieties; pink, yellow, and red, 2-inch, strong plants, \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

MYOSOTIS

MYOSOTIS. The earliest and finest winter-blooming Forget-me-not. Grow along the carnation benches, 2 $\frac{1}{2}$ -in. plants, \$3.50 per 100, \$30.00 per 1,000. FRED H. LEMON & CO., Richmond, Ind.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms. Lantania Borbonica, 4-in., 18-in. high, 1 to 2 leaves, \$2.00 per dozen, \$15.00 per 100. The George Wittbold Co., 737-739 Buckingham Place, Chicago.

PALMS.

Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, nicely variegated, large specimens only, at \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

PANDANUS VEITCHII, fine plants, well colored, \$1.00, \$1.50, \$2.00 and \$3.00 each. HENRY SMITH, Grand Rapids, Mich.

PEONIES.

Peonies. 30 acres. Can supply your wants. Write for Catalogue. Gilbert H. Wild, Sarcosie, Mo.

Peonies. Festiva Maxima, \$10, and others. CONARD & JONES CO., West Grove, Pa.

POINSETTIAS.

POINSETTIAS. 4-inch stock plants, \$12.00 per 100; 3-inch, \$8.00 per 100; 2 $\frac{1}{2}$ -inch cuttings, \$6.00 per 100. \$50.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

Poinsettias, 2 $\frac{1}{2}$ -in., \$6.50 per 100, \$60.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

PRIMULAS.

PRIMULA OBCONICA. Fine strain, plenty of red, strong 2 $\frac{1}{2}$ -in., ready for 4-in., \$5.00 per 100. Primula Chinensis, strong 4-in., \$10.00 per 100; strong 3-in., ready for a shift, \$5.00 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

PRIMULA MALACOIDES ROSEA. Fine plants from 2 $\frac{1}{2}$ -in. pots, August and September, \$3.50 per 100, \$30.00 per 1,000. FRED H. LEMON & CO., Richmond, Ind.

Primula Obconica, 2 $\frac{1}{2}$ -inch, \$5.00 per 100, \$45.00 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

Primula obconica, 2 $\frac{1}{2}$ -in., \$4.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

RHODODENDRONS.

Rhododendrons. Best forcing varieties. 6 buds, 50c; 6-8 buds, 75c; 8-12 buds, \$1; 12-18 buds, \$1.25; 18-24 buds, \$1.50; over 24 buds, \$2.00 each. McHutchison & Co., 95 Chambers St., New York.

ROSES.

EXTRA FINE 2 $\frac{1}{2}$ -INCH ROSE PLANTS.

	100	1,000
White Killarney	4.00	35.00
Sunburst	5.00	45.00
George Elgar	4.00	

WISTOR BROS.,

162 N. Wabash Ave., Chicago.

L. D. Phone, Randolph 2081.

Roses. Own root, 2 $\frac{1}{2}$ -in. for benching. Aaron Ward, Opbella, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. Milady and Richmond, \$7.00 per 100, \$65 per 1,000. 3 $\frac{1}{2}$ -in. stock, \$35 per 1,000 additional. Foelmann Bros. Co., Morton Grove, Ill.

Rose plants. Pink and White Killarney, Maryland and Sunburst, fine stock, 3-in. pots, on own roots, \$6.00 per 100; 4-in., \$8.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

SEEDS.

Seeds. Flower for florists. For varieties and prices see display advertisement elsewhere in this issue. St. Louis Seed Co., 411-413 Washington Ave., St. Louis, Mo.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint, and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seed, cyclamen. Finest American grown from the very finest strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Winter-flowering sweet peas. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Flower and vegetable. All seasonal varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onions, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, wholesale field and garden seeds. J. Boigliano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohbert, Gilroy, Calif.

Seeds. Kentia Belmoreana and Forsteriana. New crop just arrived. Write for prices. McHutchison & Co., 95 Chambers St., New York.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seed, Michell's Pansy. For varieties and prices see advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Flower and vegetables. Renowned specialties. Sale to seed merchants only. JOS. FAQUET, seed grower, Nice, France.

Seeds; specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Specialties in onion, carrot, beet, radish and pump. R. C. McGill & Co., San Francisco, Calif.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax, 2½ in., fine plants, \$3.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum moss and green sheet moss. For florists and nurserymen. For spot shipment or contract. Write us. Vaughan's Seed Store, Chicago and New York.

VEGETABLE PLANTS.

CELERY PLANTS. Golden Self-Blanching (French strain); Giant Pascal; also The Grand, new, easy blanching, which is easy to grow; fine plants, ready for the field, \$2.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Cabbage, celery and parsley plants, field grown. 50c per 100, \$3 per 1,000, prepaid; \$2.00 per 1,000, not prepaid. M. PATTINGTON, Sclipville, N. Y.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well fattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Rosebud stickers. For sizes and prices see advertisement elsewhere in this issue. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

MISCELLANEOUS.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Falmesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-76 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Paulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2346 Wabasha Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam's Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Neponset flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hewes & Co., Inc., Cambridge, Mass.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying, Aphis Funk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES. Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE, 264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, \$1.25; per 50, \$0.55; \$0.00 per 1,000.
Pipe stems, 4 to 6 feet, per 100, 85c; per 1,000, \$6.00. VAUGHAN'S SEED STORE, Chicago.

Bamboo cane stakes, 6 ft., \$21 per bale, 6-9 ft., \$7 per bale; 9-12 ft., \$8.50 per bale. Hutchison & Co., 95 Chambers St., New York.

WIRE DESIGNS.

Mfrs of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Erne & Company, Chicago.
Fezy, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Goldstein & Futterman, New York.
Grossberg-Tyler-Finnermann Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hents & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Kyle & Foerster, Chicago.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconl, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neldinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The, Leo, Philadelphia, Pa.
Pappas, Nicholas G. & Co., New York.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pryer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L., & Co., Chicago.
Welland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Witthold, Geo., Co., Chicago.
Zech & Mann, Chicago.

LATEST EDITION

The American Florist Company's

Trade Directory

FOR 1918

Contains 529 Pages.

Price \$3.00 Postpaid.

THE AMERICAN FLORIST COMPANY'S Trade Directory for 1918, fully revised to date, with thousands of new names and changes of address, is now ready for distribution. It contains 529 pages, including extensive lists of the Florists, Seedsmen and Nurserymen of the United States, Canada, Central and South America arranged both by states and towns and all names alphabetically. Also lists of Foreign Merchants, Firms Which Issue Catalogues, Horticultural Supply Concerns, Parks, Cemeteries, Landscape Architects, Experiment Station Horticulturists, Botanical Gardens Seed Growers, and much other conveniently indexed and invaluable trade information.

PUBLISHED BY THE

American Florist Co.

440 S. Dearborn St., CHICAGO

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.



Eliminate The Fuel Wasting Factors

A boiler with bulky soot accumulating surfaces causes enormous fuel losses. Faulty coal wasting boilers that cannot be kept clean and which constantly keep you in trouble can no longer be tolerated.

Meet the high cost and limited supply of fuel with **Kroeschell Boilers**. These highly effective fuel-saving boilers will make every dollar you spend for fuel do its utmost.



Kroeschell Bros. Co., 452 W. Erie St., Chicago



LOGAN POTS

ARE BEST BY TEST

Write us for
Catalog and Discounts.
**The Logan Pottery Co.,
LOGAN, OHIO.**

Mention the American Florist when writing

REFRIGERATORS

WRITE FOR CATALOG

Buchbinder Bros.

518 Milwaukee Ave., Chicago, Ill.



NIKOTEEN

For Spraying.

APHIS PUNK

For Fumigating.
Ask Your Dealer for It.
**NICOTINE MFG. CO.
ST. LOUIS.**

Boilers OF HIGH GRADE....

For GREENHOUSES

See Our Catalogue.

Steam and Hot Water **GIBLIN & CO., Utica, N. Y.**

Mention the American Florist when writing

Louisville, Ky.

SEASONABLE BUSINESS REPORTED.

The demand during July and August has been quite good. A number of soldiers at Camp Taylor have been married and the wedding flowers furnished for these occasions helped out at this time. Gladioli are being received of poor quality due to the warm weather, but they sell well nevertheless.

NOTES.

C. B. Thompson & Co. and August Baumer were victims of a clever swindler who claimed to be an employee of the L. & N. R. R., who passed worthless checks in payment of designs and received cash in exchange for the balance of the amounts.

The F. Walker Co. is cutting excellent asters for which there is a ready demand. Kingsley Walker stepped on a rusty nail recently which threatened serious developments, but he has recovered after two weeks' treatment.

Five thousand Columbia rose plants planted in the benches are making remarkably strong growth at the establishment of Anders Rasmussen at New Albany.

Leo Zoeller is cutting some good carnations which are bringing \$3 per 100 wholesale.

John Ruysmans of the J. Schulz Co.'s force is on his vacation.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No. Diam.	Ea.	Doz.	100	No. Diam.	Ea.	Doz.	100
10 20 in.	\$3.25	\$37.50	\$287.50	50 12 in.	\$1.50	\$15.00	\$110.00
20 18 in.	2.75	30.00	237.50	60 10 in.	0.95	10.50	77.50
30 16 in.	2.25	26.00	195.00	70 8 in.	0.75	8.25	62.50
40 14 in.	1.90	22.00	168.75				



Henry A. Drer, Seeds, Plants, Bulbs and Supplies, 714-716 Chestnut St., Philadelphia, Pa.

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.



Order Now

FOR
FALL Shipping

NEPONSET

Light, Serviceable, Waterproof
PAPER POTS

Waterproof, Don't Break, Cost Little. Shippers may use them and save their customers many dollars in express charges.

It will pay you to use these. Earthen Pots Scarce, FREIGHTS SLOW.

VAUGHAN'S SEED STORE, Agents, Chicago and New York

Mention the American Florist when writing.



Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor.

The Peters & Reed Pottery Co.,

SO. ZANESVILLE, OHIO.

"Moss Aztec" Ware

WM. M. WARRIN,

16 W. 23rd St., New York.

Mention the American Florist when writing

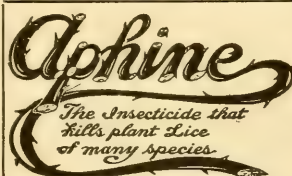
REED & KELLER,

122 W. 25th St., NEW YORK

FLORISTS' SUPPLIES

We manufacture all our Metal Designs, Baskets, Wire Work and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

Mention the American Florist when writing



*The Insecticide that
Kills plant Lice
of many species*

The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

Quart, \$1.00 Gallon, \$2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.

Quart, \$1.00 Gallon, \$3.50

VERMINE.

For ear worms, angle worms and other worms working in the soil.

Quart, \$1.00 Gallon, \$3.00

Sold by Dealers.

**APHINE MANUFACTURING COMPANY
MADISON, N. J.**

CAMBRIDGE

NEW YORK



World's Oldest and Largest Manufacturers of

FLOWER POTS

A. H. HEWS & CO., Inc.

Cambridge, Mass.

George Keller Pottery Co.

SUCCESSOR TO

Geo. Keller & Son,
Manufacturers of

Red Pots

Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.



Mention the American Florist when writing

THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LI. CHICAGO AND NEW YORK, AUGUST 31, 1918. No. 1578

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—C. H. TOTTY, Madison, N. J.,
President; JULES BOUBRET, St. Louis, Mo., Vice-
President; John Young, 1170 Broadway, New
York, Secretary; J. J. Hess, Omaha, Neb.,
Treasurer.

The thirty-first annual convention will be
held at Detroit, Mich., August, 1919. Thirty-sixth
annual convention at Cleveland, O., 1920.

ASSOCIATION OF AMERICAN CEMETERY SUPERINTENDENTS.

Next annual convention, Rochester, N. Y.,
September 11-14, 1918. W. N. RUDD, Mt. Green-
wood, Chicago, President; Wm. B. JONES, High-
wood, Pittsburgh, Pa., Secretary-Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, New
York, September 24-26, 1918. **OFFICERS**—RICHARD
VINCENT, JR., White Marsh, Md., President;
JASPER K. LEWIS, 736 Riverside Drive, New York,
Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition—
New York, November 6-8, 1918. Wm. W. VERT,
Greenwich, Conn., President; C. W. JOHNSON,
2242 W. 109th Street, Chicago, Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—BENJAMIN HAMMOND, Beacon, N. Y.,
President; Wm. J. KEMEL, Elmhurst, Ill., Vice-
President; PROF. E. A. WHITE, Cornell Univer-
sity, Ithaca, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR, Doylestown, Pa., Presi-
dent; Wm. GRAY, Bellevue Rd., Newport, R. I.,
Secretary. Next annual exhibition, June 1919.

THE ST. LOUIS CONVENTION.

Next Conventions, Detroit, Mich., 1919; Cleveland, O., 1920.

OFFICERS FOR 1919:

President, J. F. Ammann, Edwardsville, Ill.
Vice-President, E. A. Fitters, Detroit, Mich.

Secretary, John Young, New York
Treasurer, J. J. Hess, Omaha, Neb.

DIRECTORS ELECTED:

Joseph H. Hill (Richmond, Ind.); C. C. Pollworth, Milwaukee, Wis.

(Continued from Last Issue.)

Publicity Session Live Feature.

Henry Penn's report of the commit-
tee on publicity was read by Secretary
Young, Mr. Penn not being able to be
present. The report, which was full
and complete and showed the work of
the committee to have been arduous,
and in spite of a general apathy, in the
main successful. Mr. Penn was given
a vote of thanks. Richard Vincent, Jr.,
then hauled the delegates over the
coals for not advertising the business,
by neglecting the wearing of flowers
in their buttonholes, describing how it
was the universal custom in England
and could be made the same here if
every florist would push it individually.
They must not be ashamed of their
business but glory in it. His forcible
remarks were loudly applauded.

George Asmus, chairman of the pub-
licity finance committee, read an elab-
orate report showing in detail the pro-
gress of the movement since its incep-
tion. He spoke enthusiastically of the
tour of Secretary Young through New
England and the west, out to the coast,
which had been successful beyond ex-
pectations. In securing so many mem-
bers to the S. A. F. (over 250), he felt
justified in asking that the society
bear half of the expense of the trip.
Mr. Asmus was loudly applauded at the
close. J. F. Ammann praised the work
of the committee, as now was the time
to push publicity, now was the time to
prepare for peace. He fully endorsed
the idea that the society pay half the
expenses of Secretary Young's trip and
work, and asked, as well, for a rising

vote of appreciation, which was given
amid great applause. Secretary Young
then read his report of the promotion
bureau. This was full of interest, de-
scribing the work in detail. The per-
sonal meeting of the secretary with
members of the trade all over the coun-
try had been productive of the greatest
good. He felt sure that it would be
comparatively easy to raise the amount
to \$100,000 the coming year. Max
Schling, of New York, addressed the
convention, saying there should be no
limit; there were over 20,000 florists in
the country, which at \$5.00 annually
would be \$100,000. The great strength
of advertising was continuity, not just
a flare up now and then. The oftener
we knock the oftener we hear "Come
in." He added, "Say it with flowers"
is a great slogan, but the public do
not as yet understand it, as one man
had said to him, "I did not buy flowers
because I could not get it in my mind
what to say." He advised the growers
to work with all their might now in-
stead of hanging back, as there would
be a big demand for flowers later on.
Robt. C. Kerr, Houston, Tex., then gave
the publicity fund a boost in an earnest
appeal which brought action and re-
sulted in additional subscriptions to
the amount of \$965, which, with the
exception of a few minor amounts,
were to be repeated annually for four
years. The following are the subscrib-
ers and amounts:

Baur & Steinkamp, Indianapolis.....	60.00
Hillier's Flower Shop, Austin, Tex.....	25.00
Alfred C. Humfeld, Clay Center, Kan..	10.00
Baum's Home of Flowers, Knoxville, Tenn.	25.00

Frank S. Morris, Bloomington, Ind.....	10.00
Robt. Weeks, Cleveland, O.....	25.00
Chas. F. Mueller, Wichita, Kan. (ad- ditional).....	25.00
W. L. Rock Floral Co., Kansas City (ad- ditional).....	100.00
Cude Brothers Co., Washington (ad- ditional).....	100.00
Charles Heacock, Austin, Texas.....	25.00
Robt. C. Kerr Co., Inc., Houston, Texas.....	25.00
J. J. Winkler, Chicago (1 yr.).....	25.00
Summerfield Floral Co., Springfield, Mo.....	10.00
T. G. Broune, St. Louis, Mo.....	5.00
John A. Steplach, Paris, Ill.....	15.00
Morgan Floral Co., Henderson, Ky.....	10.00
Edward Green, San Antonio, Texas.....	5.00
Wm. Barkham, Ridgewood, N. Y. (1 yr.).....	5.00
Fred Schram, Park Ridge, Ill. (1 yr.).....	5.00
George Madden, Altam, Ill.....	10.00
Robert Winkler, Westlawn, Mo.....	10.00
C. Winterich, Delancey, O.....	10.00
Woodard & Klemel Co., Elmhurst, Ill.....	50.00
Cohen & Hiller, New York.....	25.00
Davis Floral Co., Pine Bluff, Ark.....	10.00
P. F. O'Keefe, Boston, Mass.....	100.00
A. C. Brown, Springfield, Ill.....	25.00
W. J. Edwards, Kirkwood, Mo.....	10.00
Henry F. W. Ahe, Rochester, N. Y.....	5.00
Lover of flowers through Max Schling.....	200.00

Albert Pochelon, Detroit, Mich., proposed that a triangle competition in the collection of funds for the publicity movement be started between growers, wholesalers, and retailers, which he thought would have the same effect as in the team competition in the selling of Liberty Bonds.

Secretary Young said he desired to thank publicly all those in the trade who had given so much of their time to assist him in this work, and that much of the credit for getting free reading notices across in the daily papers, which was the best kind of advertising, was due to Henry Pepper, his assistant in New York, who worked indefatigably along these lines.

The convention was then addressed by Major P. F. O'Keefe, of Boston, Mass., who has charge of the professional work of the campaign. In a lengthy but very interesting and enthusiastic talk, which was listened to with marked attention, he described in detail every phase of the work. How selections of mediums were made different in character so as not to duplicate the clientele of the readers. He said that to make a name for an article and associate it with its purpose was the object of advertising. "Say it with Flowers" was a slogan that should be given the greatest prominence by florists everywhere. It conveys a thought, an opportunity. He had seen it favorably commented on in a number of papers. Florists are selling a comparatively small proportion of the people of the country, when their product was available for so many purposes in conveying sentiment for every occasion in life. If every man in the trade could be induced to back up this movement, according to his means, the result would be phenomenal, opening up channels that are now unknown. He felt sure that 10 flowers would grow where one grew before. Advertising was not an expense, it was an investment, the one thing necessary to great success in any business. He mentioned a number of successes in advertising, the great profits of which made his hearers fairly gasp. He cited a Philadelphia paper, which had lost a large department store ad, and immediately its circulation fell off over 20,000 copies. He advised every one to tie up to the large publicity ads as they appeared and use the electros locally. They would, he felt sure, be much benefited. The standard of cost set by advertising men for newspapers and magazines, he explained, was 1/10 of one cent per line for newspapers per 1,000 circulation and \$1.00 a page per thousand for the magazines. Large store advertisers set aside three to four per cent of their

gross sales for their advertising fund. The advertising of this publicity movement costs the S. A. F. nothing except its preparation and space rates, as the advertising firm receives its pay in commissions from the papers which carry the advertisements.

The glass and metal sign, "Say it with flowers," he said, was the cheapest and best sign ever made for any business and should be in every flower store in the United States. The taking up of this slogan by the Red Cross, who had used over 12,000 of them in paper form, was a wonderful endorsement and great free advertisement. Major O'Keefe was given hearty applause and a vote of thanks.

W. F. Gude struck a popular cord when he proposed that in the name of the society, a box of flowers be sent to every bereaved home in St. Louis which had been announced in the daily press of the week as having lost their sons in battle. This was immediately passed.

The session then adjourned.

The meeting of the National Association of Gardeners was held in Moolah Temple, Wednesday, at 8 p. m. On the stage were seated President Totty of the S. A. F., E. G. Hill, W. F. Gude, Benjamin Hammond, Robert Weeks, Robert Kerr, and Prof. H. B. Dorner. L. P. Jensen presided and opened the meeting. Robert Weeks, president of the association, explained the nature of these conferences which were auxiliary to the national association. He referred to their success at Boston and New York, and said that every local board should take them up. Essays and literature from the national association would be sent out from time to time for discussion. He spoke of the work for the association by Wm. F. Gude at Washington, D. C.

President Totty spoke of the great work of M. C. Ebel, the secretary, and how he was trying to raise the standard of their work and salaries. Shaking carpets and milking cows was no longer in their line of duty. He was glad to see them affiliated with the S. A. F. They should make a fight to hold the choice plants in their employers' greenhouses as people were now getting over their first fright and hysteria.

Wm. F. Gude made an eloquent address in which he said he believed that all stock of almost every kind could be produced in this country. Lilies had been grown in three years by the governmental gardens near Washington that were as good as any that ever came from Japan. In this great country, with its 107,000,000 people, he thought there were brains enough and also variety of climate to grow anything to the greatest perfection.

E. G. Hill said he thought it a mistake to cut out our opportunity to get the new things of Europe, and in return ship the best of our nurseries. We should get busy here and grow new things that would best suit our climatic conditions. Dr. Van Fleet, he added, was doing wonders with roses, producing varieties to resist mildew. America is the country of homes, the home is the foundation of liberty, and we should do all we can to strengthen the home by beautifying it.

W. F. Gude then proposed in honor of Wm. R. Smith, who had presided at the S. A. F. convention in St. Louis in 1893, who was proud to be called a gardener, and who always tried to elevate the craft, a moment of standing and bowed meditation.

Professor H. B. Dorner made an earnest address in which he pleaded for a more general college education for men in the profession. The war and its demands came first, but where Uncle Sam gave the young men of the immediate future choice of an opportunity for college education or the army, he hoped influence would be brought to bear on the college side. He told of the great opportunity for the college men in the business after the war, speaking with much earnestness and force, and was heartily applauded.

Benjamin Hammond opening his remarks with the legend, "Where there is no vision, the people perish," said the florist and gardener must have vision, plan great things, and look forward to further achievements. Children, educated in school gardening, even in the most primitive way, became much better citizens, and when at first they stole flowers were, after they saw the light, their greatest protectors. Children who begin with vegetables soon want flowers and are not satisfied until they get them. Close attention was paid to all the speakers and much benefit resulted from the conference.

Thursday's Proceedings.

The Thursday morning session opened with the election of officers to serve for 1919. The new system of arranging the polls or ballot boxes into four sections with three watchers or clerks on guard at each was tried out for the first time. John G. Esler, the chief judge, said it did not work out as expeditiously as was hoped, and he thought a still better plan could be adopted. Mr. Esler reported a total of 144 votes cast, as follows: For president, J. Fred Ammann, Edwardsville, Ill., 134; vice-president, E. A. Fetters, Detroit, Mich., 66; vice-president, Robert Rahaley, Detroit, Mich., 62; secretary, John Young, New York, 134; treasurer, J. J. Hess, Omaha, Neb., 131. Board of directors, two to be elected: Jos. H. Hill, Richmond, Ind., 87; C. C. Pollwirth, Milwaukee, Wis., 65; J. S. Wilson, Des Moines, Ia., 56; John A. Evans, Richmond, Ind., 40; Chas. L. Baum, Knoxville, Tenn., 31.

President-elect Ammann was then escorted to the platform amid cheering and applause. He thanked the members for the great honor they had conferred on him, as the president of this society, which was a work of esteem to be cherished by every man. He hoped that with the noble aid of his fellow officers and members of the board of directors, to so manage the affairs of the organization that it would be one of the strongest and most patriotic under the Stars and Stripes. The hearts of the people of the country have melted into one in the winning of the war, until it was a privilege to go into the ranks, a sacrifice to stay at home, and it was our duty to keep the home fires burning as the boys would come back better than they went away. He said, "We must back them up at the front with all sacrifice here and keep their positions open for their return. With your assistance I will do my utmost to carry out the duties of this great office and hope and pray that at the end I can say I have accomplished something." Secretary John Young also thanked the members for this endorsement of his work, and gave great credit to the president and other members of the executive board, who had done so much to further the work. He was not satisfied, but looked for much

greater progress, and would give the best that was in him for the coming year. Treasurer J. J. Hess thanked the members for their confidence which gave him another opportunity to save money for them. He predicted a great future for the society. Joseph H. Hill and C. C. Pollworth, directors-elect, both expressed their appreciation of the confidence placed in them and assured they would do their utmost to advance the interests of the society. The memorial resolutions as presented by Chairman Michael Barker were then read and adopted, all standing with bowed heads. The report of the nomenclature committee was also received.

A telegram of thanks from F. R. Newbold, president of the Horticultural Society of New York, for the society's contribution of \$500 towards the maintenance of the New York Florists' Club ambulance in France, was read.

Cost of Production Discussed.

President Totty then read his paper on "Present Day Cost of Production." He stated that the grower was the cornerstone of the business. The retailer gave too much time to working his competitors out of the business. Grower-retailers as a rule sell too cheaply, not taking into account the labor of themselves or families, and that the government income tax was going to be a blessing in disguise, as it would compel me to keep books and show them truths about their business they had never known. F. C. W. Brown, of Cleveland, O., stated that growers whom he knew kept accurate accounts, said, in one case, it cost \$1.00 a plant to force roses and another found \$1.35 to be the price. Irwin Bertermann said he hoped the society would take up this matter. He felt sure an accurate knowledge of costs would result in better prices and place the business on a higher plane. Make the competition not with each other, but with the public.

E. G. Hill said he hoped this would be gone into in detail with a large representative committee from all parts of the country. Many men do not keep books that can be balanced, but are satisfied after a long life of hard work, which netted but a bare living to sell their ground which had accrued in value and retire.

Coal Conservation.

The afternoon session was opened up at an address by representative Henry Martin of the local United States fuel administration. He was introduced by W. F. Gude, who also gave a short account of the fuel situation. The speaker reported the outlook was very serious. The question of the fuel shortage, its reality, and where to place the blame, if any, was constantly being presented. The situation is that a recent order to save 50,000,000 tons of coal had been changed to make it 101,000,000 tons. There were laws to enforce all the various conservation orders, which, although very stringent, amounting to great hardships and money losses in many cases, were all, he was glad to say, being complied with willingly from purely patriotic motives. The making and the sailing of the enormous shipping facilities necessary to carry on the war, accounted for the largest part of the consumption, to which was to be added the great number of factories engaged in other war work for the government. Speaking of the savings, due to efforts made by the commission, the skip stop of the



E. A. FETTERS, DETROIT, MICH.
Vice-President-Elect Society of American Florists.

street railways over the country, he said, had saved 1,000,000 tons of coal. The curtailment of electric light had saved enormously. All industries of whatever character that took measures to conserve coal, would have preference if further reductions were found necessary. Even the chalking down of the number of barrows of coal used daily, was an effort to help. Congested railroad conditions in the east were responsible for greater restriction there. Screenings were available, also run of mine coal, to those in Indiana and further west. Screenings could be safely stored to a depth of three feet, either inside or outdoors. More than this was likely to cause trouble, as it might heat up and take fire. Mr. Martin thought the time in which screenings might be secured, would be further extended to October.

C. L. Washburn, Chicago, said he thought the florists owed a great deal to the commission in fixing the price of screenings at \$2.05 per ton. In speaking of the country's production of coal, Wm. F. Gude said that it was reported in Washington as high at times as 12,000,000 tons per week. At the close of his address, Mr. Martin was given a hearty vote of thanks.

Miss Lillian Stuart was here given the privilege of the platform to present the scheme of the "Arcadian Way," a Utopian dream of a wide tree-bordered highway to be laid out in a straight line 800 miles long, 120 feet in width,

with tree-lined parks 600 feet in width on either side. This is to reach from the great lakes to the Gulf of Mexico. The lady was most enthusiastic and even offered to make President Totty a member of the commission. The matter was, on motion, referred to the board of directors for their consideration.

Letters from state vice-presidents were then read followed by the report of the judges on the trade exhibits. The report of the national flower show committee, Geo. Asmus, chairman, was then read by John Young. This was a very full and complete report, giving the various causes which had resulted in the postponement of this important work until after the war.

Membership Competition.

Awarding the prizes of President Totty's offer for the greatest number of new members brought in during the year by any one member, Jos. Manda, chairman of the committee, reported that after going over the books carefully they found Frank Friedley, Cleveland, O., to be the winner with a list of 63, his competitor, W. J. Pilcher, being a close second with 61. The prizes were Liberty Bonds to the amount of \$100 and \$50. On motion of Irwin Bertermann of the committee, it was agreed that the society add \$50 and present to each gentleman a like amount for their good work, which was heartily agreed to. The secretary here voiced



MEMBERS OF SOCIETY OF AMERICAN FLORISTS AND FRIENDS AT MOOLAH TEMPLE, ST. LOUIS CONVENTION, AUG. 21, 1918.

his thanks to all the St. Louis brethren who had made his stay preparatory to the convention so pleasant, and particularly he desired to thank Fred H. Meinhardt, who had been of the greatest assistance, giving freely of his personal services.

The question of the correct amount to mark off in depreciation of greenhouses in reporting the government income tax was discussed, the general consensus of opinion settling on 10 per cent per annum. C. L. Washburn stated that in taking down greenhouses 15 years old the material could not be sold and the boilers costing \$30,000 brought \$900 as old iron. Frequent painting, it was stated, added long years to the life of all such structures.

The great work of John Young as secretary of the society, in securing so many new members, together with his promotion and activity in securing funds and pushing the publicity campaign, was heartily endorsed amid great applause by a rising vote, which the secretary gratefully acknowledged, and promised the best in him for next year.

The convention then adjourned.

Publicity Committee Report.

The first half of our national advertising campaign came to a close in June, so that I believe it is now time to review the work of the past six months and also consider what future action is deemed most expedient. Our original plan called for an expenditure of \$50,000 for the first year, \$40,000 to be applied to national magazine advertising (omitting the months of July, August and September) and \$10,000 to cover the cost of the promotion bureau and other incidental expenses in connection with the campaign. As we did not have \$50,000 on hand, or promised at the time, it was not deemed wise to make any plans beyond June, and we instructed our advertising agency accordingly. John Young, our secretary, will submit, or probably has submitted, a report showing the expenditures up to date, and the balance we now have on hand to carry on future publicity plans. A brief survey of the advertising which has been done, will perhaps not be out of place, although I believe most of our members are more or less familiar with our efforts.

The campaign, as you know, started in February with a full page Valentine advertisement in the Saturday Evening

Post, and although it had to be considerably rushed to catch the issue, I am sure the advertisement was admirable in every way. That the results were extremely gratifying we all know. The next most notable advertisement was the color page in the Metropolitan Magazine for July. Some doubt was expressed by some of our members as to the advisability of using this publication, but I am sure the secretary will bear me out that the replies received from this particular advertisement was overwhelming proof that it was carefully read by the public and that we got our first really inspirational message on flowers across. On Mothers' day, we all experienced another phenomenal demand for flowers—I used the word "phenomenal" in a most conservative sense, for we must consider the abnormal times we are living in, times when many people are dispensing with so-called luxuries, and who erroneously consider flowers a luxury. Again, at Easter, we saw the public respond to our appeals as never before in the history of our business—members in all sections of the country reported record-breaking sales. These three special occasions are conclusive proof to me that if we pursue our publicity plans consistently, we can have an Easter, Valentine, Mothers' day and other occasions when flowers should be purchased, firmly entrenched in the hearts and minds of the American people.

But these were not the only times that the increased use of flowers was suggested to the American public. Smaller advertisements were used in the Saturday Evening Post, Metropolitan, Literary Digest, Good Housekeeping, Woman's Home Companion, Delinator, Garden Magazine, House & Garden, American Florist, Florist's Review, Horticulture and Florist's Exchange. Each time we published an insertion in this combined list of publications, we reached six million people, and with all of the insertions we had from February to June, we reached over 13,000,000 readers of these publications, impressing upon them in every case the importance of purchasing flowers for birthdays, weddings and other occasions, when ordinarily many people send as gifts or tokens of congratulations or sympathy other gifts when flowers would be more appropriate. So much for our appeal to the public. I wish I could speak as encour-

agingly about our appeal to our members for supporting this great movement, but alas, I cannot.

In the early stages of the campaign that is, before the Valentine page appeared in the Saturday Evening Post, a call for cooperation was sent broadcast, both to our members and non-members, one urging subscriptions to the publicity fund, and the other urging florists to join our society. About two months later, another "broadside" appeal was put in the mails, but again our efforts did not receive the support they surely deserved. It is somewhat discouraging to think that so few of our members have subscribed to the publicity fund. If ever there was a time when our business needed publicity it is right now, in view of the tremendous increase in wages among the class of people who are prolific spenders, when educated as to what they should buy.

Our slogan, "Say it with Flowers," has taken hold in great shape, and I feel confident that its persistent use in national and local florist advertising is going to sell the American people more flowers. I have had an opportunity to discuss the general result of our six months' advertising with florists from different parts of the country, and I have yet to find a man who did not say that he has benefited—benefited materially—from the publicity thus far undertaken.

What of the future? We are in the midst of a business crisis which is going to put men to the test—a test that will show the survival of the fittest, and deal ruthlessly with those who hesitate or display pessimism.

I realize that the government has placed certain restrictions on our industry, but that does not mean we are going out of business. I submit that the more you educate the general public to the value of flowers, as to the necessity of flowers, in every day life, the greater our business is going to be. Our tendency to restrict its development will lessen that much. The notion of a great part of the public which maintains that flowers come under the head of luxuries is misguided, and is due solely to lack of education on our part.

I believe we can accept it as the general policy of our government to interfere just as little as possible with any industry—even when it comes under the heading of a luxury. Our lawmakers realize that the successful prosecu-



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tion of the war, and the raising of great loans toward that end, depends absolutely on the general prosperity of our people or their uninterrupted employment at high wages. We are beginning to discount the many wild rumors which flaring newspaper headlines heralded regarding taxation and confiscation of industries. Canada passed through the same experience in the early stages of the war, so did England, but as soon as our economists began to analyze this and that business, they very soon found out that the wiping out of one business, apparently needless in itself, affected a long string of other industries, with the result that the most minimum restrictions were desirable. So I say that many of us have been unduly pessimistic regarding the future of our business.

We have shown what America, speeded up, can do in everything it undertakes, and just as we have solved the shipbuilding problem, the ammunition problem, the raising of a great army, and so on, so I am confident that we will solve the coal problem, which is the one that most vitally affects us.

Goodness only knows we have enough sadness and cruel war news in our daily press. The people need stimulating influences now more than ever, and flowers surely come first in that category. Sell them flowers now, and not only keep our business going, but give it a tremendous boost later.

I would like to see our society show the same spirit as the Washburn-Crosby Co., who, in a \$10,000 color page on the back of the Saturday Evening Post, had the courage to run that famous slogan, "Eventually—Why not Now?" when they had not a barrel of Gold Medal flour to sell the public. This is only one of the many courageous examples that are now appearing in our national press.

True, our contributions have not materialized as we expected, despite the hard work of our secretary, John Young, George Asmus, chairman of the finance committee, and several other broad-minded members who undertook the thankless task of collections, but I am sure if you could see the opportunity that is before us through the medium of publicity, that every member would subscribe to the limit of his resources as a business investment.

Let us show the American public that the florists of this country are far from being "quitters," that once they

put their hand to the plow, there is going to be no turning back, that we intend to stick to our guns despite restrictions and that we intend to talk to them on flowers frequently during and after the war, and keep our business going as best within us lies.

I like to look upon this publicity work in a much broader way than as a means for selling flowers, though we have proved the tremendous value of national advertising in this connection, but we have not scratched the surface in our efforts to interest the American people in our business. We will need public good will in large measure after the war, and this is the time of all times, when we should be laying the foundation for that good will which will teach the American people the importance of the florist business, with all the money, energy and labor that is invested in the industry.

Buying habits of the public are changing fast. A few years ago it was only the well-to-do who ever came into a florist's, but now the masses are patronizing us more and more, and if we stick to our publicity persistently, we will have the masses with us solidly, and every branch of our business will see a still more tremendous growth after the war.

But we must get in our hard work now while the general public is prosperous, open to conviction, and ready to buy more merchandise than the country is able to produce. The production of flowers and plants, of course, is costing much more today, but my belief is that national advertising will create such a demand for flowers, that we can adjust our prices to meet the increased costs of production, and decrease in volume of goods available for market due to governmental restriction. Let us spend every penny we can possibly raise this fall in national advertising so to keep up the demand for flowers, and build up a prestige for the future which is bound to benefit every member of our society.

HENRY PENN, Chairman.

Credits and Collections Committee.

Your committee on credits and collections has worked most diligently on this perplexing question. The work covered the investigation of many commercial agencies and credit rating bureaus. The one fact that stands out above all others, and is the consensus of opinion of our members, is that the

Society of American Florists should establish a credit rating bureau.

On thorough investigation by your committee regarding the operation of such a bureau, we find it impracticable and conflicting with our charter. The only feasible plan to carry on a bureau of this kind is to incorporate as a separate organization for this purpose. This plan has also been thoroughly investigated, and we find that such a movement should be deferred for the present. This brings us down to the next best practical step; that is, to endorse and affiliate with an established credit bureau. After covering the field thoroughly as to the best organization to affiliate with, your committee is unanimously of the opinion and does hereby recommend that the Society of American Florists endorse the Wholesale Florists' Credit Association conducted by F. S. Webb of Chicago.

We have thoroughly investigated this bureau and find same entirely adequate to the needs, and we have strong recommendation from the subscribers, who endorse Mr. Webb's service as thoroughly satisfactory. We further recommend that, if this report is accepted, a committee of three be appointed to co-operate with the bureau on matters of policy.

We submit below Mr. Webb's proposal, which we offer for your consideration.

R. C. KERR, Chairman.
C. L. WASHBURN.
FRANK X. STUPPY.
F. LAUTENSCHLAGER.

Chicago, August 19, 1918.

R. C. Kerr, Chairman,
Credits and Collections Committee, Society of American Florists.

The Society of American Florists, in national convention assembled, in New York last year, authorized the appointment of a committee of which you are the chairman to make investigation and report on the possibility and desirability of either establishing a national credit and collection bureau or of affiliating with some credit organization already in existence, for the purpose of furnishing the S. A. F. with a credit and collection service applicable to the various lines interested and at a price within the reach of all for the service they require; and, having spent six years as manager of the Wholesale Florists' Credit Association, and having organized and handled that association during all that time, I take the liberty

of presenting to you, herewith, for the consideration of your committee a proposition which I hope may meet with your favorable consideration, and I request the privilege of being heard up on this matter before your committee and any members of the S. A. F. who may wish further information.

For your information, I wish to state that I organized the Wholesale Florists' Credit Association in November, 1912, and reorganized it in February, 1914. I am personally responsible for the organization and for getting these men together and keeping them together. I have served them continuously during all these years, and the best evidence of the success of this organization and the best evidence as to whether or not this service is satisfactory to its subscribers has been demonstrated to you by these people personally during your investigation of the service rendered, and is further demonstrated by the fact that I have kept them together year after year and constantly increased the membership, both in and out of Chicago.

This association furnishes the subscriber with credit information on retailers all over the United States and Canada. We also handle collections, legal matters, adjustment and bankruptcy cases for our subscribers and are collecting a larger percentage of their accounts than ever has been collected before or can be collected in any other way.

In placing my proposition before you, I am not unmindful of the interests of the S. A. F. I believe that every retailer, grower and wholesaler in this country engaged in the cut flower and kindred lines of business can well afford to belong to the society, and if the Wholesale Florists' Credit Association is made an affiliated organization with the S. A. F., or if the society in convention assembled recognizes the Wholesale Florists' Credit Association as the official credit, rating and collection agency or bureau, I am inclined to believe that some special consideration or concession in the matter of rates should be made to your society for such recognition, and of which I have the honor to be a member.

Therefore, I am quoting you a rate far below that which I have ever quoted. I am offering you a service at a price which service cannot be duplicated anywhere at any price, and for which service I have been charging wholesalers \$100 a year in Chicago and \$75 a year to all of those outside of Chicago, and in addition to this price the wholesalers have been paying me for their special reports and for extra services rendered; but in consideration of recognition by your society, making this the official, recognized credit and collection bureau of the S. A. F., and in consideration of the help promised me by your committee that each and all of you will assist in increasing the membership of this credit and collection bureau, I make you the following proposition:

The present standard of service and rates shall continue until such time as the membership or subscription to the service of this association has reached 100, and when the number of subscribers to the service of the credit bureau has reached 100, we will immediately publish a credit rating book or credit guide which shall contain the names and addresses and ratings of a complete list of retail florists in the United States and Canada, so far as we are able to complete it from information

received from our subscribers and other sources from which it is obtainable, and this rating book will be provided with blank monthly spaces for each month of the year, which shall be used as follows:

Each month a change of rating bulletin will be sent out from this office, or as often as is necessary, containing information concerning the financial status of retailers, and the information contained in this bulletin can be transferred in cipher code to your rating book, so that your book will be kept up to date from month to month by reason of these change of rating bulletins received; and our charge to our subscribers for the rating guide and the monthly change of rating bulletins or



Jos. H. Hill, Richmond, Ind.
Director-Elect Society of American Florists.

other special bulletins that may be sent out shall be based upon the number of subscribers as follows:

After the number of annual contracts or subscribers to the service has reached 100 we will reduce the price of the service to \$50 a year, which will continue until such time as the number of annual contracts or subscribers to the service reaches 200, when the rate will be reduced to \$40 a year, and will continue until such time as the number of annual contracts or subscribers to the service reaches 400, when the rate will be reduced to \$35 a year.

Only members of the S. A. F. shall be entitled to the above rates. Those not members of the society shall pay for service in accordance with their requirements, and not less than \$75 a year.

In case of cancellations taking place, which reduces the number of subscribers, the rate charged shall be in accordance with this schedule for the number of actual annual contracts in force.

This association retains the right to issue or refuse to issue a contract or to cancel a contract for any good and sufficient reason.

In connection with this service, we will furnish to our subscribers special financial reports at regular rates charged by regular reporting agencies for similar service rendered, which reports may be contracted for in quantities in accordance with the subscribers' requirements.

The Wholesale Florists' Credit Association will conduct in the future, as in the past, a regular collection and adjustment department, which will take care of your legal, bankruptcy and collection matters, anywhere in the United States or Canada, at regular rates provided for on our rate cards.

Each subscriber, when becoming a member of this association, will be expected to furnish a list of all past due accounts owing him for a period longer than 60 days, and if sold on terms longer than 60 days the terms shall be stated, also the amount owing, and if the subscriber has accepted notes in payment of accounts he must report these notes, stating date account became due, giving the date of note and time of maturity, in accordance with the provisions of the contract of this association.

Each subscriber must report all payments made on past due accounts or notes immediately upon receipt of payment, in accordance with the provisions of the contract.

WHOLESALE FLORISTS' CREDIT ASSN.,
By F. S. Webb, Manager.

National Flower Show Committee Report.

The report I am submitting to the convention today is quite different from that which I expected to submit when I reported to the society in New York last August. At that time, our committee was fairly well satisfied with all conditions pertaining to what we expected would be a successful fifth national flower show. You all know that to carry out and exploit properly a national flower show, it is necessary to start two or three years in advance. Following this custom, we arranged for the leasing of property adjoining this beautiful building, in which we are now convening, for the erection of a temporary building which would take care of the plant exhibits. It was the idea of our committee too, if possible, to have various departments that go to make up a national flower show separated, having supplies and accessories in one part, the cut flowers and decorative novelties and displays by retail men in another part, and the beautiful rose gardens and exhibits of plants in another.

Those in attendance at this convention, to carry and effect this arrangement. The location of this building being in the center of the most beautiful residential part of St. Louis, and practically in the center of the city and adjacent to three of the most prominent car lines, and being on the principal boulevard drive, we thought we were especially fortunate in the location. Our committee also felt confident that we need have no worry about attendance, because our merchandise is such that at all times appeals to the public, but particularly so at the present time when the nation needs something to cheer them and their thoughts. This was proven by the attendance at the spring show in New York.

However, circumstances developed rapidly that made the prospects of the exhibition look very dubious. First, the government's order to cut down on the use of fuel in our greenhouses. This was followed up by the trade doing all they could to meet that demand of our government, the result being that the exhibition plants were the first to be "tabooed," and then too all of the large private greenhouses owned by wealthy men were closed and the exhibits from

them were lost. Then the freight and express conditions loomed up in such a discouraging manner as to render it almost impossible to figure on getting displays through to the exhibition in good condition or on time.

It was with much reluctance that our committee met and decided for the best interests of all, we must abandon the show during the war period, and while we felt that the financial obligations we had assumed in the monies that was spent would be a total loss, we believed that the members of the society and guarantors would feel better towards the position we took, than had we tried to go through with a national flower show that was not national and not in keeping with the intentions of these wonderful exhibitions, such as we have had in the past.

It is to such men as C. W. Ward, who was striving so hard to prove to the trade in this country that we can produce in our beautiful climates a great many of the plants and bulbs we have been importing from foreign countries, and at a considerable expense to his company, they had a large exhibit of plants which were being grown for the contemplated exhibition. I know of a number of other large growers, private greenhouses and state experimental greenhouses that were also preparing to display. It is to these that our committee wishes to offer thanks for their support, and I wish also to mention at this time the loyalty of the local florists and allied tradesmen, who had rallied to the support of our committee to such an extent as we have never known before in any other city.

We have every reason to think that in normal times St. Louis would be an ideal place for a national flower show, and it is my sincere hope that I will live to see the day that St. Louis has a national flower show, if not the next one.

It was a beautiful dream that our committee had, and those of you in attendance can look out at the wonderful piece of property next to this building and realize what it would have been to see the sunken gardens, rose gardens, tropical plant gardens, all with natural sod and beautifully laid out walks with every facility for the watering and care that the plants would have in any greenhouse.

I do not wish to forget to mention the support given us and promised for the exhibition by the Missouri Botanical Gardens. Dr. Moore and his staff had promised us their assistance, and this meant very much to our committee, and those of you who will or have visited this wonderful institution, can realize what an asset it would be to a national flower show.

I will not trouble the convention at this time by reading off items of expense that were incurred by the advance work for the show, but I will state that the sum of money that was expended which we must figure as being a loss was \$5,423.28. I believe that the city of St. Louis might have received some benefit through the publicity, given the show, and I feel sure that it is better to have wasted a few thousand dollars than to take a chance and make a failure of what has always been a success in the history of our society.

Then, too, I know that the members of our society are patriotic to the highest degree, and the government's wishes are first in all matters. Therefore, our society had no alternative but to do as

all the country is doing at present—put aside every thought but the one, that is, "To win the war."

GEO. ASMUS, Chairman.

Report on President's Address.

Your committee on president's address respectfully reports that we believe the address to be of more than ordinary importance, and that the adoption of our recommendations thereon will be beneficial to the society and its members.

We recommend as follows:

That the society, through its president, appoint committees out of its membership in localities wherever possible to assist the National League for Women's Service, which, through its



C. C. Pollworth, Milwaukee, Wis.
Director-Elect Society of American Florists.

members, is striving to cheer the life of the invalid soldier by gifts of beautiful flowers.

We wish, further, to concur in the president's remarks upon the unselfish work done for the benefit of our society and all members of the profession by the Washington representative, William F. Gude, who has sacrificed his time to do this work, and therefore we offer and ask your adoption of the following resolution:

Resolved, That the board of directors of the S. A. F. are empowered to recompense the Washington representative in their discretion.

We think the recommendation of the president to have our membership assist in the beautifying of encampments and parks throughout the country to be of especial value and importance, so that our cantonments may not have that barren and desolate appearance that many of them now have, and that measures should be taken to make them more homelike and cheerful, thus tending to increase the morale of our soldier boys and send them forth in better fighting trim after having been in their cantonments sometimes for long periods of time while undergoing training, and we believe that if work was done such as has been done at Camp Mills, where shade trees and flowers and ornamental shrubbery have been planted profusely it would be a great and beneficial work for our society to pride itself upon both now and hereafter; and we therefore recommend

that the president of this society issue an appeal to the craft throughout the country to assist the various committees whom we recommend that he appoint in every locality where cantonments are located, and urge upon them the necessity of getting active at once so that shrubbery, etc., can be planted this fall.

In reference to trade acceptances, which have been so common for years in foreign countries, and are now being endorsed and recommended to be used by the prominent business man and organizations of this country as an emergency collateral which is strongly fostered by our government, we recommend that the florist trade adopt this method of conserving credits and enlarging the circulating medium, thus stimulating sales of our products.

In reference to the establishing of a florists' bank as recommended by the president, we find that in most cities, and in fact even in the smaller ones there are florists or those engaged in some of our allied trades, who are directors or officers of banks, and we believe that they would be able to pass upon credits, and we do not think it advisable or feasible to have a bank established solely for the florist interests, as the location would have to be too far removed from some of the craft and therefore not of use to the trade in general. We do not, therefore, concur in this recommendation and would recommend that it be not acted upon.

In reference to the establishment of a society publicity organ, we wish to recommend that such bulletin be issued not oftener than once a month to the society membership, such bulletin to contain a record of the work of the society and matters of general interest pertaining to our own and our affiliated organizations and to positively carry no paid advertisements; that the expense of such publication can be, we believe, largely offset by the cutting down of our elaborate book of proceedings which in the past has been unnecessarily voluminous and we believe the same purpose can be better served by retaining in the secretary's office a full record for reference of the convention proceedings, but the published matter to be carefully edited and condensed. We believe, also, that much money can be saved through the elimination of sending out by mail of notices and announcements which now can be included in the official bulletin reaching the membership with much less office labor and postage expense. Such official bulletin would also greatly assist the publicity campaign which cannot wait for yearly volumes but must be constantly looked to and kept up to date.

GEORGE ASMUS,
A. T. DE LA MARE,
E. G. HILL,
Committee.

Memorial Resolutions.

Whereas, It has pleased Almighty God to take from our midst our highly esteemed fellow members—

F. C. Bartels, Rocky River, O., September 15, 1917;

John A. Valentine (life), Denver, Colo., October 15, 1917;

Wm. Nilsson (life), Woodlawn, N. Y., October 22, 1917;

E. A. Beaven, Evergreen, Ala., October 22, 1917;

Thor Zetlitz, Lima, O., December 1, 1917;

Christian Eisele, Philadelphia, Pa., March 1, 1918;

Joseph Heacock, Wyncote, Pa., March 18, 1918;

J. Harrison Dick, New York, March 25, 1918;

J. B. McArdle, Greenwich, Conn., April 29, 1918;

John Satterthwaite (life), Denver, Colo., June 9, 1918;

Thos. Thompson, Santa Cruz., Calif., June 13, 1918;

J. Van Lindley, Pomona, N. C., June 13, 1918;

Wm. H. Evans, Colorado Springs, Colo., July 10, 1918;

James Dean (life), Freeport, N. Y., July 16, 1918;

John Berry, Denver, Colo.:
It is, therefore.

Resolved, That we, members of the Society of American Florists, brought together at this, the thirty-fourth annual meeting of the society, feel most keenly the heavy loss sustained in the departure of so many of our well beloved brothers whose wise counsel and unceasing industry in the best interests of the trade remain as enduring monuments to help us ever onward. Their constancy and devotion to the cause of floriculture have been an inspiration to all of us, their blameless lives a benediction. It is further

Resolved, That we extend to their sorrowing relatives our great appreciation of their splendid qualities, together with our sincere sympathy in their bereavement, and that a copy of these resolutions be forwarded to them, and also entered upon the records of the society, with sketches of their lives and accomplishments.

MICHAEL BARKER.
JOHN G. ESLER.
J. A. PETERSON.
Committee.

Minneapolis Rose Test Garden.

The following is a copy of a communication from Theodore Wirth, superintendent of the Minneapolis, Minn., park system, read at the convention, brief mention of which was made in our report of the proceedings in last week's issue, page 247:

"We have in Minneapolis a municipal rose garden which has been the pride of the city during its existence, or for the past 10 years. It has convinced the people of the northwest that roses can be grown successfully in our climate, and roses are now grown in thousands of home gardens where formerly they were not accorded space. I want to offer the use of our garden for trial purposes to every grower in the country. Anyone who has a new variety that he wishes to try out is invited to send us six plants. We will plant, protect and cultivate them with all possible care, keep an accurate record of their behavior, good and bad qualities, during a period of three years, and report annually to the owner of the plants.

"Our object is to keep in touch with progressive work in outdoor rose culture and to help the grower and introducer of new roses to try out and disseminate his products. We have a standing committee of three judges, professional men appointed by the American Rose Society, to judge such exhibits. We are willing to pay the express charges on plants sent, if demanded—all for the sake of keeping to the front and helping outdoor rose culture in every possible way.

"We now have approximately 2,500 roses, in about 200 varieties, and have set aside trial beds to accommodate 50 varieties, or 300 plants, and can give still more space if necessary. I ear-

nestly ask for the co-operation of everyone interested in this work and hope to receive applications from all parts of the country for space in our garden.

"Regretting that I cannot be with you at this convention, but with cordial greetings to one and all, I beg to remain,

Report of Judges on Trade Exhibition.

The judges appointed by your honorable body to examine the various exhibits at the thirty-fourth annual convention of your society desire to report as follows:

HONORABLE MENTION.

Robt. Craig Co., Philadelphia, Pa.—A large exhibit of crotons, fancy foli-



Mrs. H. G. Berning, St. Louis, Mo.
Secretary-Elec. Ladies' Society of Am. Florists.

age plants and ferns. Special recognition to be accorded the fine display of crotons.

J. A. Peterson & Sons, Cincinnati, O.—Display of specimen Pandanus Veitchii and Asplenium nidus avis; also a number of sample begonias.

Schloss Bros., Ribbons, Inc., New York—Display of ribbons, chiffons, netting and corsage novelties. A number of new corsage and ribbon novelties were noted.

Wertheimer Bros., New York—Display of ribbons, chiffons and excellent novelties.

Poehlmann Bros. Co., Chicago—Display of palms and crotons; large exhibit of ribbons, chiffons, baskets and novelty florist supplies.

Ove Gnat Co., La Porte, Ind.—Display of prepared and artificial flowers and baskets.

Vaughan's Seed Store, Chicago and New York—Display of bulbs and foliage plants and a large exhibit of named varieties of cut gladioli.

S. S. Pennock Co., Philadelphia, Pa.—Excellent display of ribbons, chiffons, corsage novelties and baskets. Very good colors and excellent general display effect.

Jos. Heacock Co., Wyncote, Pa.—A fine display of well grown palms in various sizes.

Burlington Willow Ware Co., Burlington, Ia.—Display of willow-ware baskets, boxes and vases.

Missouri Pottery & Supply Co., St. Louis, Mo.—Display of red clay pots, well staged, in large variety of sizes.

HIGHLY COMMENDED.

A. L. Randall Co., Chicago—Baskets and novelties.

H. A. Dreer, Inc., Philadelphia, Pa.—Foliage plants.

American Bulb Co., Chicago—Bulbs. Peters & Reed Pottery Co., Zanesville, O.—Fancy pottery.

St. Louis Pottery & Supply Co., St. Louis, Mo.—Flower pots.

Nicotine Mfg. Co., St. Louis, Mo.—Nikotene, aphid punk.

Duro Paper Products Co., Chicago—Cut flower boxes.

Ionia Pottery Co., Ionia, Mich.—Clay flower pots.

John A. Evans Co., Richmond, Ind.—Ventilating apparatus; roller-bearing pipe carrier; Evans salt sprayer.

W. A. Manda, Inc., South Orange, N. J.—Foliage plants.

Carl Hagenburger, West Mentor, O.—Solanum and peppers.

Chicago Carton Co., Chicago—Cut flower boxes.

MISCELLANEOUS.

Spokane Concrete Flower Pot Machine Co., Spokane, Wash.—Pictures and literature on concrete flower pot machine.

Kroeschell Bros. Co., Chicago—No display, but desk space.

H. Bayersdorfer & Co., Philadelphia, Pa.—No display, but desk space.

Palmer Slack Burner Co., Fort Scott, Kan.—Literature, and desk space.

The Florists' Exchange, New York—Books on horticulture.

A. H. HUMBERT.
FRED. H. MEINTARDT.
C. C. POLLWORTH.
J. J. WINDLER.
S. S. JENSEN.

Committee on Final Resolutions Report.

Whereas, the Society of American Florists is now about to adjourn a most successful and profitable meeting held in thirty-fourth annual convention in the city of St. Louis, Mo., and

Whereas, the society has entered upon a new career of usefulness through recognition of a broader conception of our duty to the public whom we serve and to ourselves through cooperation and fraternity, and

Whereas, at this convention the accomplishments of the past year have been fully evidenced by the splendid reports of the committee on credits and collection bureau, the finance publicity committee and committee on publicity, and the promotion bureau which not only will benefit us as members of this society, but will benefit the entire craft and should enroll them rapidly in our list of membership as all will wish to help this cause, and

Whereas, we realize that the holding of this fruitful convention at St. Louis was upon the invitation of our St. Louis members who have shown by their hospitality that our choice of St. Louis was an excellent one, therefore, be it

Resolved, That being now about to depart to our several homes and being mindful of the courtesies and attention shown here to ourselves, our ladies and guests, we desire to tender and place upon our permanent records and appreciation of thanks and grateful recognition of courtesies to the following: His Honor Henry Kiel, mayor of St. Louis; to the St. Louis Florists' Club, its officers and committees, for carrying out so well all measures looking to our comfort, convenience and pleasure while in session and after our adjournment; to the St. Louis Ladies' Florists'



CANADIAN HORTICULTURAL ASSOCIATION AT OTTAWA AUGUST 13-16.

Club for special attention to our ladies, automobile ride, luncheon, etc.; to the St. Louis park department for hall decorations and courtesies; to the Missouri Botanical Garden for reception and luncheon; to the officials of Moolah Temple, where we have been so handsomely housed; to the management of the Jefferson hotel, and finally, to the daily and technical press for accounts of our proceedings.

C. C. POLLWORTH, Chairman.
F. LAUTENSCHLAGER,
H. B. HOWARD.

The Entertainment Features.

In addition to the social features already described in last week's issue, there was a reception tendered the visiting ladies at Moolah Temple by the St. Louis Ladies' Florists' Society. This was much enjoyed. There was singing, dancing and refreshments, altogether a delightful evening.

There were a number of personally conducted auto side trips to the various greenhouse establishments, the cars of the members of the local craft seeming to be always in service.

The reception to members and ladies of the S. A. F. at the Missouri Botanic Garden on Thursday, was an occasion long to be remembered by all present. The visitors were taken by autos from Moolah Temple shortly after the close of the convention to the Garden, where they were grouped in front of the large conservatory and another picture taken. They were then shown over the extensive grounds, which bore evidence of splendid cultivation, although having suffered from the protracted drouth prevalent here for the past month. The formal garden, in the rear of the main conservatory, was beautifully laid out and planted, and presented, with its many hued colors, a most gorgeous display. The various greenhouses were filled with rare and valuable plants. The orchid houses contained one collection recently donated valued at \$60,000. Rare pitcher plants and a valuable collection of amaryllis were also features. After an extended tour of the grounds, the refreshment tables with their loads of good things were a most agreeable sight.

Presentation to President Totty.

After the ice cream, cigars and coffee, the company was called to order, and the presentation to President Chas. H. Totty of a magnificent chest of silver was made by President-elect J. Fred Ammann, who referred to the efficient administration of Mr. Totty which was already written in the records of the society, and who had endeared himself to all, and to show their appreciation the members desired to give him,

in this token, something more personal, which would be with him every day and always remind him of their esteem. Mr. Totty said this was to him a fitting end of a perfect day and that he did not know what to say except that he thanked the members from the bottom of his heart. He also referred to the boundless hospitality of the St. Louis brethren, and of the generous reception which they had enjoyed at the hands of Dr. Moore, to whom he asked a vote of thanks be tendered, which was given with a will. The final resolutions were then read and adopted which brought to a close the thirty-fourth meeting of the society.

An illumination of the water lily ponds in Tower Grove Park adjoining the Missouri Botanical Gardens was a beautiful sight. These ponds contain many night blooming varieties and the novelty of seeing them so brought out was a delightful sight. The full moon rising just above the tree tops, added not a little to the picture.

The auto ride and dinner on Friday was a delightful event. Auto cars to the number of 55, all decorated with flags and gladioli, were drawn up around Library Square in the rear of the Jefferson hotel, where all embarked at 1:30. Printed itineraries with the route and scheduled time for various points of interest were placed in each car. This route was through the several parks and over the fine boulevards for which this city is famous. The first stop was made at the Anhaeuser-Busch brewery, through which the party was conducted and initiated into the intricacies of making and bottling beer and Bevo, both of which fluids were dispensed to the visitors at the end of the inspection. The drive was then continued through Forest park and the old exposition grounds. A stop was made at "Rest House," a high point overlooking a plateau at the foot of which were the old exposition lagoons. There were beautiful examples of carpet bedding in this plateau, with a greensward to set them off. Herbaceous beds were also a feature. Ice cream, lemonade, soft drinks and sandwiches were served here. After another enjoyable tour, the Crescent Boat Club was reached, where high above the banks of the great Mississippi was presented a beautiful view. After a bountiful dinner, during which after first singing a verse of the National anthem, the diners also sang many patriotic songs, there were informal speeches by President Totty, President-elect Ammann, W. F. Gude, President Lautenschlager of the Chicago Florists' Club, and others, all of whom referred to the bounteous hospitality of the St. Louis florists. All

agreed that the convention, while it was not the largest, was one of the most successful in point of business in the annals of the society.

Convention Echoes.

Library Square, back of the Jefferson hotel, contained a depressed plateau, in which a festooned design was carried out on all four sides of the sloping banks. In the center was a large fountain with an intermittent fanlike spray, which was very effective. The elaborate bedding of like character on the plateau in front of the rest house in Forest Park was very elaborate.

While the attendance at the convention was confined almost entirely to members of the middle west, there was at every meeting a large majority of the delegates present, and great interest shown in the proceedings. It was distinctly a business convention.

Treasurer J. J. Hess raised considerable hilarity when coming into the meeting while nomination of officers was proceeding and happening to ascend the platform just as President Totty announced that "nominations for treasurer are now in order."

Nearly all who attended the convention used the straight and narrow path across the convention garden site. That flowers would have done well there was evidenced by the vigorous growing sunflowers, which were quite conspicuous.

John G. Esler was delighted at the attendance of the meeting of the Florists' Hall Association, saying there were more present and greater interest shown than at all the meetings of the past 10 or 12 years combined.

There were many examples of fine carpet bedding in the various squares of the city. One of the best was in the plot in front of Moolah Temple, which contained several beds of graceful pattern.

The weather was delightful throughout the week, winding up with heavy showers at the finish of the auto ride on Friday, when nearly all were safe in the shelter of the Crescent Boat Club.

President Totty made an admirable presiding officer, everything moving along with clocklike precision from the opening to the close of the convention.

The beautiful service flag in honor of those of the society in the service, stood out prominently on the platform from Wednesday on.

Results of the Trade Exhibition.

Exhibitors were almost unanimous in their report of good business obtained. There was quite a scramble for all the plant exhibits, which could have been sold several times over on the first day. W. A. Manda, South Orange, N. J., reported a better business than at any

they would have to pay if they did not own it, as it would be part of their expense account.

"If there are any members of the society who have records of expense of cost-production, I think it would be an excellent idea if they could or would get together and work out something along these lines. One thing is certain—many florists who never kept a record in their lives will be compelled to keep one this year on account of the income tax regulations, which require that all persons engaged in commercial pursuits, including florists, must keep a record of all their transactions. With this as a basis, and the exercise of common-sense, many growers will be in a much better position after this year to know definitely whether or not they have made any money.

"There is another type of grower-florist who does the business a great deal of harm. I refer to the man who uses all of his family in his business, thereby employing very little outside labor. He pays his own children a minimum wage, in many cases gives them nothing but board and lodging, and is thereby enabled to operate cheaply and sell at a price another man, trying to bring up his family as any American family should be brought up, is unable to compete with. This kind of grower must be educated to the possibilities of his business before we can hope to have the florists' business attain its proper dignity.

"These remarks contain nothing about actual cost production, but they may perhaps start a discussion so we may hear from someone who may have proceeded farther along with this subject than I have.

Concrete Flower Pots.

To be able to make one's own pots is now possible. The concrete flower pots as exhibited at the St. Louis convention of the Society of American Florists by the Spokane Concrete Flower Pot Machine Co., of Spokane, Wash., looked very practical. They were smooth, well finished, strong, yet scarcely any thicker than those of ordinary clay. Their gray neutral tint will combine well with plants of any color.

The machine, as pictured and described, looked very practical, taking but a ½ horse power electric motor to operate. The concrete mixture can be made to furnish pots of any desired porosity, and in all sizes from two up to twelve inches in width. The machine, once installed, is always ready for use at any available spare time.

Potash From Seaweed.

A species of seaweed growing profusely in the waters of South Africa, known as the sea bamboo, is expected to become an important source of the world's supply of potash.

VALLEY FALLS, R. I.—Walter S. Sword, a well known florist and landscape gardener in this vicinity, died August 12, aged 62 years.

BARABOO, WIS.—The summer meeting of the Wisconsin State Horticultural Society was held in this city August 21-22. Many interesting topics were discussed.

GOSHEN, IND.—The Indiana State Horticultural Society held its annual meeting in this city, August 20-21, about 50 members being in attendance from various parts of the state.

PLANT NOTES.

Roman Hyacinths.

The first bulbs to arrive will be the Roman hyacinths, and everything should be in readiness to properly care for them as soon as received. When the cases arrive the bulbs should be placed in a cool, dry place; if packed in bags they should be spread out either in flats or shallow boxes and placed where they will neither be too moist nor yet in too dry and warm a location. While it is too early to plant for the winter blooming, still a succession of plantings may be made every week until cool weather, when the balance can be planted up. Almost any soil will grow bulbs successfully but fine results are obtained with soil that has been thrown out from the carnation or rose benches and has lain out over winter to allow it to sweeten a little. When a fall pot plant is wanted a few of the hyacinth bulbs can be planted in bulb pots, but in growing for cut flowers flats are to be preferred for they are much more economically handled and do not require as much care. In planting the bulbs cover the bottom of the flats with about an inch of soil, placing the bulbs on this quite closely together, yet not touching, as can be done with other bulbs. The flat should then be filled with soil, which should be packed between the bulbs with the ends of the fingers. They should then be given a good watering, enough to wet the soil all the way through and settle it around the bulb. The flats should be placed outside and covered to a depth of about three inches with sand or coal ashes or something that will lie close enough to prevent drying out. A label should be placed at the end with the date of planting, so that the several plantings will be kept separate and can be readily moved into the houses. In four to six weeks they should be well enough rooted to bring them into the house, where they can be placed under a bench until they begin to throw up their flowering spikes.

Paper White Narcissi.

The Paper White narcissi are now being received and as soon as delivered should be unpacked and spread out in flats, or on shelves in a cool, dry place. If they remain in the original cases, they are apt to become moist or heated when packed closely. They should be handled carefully and not thrown around so that they become bruised or the outer covering torn off. This covering is a great protection for the bulb, preventing it from drying. Plan how the bulbs are to be flowered, that is, how many are to be brought forward each week, and start at once to box up the first lot and then continue the plantings at the desired intervals. The flats or boxes should be prepared at once, not only for these but for the other bulbs. It is the general custom to use any old box that can be obtained, and they are, therefore, of different sizes and different depths. They do not pack closely when placed outside, neither do they seem to fit on the bench in an economical manner. Our experience has been, rather than to buy a mixed lot of boxes of different sizes, it is better and cheaper to purchase stock at the lumber mill and saw it into the proper length. Get one-half inch stock, three inches wide, for the sides and bottom

and one-inch stock the same width for the ends. Saw the ends 12 inches long and the sides 24 inches. This will make a flat 13x24 inches by using four pieces for the bottom, and will allow proper drainage. A flat of these dimensions will hold about 50 Paper White narcissi or 60 to 70 tulips, and will cost but little more in the price of the box and can be made with much less labor, and when the boxes are all of one size they can be placed upon the benches with much saving of room. As soon as the bulbs are planted in the flats they should be placed in a dark, cool place and covered with soil or ashes until rooted, when they can be brought into the houses. The early planted bulbs will require good heat to bloom them successfully, much warmer temperature than the later planted bulbs.

Sweet Peas.

The early snow sweet peas will soon need some support, and the plan most generally adopted by growers with peas inside is to pass strings around the plants fastened to stakes at each end of the row. If the rows are lengthwise of the bench stakes to which the strings may be fastened will have to be arranged about every 10 feet. As soon as the plants have attained a height of six inches the first string should be tied on and strings should be added every six to eight inches as the plants grow taller. The plants must be kept growing straight throughout their culture, so they must have strings quite close together for their twining arms to catch upon, and if when the plants are in bloom they are not kept tied up a large number of the flowers will have crooked stems. Care must yet be taken with the watering and until the plants show active growth they should receive but little water, being kept on the dry side. If allowed to be too wet, stem rot will result and the plant will die. If sweet peas are to follow the early chrysanthemums the seed can now be sown. Three or four seeds in a 4-inch pot will be right for this time, for they will have to grow in the pots about six weeks, the middle of November being about as early as the chrysanthemums can be cleaned out and the beds made ready. Careful watering will be the watchword for the young seeds and do not thin out too early. Wait until the plants are in good growing condition, when they can be thinned out to one plant in a pot.

Violets.

The single violets should be planted in the houses now as soon as the beds are ready. In lifting the plants in the field try to get a good ball of earth with the roots and avoid as much as possible the roots becoming dry. These roots are very soft and succulent and if they become too dry new roots will have to form and it will take some time for the plants to become established in their new quarters. The better way is not to try to handle too many plants at a time, but to lift a few and plant them out at once. When the plants are lifted all the runners should be removed and the plants as soon as set should be well watered. They should then be shaded during the warm days, the length of time necessarily depending upon how quickly they will take hold in the new soil. Give the plants all the air possible but avoid draughts if possible until they begin to show growth.

Anemones and Ranunculus.

The grower desirous of having something out of the ordinary in early spring should grow a few anemones and ranunculus. The bulbs are inexpensive and will help to increase the variety at a time when the flower users are looking for something that they have not seen all winter. No doubt failure in starting these bulbs has caused many growers to give up the attempt of their culture, but if once understood they are as easily grown as any other of the bulbous flowers. The bulbs should be planted in flats close together and covered with about half an inch of soil and then placed under a bench in a cool house. Under no circumstances water the soil or place them where water will drip upon them, for if they become wet they will surely rot. Place papers over the flats to prevent evaporation and in about three weeks the bulbs will throw out roots and the tops start. They can then be placed in pans or in the benches and grown as any other bulbs are handled.

Pansies.

The pansies for early spring trade should be placed in the frames that they may become established before freezing weather commences. Make the soil good and rich. It is the plants with large flowers in the spring that find the quick sales and these cannot be obtained in poor soil. Set the plants about five inches apart and water well after planting. Keep those of a kind together and plant all the mixed lots adjoining. There is more time wasted in the retail selling of pansies than any other flower, traveling back and forth over a mixed bed trying to pick out a nice assortment. This is especially so with some customers, and in setting out the plants try to prevent this as much as possible. When freezing weather comes cover the frames with sashes which will prevent the snow from lying too heavily upon the plants and also much freezing and thawing. If frozen for months and covered with sash no harm will be done, but if a warm spell should come on, the sashes should be raised to allow ventilation.

Fall Propagation.

There are many of the plants used for bedding purposes that are better propagated in the fall, for cuttings are more readily obtained, root easily and allow time for the growing of good stock. Ivy geraniums, to have fine plants in the spring, are much better propagated at that time. Vincas for the spring sales propagated in September make fine plants by the first of May. The long shoots can be cut up to two eyes each and they will root in three or four weeks, then potted in 2½-inch pots and kept cool until February, when they should be potted into 4-inch pots and grown along the sides of the beds or benches. Abutilons should be handled in a similar manner. The tender tips should be used for the cuttings, and these should be kept well watered and shaded until roots are formed, when they can be potted and kept cool until towards spring. The pelargoniums that were cut back and dried off in August should now be made into cuttings and should be taken and placed in the cutting bench. There are also many plants that the stock should be looked out for at this time and a few plants

lifted and housed before frost. Many growers prefer to raise their salvias from cuttings and in this case a few plants can be potted and grown on. Any extra good double petunias should be lifted. Pyrethrum or feverfew, coleus and the other soft wooded plants should be selected and potted that they may become established before cool weather.

Cyclamens.

In order to have nice large plants of cyclamens for another year, now is the time to sow the seed. This can be deferred until later and the seed planted at any time until the first of the year, yet it is much better to start them early and obtain a nice well-foliated plant full of bloom in a 6-inch or 7-inch pot than a smaller plant with but a few blooms and flowers, which is sure to be the result with the later sown seed. Soak the seed for about 24 hours in tepid water and place the receptacle in a warm place, and plant in flats about one-half to three-quarters of an inch apart and there will be need for but little further labor until later in the winter. Be sure and have a light porous soil with a good proportion of leaf mold. The plants that are to be in bloom for Christmas should now be making good growth and be in the blooming pots. Any buds that show up at this time should be removed. Give the plants plenty of room and leave them from now on in full sunlight and in a cool, well-ventilated house. A sharp lookout for aphids must be kept up and regular fumigation continued. The plants for late winter and spring blooming can be kept out in the frames as long as safe from frost and then placed in cool quarters until time to give them more heat, which will depend upon the time they are wanted in bloom.

German Goods Given Away.

The Crocker & Ogden Hardware Co., Binghamton, N. Y., recently filled a window with a large consignment of German-made pocket knives, with the announcement that they would keep no goods made in that country in stock, and offering them free to anyone who would carry them away. This was quickly taken advantage of by small boys. Other stores in that city are following this firm's example.

Burbank's Burbank.

The action of the Prussian representatives at Brest-Litovsk discloses that the Prussians have thrown Luther Burbank into the shade. Luther Burbank is almost a wizard, an assistant secretary to nature, but the Prussian representatives at Brest-Litovsk were able to make a large crop of lemons grow on the olive branch.—Senator Ashurst.

LITTLE SILVER, N. J.—At the funeral of an aviator from Camp Vail Field recently, aeroplanes followed the funeral train scattering gladiolus flowers.

BATTLE CREEK, MICH.—F. S. Craig has some excellent gladioli which have bloomed throughout July, relying entirely upon the natural rainfall. He finds best results are received from soil a trifle heavy, and commercial fertilizers such as used for vegetable crops. T. H. Fuller has also been very successful with three acres, his stock running from small bulbets to 3-year-old producing stock.

WITH THE GROWERS

A. Harvey & Son, Brandywine Summit, Pa.

Some 25 years ago Alvin Harvey, at Brandywine Summit, Pa., was a dairyman with a large herd of fine cattle and a good sized farm. When the farmers in that neighborhood, which grew to be christened the carnation belt, took up the culture of the "divine flower," Mr. Harvey put up several small houses, which place has grown to about 75,000 feet of glass. Several large Lord & Burnham houses of the latest type are wonderfully efficient, being filled with *Ophelia* and Hadley roses that are growing and producing very high grade stock. Hadley is especially fine. Beds of first year old plants are breaking at the bottom; in many plants, some such shoots measure four feet in height. *Ophelia* is also very vigorous. All the stock is in ground beds. A large house, 40x250 feet, is planted with sweet peas in ground beds. The vines were up to the glass, eight to 10 feet in height and a mass of flowers. These will be followed with tomatoes as a summer crop. A good sized house in an older range was planted with sweet peas on raised benches. The rows were crossways of the benches so as to get the sun on both sides. These had been blooming since fall and had paid more per square foot than any other crop on the place.

Several houses of carnations looked very well. After Easter, every third row across the table is taken out and planted with tomatoes, which are finally given the whole room and make a good summer crop, July being a good month after the southern crops are done. Mushrooms are grown under the benches where a very good crop was now about ready. Carnations were rooted in coal ashes apparently as good as sand, as they could not look better. From here they are set out on benches, two inches in row and three inches between. Here they are pinched and grown on until put out in the field. This saves pots and labor.

A 100 horse-power boiler, return tubular, bricked in, furnishes heat for the large range. Permanite had been spread over the brick work about one-eighth of an inch thick and it was found a lot of heat was conserved in this way. Another important heat saving device was a series of steam pipes inside the front end of the casing of the boiler. When the full pressure of 75 pounds was on in the late afternoon, by turning a valve a steam jet opposite each tube forced out all soot and dirt, thoroughly cleansing the tubes and sending the same out of the chimney.

A correct record is kept here of each house and crop so that only things that are found to pay get any lengthy stay. Fuel had to be used very carefully here as elsewhere. Rose temperatures had been 52°—54° at night.

In speaking of sweet peas, Mr. Harvey thought the orchid types were retrograding, not being as large flowered as at first with them. Dropping the buds during cloudy weather was caused by too rich soil and excess of water. They seemed bound to drop the first crop of buds in early winter.

George Schubert, North Bergen, N. J.

Calling recently on George Schubert, who specializes in palms and table ferns, we found a large stock, all in fine condition. He has 200,000 young palms in pots, most of which are Kentia Belmoreana, and as many more coming on in the seed beds. Several houses are devoted to the table ferns. He has a fern, a sport of Whitmanii, which originated in his ranges. All his stock is in fine condition. He has a large New York trade and also ships to various sections of this country. Visitors to the New York spring flower show will be interested in inspecting his stock.

A. F. F.

Planting Herbaceous Peonies.

E. M. writes: "My experience with herbaceous peonies is that it does not matter whether they are planted in October or March provided the work is done properly." Let me say at once that, so far as affecting the immediate future welfare of the plant the two following seasons, the planting of the peony in March cannot be "properly done." There is no question of soil preparation—everybody knows that the peony requires generous treatment and the best soil cultivation. It is all a question of root production and root activity, and the thing that matters is that the planting be done at, or in advance of, basal, or primary root formation. No gardener, measuring the results of March planting with those of the commercial grower who plants in September or October and has in part to depend upon his flower crop for rent and other things, could for a moment claim that March is equal to the other months named. March planting of the peony in the past has been responsible for many failures; the slow recovery of the plants following such work causing many to regard them as "impatient of disturbance." March planting, too, is directly responsible for reduced root activity, which, weakening the crown buds, throws the whole plant into a debilitated condition from which recovery is slow. To those who study the plant the reason is clear. Disturbed at that time, the roots are practically powerless to retake to the soil, and the plant, thrown on its own resources for weeks or months, is materially weakened. For those who would have the object-lesson at first hand let me recommend the lifting of a few plants in March, when leaf growth is active, re-planting them instantly. In that instant, root activity and development is virtually suspended for the season, with all the ills that follow in its train, and of this the moved plants will prove an unerring guide; they will need no searching out. E. M. refers to three dozen sorts planted 25 years ago, and their "uninterrupted success" since. At what season these were planted we are not told. Planting a few dozen once in a while, however, does not afford the operator great opportunities for observation. Far better circumstanced is the grower of acres of plants, whose very business, compelling him to deal with his plants annually, also insures an intimacy with the subject not gained in any other way. It was my dealings with the peony on a very large scale 35 or so years ago that opened my eyes to the special value of autumn planting, and subsequent experiments, conducted for the sake of information, fully endorsed

the conclusion at which I had arrived. Hence I can recommend my system of planting to all who would have the peony give of its best, and give it in the shortest possible time after planting. In fine, the test of correct work in this connection is best gauged by the quick return to a representative flowering of the plants, and following autumn planting, the cultivator has not long to wait before witnessing this recovery.—E. H. Jenkins, in London Gardeners' Chronicle.

The Late Frank Danzer.

The passing of Frank Danzer, who died August 20, brief mention of which was made in last week's issue, page 257, was a distinct shock to the local trade and his many other friends who were unaware of the affliction he bore, but which permitted him to be almost constantly at his duties with John Breitmeyer & Sons, well-known florists of Detroit, Mich. He had several attacks of heart failure recently, none of which, however, indicated serious results, and no apprehension was felt by either his family or business associates. August 19, while at work, he suffered a fainting spell and was taken home. He recovered fairly well, but was very weak, and early the following day had another and more severe heart attack which resulted fatally.

Mr. Danzer was closely identified with the Detroit trade, was highly esteemed, and had a popularity enjoyed by few. He was for two years president of the florists' club, an office which he filled with conspicuous ability, and his refusal of the honor for a third term was much regretted by the members. He took much interest in the development of the school gardens, and his assistance so freely rendered to The Twentieth Century Club of that city, having this work in charge, was much appreciated by that society, which was, with the florists' club, Knights of Columbus, C. M. B. A. Society, St. Vincent de Paul Society, represented at the funeral which was held from his late residence, 1489 15th street, Friday morning, August 23.

Services were held at St. Agnes church. Here, its pastor paid a high tribute to the deceased, saying that he was an ideal father and devoted husband, whose good work in the parish was highly appreciated, and could but merit in the next life, a rich reward commensurate with his good deeds in life. Interment was in Mt. Elliot cemetery. The pallbearers were Walter Tæpke, John Klang, Robert Rahaley, Henry Rahaley, E. A. Feters, and Norman Sullivan.

In his unusual activity, Mr. Danzer found time to contribute much to the trade papers, and his great interest in civic affairs led him to present his views frequently in the columns of the daily press, and these contributions displayed the versatility of his mind, which seemed with equal ability to analyze and treat either political subjects, municipal or national questions with rare acumen.

He is survived by a widow, a son, Aloysius Frank, now serving the colors in France, three daughters, Evelyn, Louise, and Catherine, the latter two being twins. The floral tributes were many and beautiful. Conspicuous among them was a large wreath sent by the florists' club, and an elaborate design by the Michigan Cut Flower Exchange.

J. F. S.

Ullenbruchs American.

Matt Ullenbruch, the well known florist of Port Huron, Mich., has three sons of whom he is justly proud. Each has won the chevrons of a sergeant. Carl is in the aero service; Norbert is a member of an ammunition train, and Verner is attached to a base hospital. Norbert and Verner are already overseas. Matt Ullenbruch, although born in Germany, is 100 per cent American. He came to America 45 years ago and became a citizen as soon as he could get his papers. He is proud of the fact that he has three sons fighting for Uncle Sam against autocracy. The following editorial from the Times-Herald, Port Huron, Mich., applies not only to this loyal family but to hundreds of thousands of other American citizens of German origin, who are backing up the government with all they possess and are proud to offer their sons to fight in this war to set all men free:

THE KAISER'S MISTAKE.

We would like to be able to send William Hohenzollern, emperor of Germany and fend incarnate, a copy of The Times-Herald of Monday night, with a blue pencil mark around the photographs of the three Ullenbruch brothers, which appeared on the first page of that issue. We would like to write underneath something like this:

"To the Chief of the Baby Killers:

"We are mailing you this marked copy of The Times-Herald so as to give you some idea of what you started when you dragged America into this war. The father of these three American soldier boys came from your country to the United States nearly half a century ago and he became a citizen just as soon as he could get his papers. He settled in Port Huron, Mich., where he raised a family of Americans. He taught them American ideals. He made them understand that right was greater than might. He let them know that America was his country, as well as their country.

"When the war broke out the father of these boys was visiting in Germany. He saw your soldiers. Among them were 27 of his first cousins. Naturally he loved his relatives. He had been visiting them. He came home and he hoped and prayed that we would not be dragged into this war. But when you, William Hohenzollern, sent your submarines to murder our innocent women and children, when you forced us to protect the rights of our citizens, this man was squarely on the side of America, first, last and all the time.

"That's where you made your great mistake, William Hohenzollern. You thought America wouldn't fight. You thought men with German names and of German birth and descent, like Matt Ullenbruch, would forget their allegiance to the country of their adoption. You thought, in your thick-headed Prussian way, that you could scare us. You thought there would be riots and bloodshed in America, led by men with German names. You thought this was a country of money-grabbers and scoundrels. What a mistake you have made, William Hohenzollern!

"Take another look at the pictures of the three Ullenbruch boys Kaiser Bill. Take a good look. We've got hundreds and hundreds of thousands just like them and they are after you, and they're going to get you, too. You will find them fighting in the front lines. They're fighting for the greatest cause in the history of the world. They're fighting for democracy and for humanity. Why, Kaiser Bill, they're even fighting for their cousins right in your army. They're going to try to set them free along with the rest of the world.

"Hard on you, Kaiser Bill. Doesn't easily percolate through the Prussian skull, does it? Can't see why anybody with a German name should fight for liberty long as he and Gott's' hold forth? But you'll know more about it one of these days, you inhuman destroyer of hospital ships and their cargoes of helpless, wounded and Red Cross nurses. Yes, you'll know more about it and boys with German names and American spirit and patriotism are doing their part in the glorious struggle to deliver you and your God. But there's William Hohenzollern, when they get going.

Yes, there are a lot of things we'd like to say, if we could get a marked copy into the hands of the Prussian lord. But there's a much more effective way of reaching him with this message and the Ullenbruch boys are among the millions of brave soldiers who are going to deliver it by shooting it to Berlin. That's the only way to make the Hun understand why civilization is solidly arrayed against him.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time. Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO.

"In God's name, cheerily on, courageous friends
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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The last rose of summer is blooming alone—
A mere non-essential which no one will own.

CLIMBING BROTHERS, the well known landscape gardeners of Brookline, Mass., are now engaged with the government, laying out new towns in Connecticut, where operations are large and the housing of employees necessary.

Florist's Telegraph Delivery Contest.

Suggestions for improving the work of the Florists' Telegraph Delivery, that ever increasing body of up-to-date retailers, who have put such life into the business within the past two years, is after still greater results and offers a prize of \$50 to the one sending in the best ideas along these lines.

Here is a good opportunity to present that new scheme which you have thought out in filling or obtaining future orders to be delivered by mail, so as to be able to include the customer's personal card and in other ways bring up the standard to modern requirements.

Suggestions are to be typewritten on sheets of plain paper, one copy to be forwarded to F. C. W. Brown, care of the J. M. Gasser Co., Cleveland, O., second copy to W. F. Gude, president of the Florists' Telegraph Delivery, Washington, D. C. These to be sent before September 30, 1918.

The best suggestion and winner's name will be published in all trade papers, and the winner who can send in the original copy will immediately receive a check for \$50.

A Successful Convention.

The thirty-fourth annual convention of the Society of American Florists has passed into history as one of the most successful in the amount of business transacted and large attendance at its various sessions. Considering war conditions, the attendance of over 200 members, in addition to those who reside in St. Louis, was most gratifying. All committees presented carefully prepared reports, showing great progress in the work of the society. This was especially noticeable in the publicity, and promotion campaigns, in which the secretary has taken such an active part the past year.

Costs of production, which it is thought will be of immense benefit to all of the craft, is to be determined the coming year from statistics obtained by a large committee, the membership of which will reach to every part of the country.

The trade exhibits, while not extensive, produced results that were quite satisfactory to the various firms represented.

The visitors were royally entertained by the local craft with social features every day, none of which, however, interfered with the meetings of the society.

National Publicity for Flowers.

At the St. Louis convention of the society held last week, the work of the committees having the campaign in charge was approved and endorsed, and the enthusiasm shown augurs well for a speedy completion of the fund projected, \$50,000 a year for four years.

The results already secured and the lines of action determined upon and in process of carrying out, as they appeared in the different reports, were sufficient to show that the objects of the campaign were being attained and that the fund was being expended in the interests of everybody in the trade.

And, right here, we may reflect upon one feature of the campaign which is most prominent—the fund is used as it is collected in so far as the requirements of the first year are concerned. The committees have not waited for the point of completion; they have done the best that was possible with the

money available. This is not one of those funds of fable which reached fabulous amounts, only the interest upon their investment being used for their prime objects. Every dollar of the florists' fund is being used in its entirety for the objects of the campaign, and in the main these objects center upon the individual benefit of every florist in the land. Therefore, whatever a florist contributes is given for his own benefit, and the amount should be considered as so applied.

The \$50,000 fund required to cover the publicity plans for 1918 is not yet fully subscribed, but just a little more enthusiasm on the part of those who have not yet given the importance of the campaign their full consideration should suffice to insure its completion at a very early date, and the committees most earnestly appeal for this final help. Let it be forthcoming.

JOHN YOUNG, Sec'y.

Flower Shop Men and War Work.

Owing to the great demand for labor in all the various war industries, the labor board of the District of Columbia has classified managers and employees of florists' shops among 40 other industries as non-essential. This decree was issued August 23 and applied directly to those within the District of Columbia, but this action is expected to set a precedent for other labor boards throughout the nation. It is directed that voluntary releases be given to all employees in the non-essential industries, so that they may at once engage in war work.

At the conference of field agents of the United States employment service of the department of labor, in Washington, Nathan A. Smyth, assistant director, stated: "The time has come for the entire nation to realize that business as usual is no longer possible. It is a question of winning the war quickly, and finally, or having it drag on indefinitely to an indefinite end. We are faced with a condition which means a great lesson to the American people. When the people know the facts, they will rise to the situation."

State Fairs.

The following is a list of coming state fairs with the names and addresses of the superintendents of the horticultural and horticultural departments as far as obtainable:

August 21-30, Des Moines—Iowa State Fair. Elmer M. Reeves, Waverly, Ia., superintendent of horticulture; Hon. Wesley Greene, Capitol building, Des Moines, superintendent of floriculture.

August 26-30, Columbus—Ohio State Fair. E. C. Cotton, bureau of horticulture, Columbus, superintendent of horticulture; E. V. Walborn, Columbus, general superintendent.

August 31-September 8, Sacramento—California State Fair. Charles W. Paine, Sacramento, Secretary.

September 2-6, Hartford—Connecticut Fair Association. H. C. Parsons, Secretary.

September 2-6, Lincoln—Nebraska State Fair. C. G. Marshall, Arlington, superintendent of horticulture; L. C. Chapin, Lincoln, superintendent of floriculture.

September 2-7, Hamline—Minnesota State Fair. J. V. Bailey, Bradley street station, St. Paul, superintendent of horticulture; LeRoy Cary, University Farm, St. Paul, superintendent of floriculture.

September 9-14, Syracuse—New York State Fair. David Lumsden, Ithaca, superintendent of floriculture.

September 9-14, Louisville—Kentucky State Fair. Charles Scholtz, Jr., Louisville, vegetables; Prof. Albert L. Olney, Lexington, pomology; Wm. Robt. Versailles, superintendent of floriculture.

September 9-14, Huron—South Dakota State Fair. Geo. W. Gurney, Yankton, superintendent of horticulture and floriculture.

September 9-14, Milwaukee—Wisconsin State Fair. N. A. Rasmussen, Oshkosh, superintendent of horticulture.

September 9-14, Douglas—Wyoming State Fair. Anson Highby, secretary.

Wants, For Sale, Etc.

**One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.**

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Night temperature man; one who understands boilers; good wages to right party. Address

United States Cut Flower Co.,
Elmira, N. Y.

Help Wanted—Experienced man for general greenhouse work on private place. State references and wages in application. Address

Box 253,
Lake Forest, Ill.

Wanted—Men or women, part or all time, to solicit orders for fruit and ornamental trees, roses, shrubbery, etc. Big demand; highest commissions; big specialties, free outfit.

C. H. Weeks Nursery Co.
Newark, New York State.

Situation Wanted—As head gardener or manager on commercial, private or public place; have 34 years' practical experience in America and Europe in all branches of cut flowers, potting, bedding plants, landscaping, laying out of grounds; nursery; good vegetable grower, etc. Married, no children, steady, honest and sober, can handle men to the best advantage. Good references. Please state particulars in first letter. Address

Key 923, care American Florist.

For Sale—Two greenhouses, 25x100 ft., modern construction, hot water heat. Located in hustling town of 3,000. Excellent business.

Mrs. Adah M. Johnson,
Carey, O.

Help Wanted

Good gardener and florist for place in Iowa. State full particulars in first letter.

Key 925, care American Florist.

HELP WANTED

Saleslady for Montana store. \$100 per month to start. Address

Key 924, care American Florist.

Situation Wanted

Expert storeman, capable of taking charge. Over 45 years of age, in perfect health and active as a man of 35.

Key 926, care American Florist.

WANTED

Ten good live Rose Growers, preferably past the Draft age. Good opportunity for some to advance. Good work will be appreciated.

Also: Six Firemen—Pay \$90.00 per month.

POEHLMANN BROS. COMPANY
MORTON GROVE ILLINOIS

Salesmen Wanted

We prefer greenhouse men for our salesmen. If you can make good selling an established line of greenhouse supplies, we have openings in our sales organization. Previous sales experience is desirable, but not necessary. What we want are greenhouse men who understand greenhouse problems and can talk intelligently to the greenhouse trade. In writing us, give age, references, salary expected and territory you are familiar with. Address

Key 921, care American Florist.

GREENHOUSES FOR SALE.

In Denver, America's great health resort. Established florist's business including eight city lots; six greenhouses fully stocked and plants in excellent blooming condition; finely equipped cut flower store, with large refrigerator, marble top counters, large mirrors, safe, typewriter, auto delivery car, etc. Elegant nine room pressed brick residence (furnished). All adjoining and heated together. No coal restriction; mines not far distant. A going business; good patronage; in a desirable location. Best of reasons for selling. A bargain. Reasonable payment down, balance long time. Might use some clear real estate if well located to apply.

Bright Spot Greenhouses,
Fifth Ave., Denver, Colo.

FOR SALE Greenhouse Glass

10x12 in., per box, \$3.50
16x18 " " " 4.50

Rafters, 1½ and 1¼ inch wrought iron piping, Garland iron gutters and Evans ventilating machines.

— WRITE FOR PRICES —

PETER REINBERG

30 East Randolph St., CHICAGO

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¼x5¼ inches.

FOR CUT FLOWERS: In two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

Fort Wayne, Ind.

TRADE GAINS THROUGH FUNERAL WORK.

Business showed a slight improvement last week over the week previous, with two or three days when the florists were really rushed with funeral work, besides a good demand for plants and baskets of flowers for the hospital and sick-room. There has not been any improvement in the supply, however, due to no change in the extremely hot, dry weather conditions. All flowers of good quality are exceptionally scarce. Roses have tightened in supply, Russell and Ophelia being the two dependable varieties. A fair supply of carnations from the young plants is coming in, and they are of passable quality, although of very short stems. Orchids are on the short side, and no cattleyas are available at present.

NOTES.

A. J. Lanternier & Co. had a good demand for basket work and bouquets. They are handling some excellent lily plants. This firm had an accident at the greenhouses last week, when a long bench, planted with Bonaffon chrysanthemums, collapsed, but, very fortunately, few of the plants were damaged.

Miss Marguerite Flick, secretary of the florists' club, upon request of the government, is compiling a list of commercial greenhouses, including those who grow vegetables as well as flowers, to help complete a census which is being taken all over the country, as a war measure.

An auction for the Red Cross will be held in this city, on a very large scale, during the second week of September. Those florists who have pledged themselves to give are Edgar Wenninghoff, The Doswell Floral Co., A. J. Lanternier, Flick Floral Co., and Freese Floral Co.

The Flick Floral Co. is showing some attractive arrangements of a combination of Ophelia roses and snapdragon in baskets. This firm's roses are of very good quality. Some fine aster plants were also noted here.

Some very good Golden Glow chrysanthemums are being cut by the Doswell Floral Co. This firm also reports a 'good cut of Ophelia, Richmond and Killarney roses. Trade was brisk here, especially in pot plants.

Lieut. W. J. Vesey, Jr., writes that his unit, which is now stationed at Little Rock, Ark., expects to leave within a week for an eastern port. Aster plants and pot Auratum lilies met with a good call at the flower shop of Edgar Wenninghoff. The sale of baskets was also good.

Mrs. Edmund Lanternier has been named one of the lieutenants in charge of the large Red Cross auction.

H. K.

Columbus, O.

LABOR SHORTAGE FELT.

A feature of the market is the scarcity of outdoor flowers. Dahlias have been badly burned, and asters are in short crop and of poor quality. Florists, who depend on their own greenhouses alone, are experiencing a scarcity of stock, largely because of labor famine, but those who have connections with a number of private growers, find offerings equal to demand. Long-stemmed roses are not available in any quantity, as there has been a lack of skilled help in developing. The choicest flower just now is the indoor grown aster, which is very popular with the public. It is taking the place of the gladioli, whose reign is about over for the season. The first chrysanthemums are now on display. They are confined to Golden Glow, and are small in size. The price to the consumer is \$3 a dozen. Prospects are for an immense crop. Greenhouse owners have given extra

We have a Surplus stock of Minnesota Grown

PEONIES

Propagated in Our Own Nurseries, which we offer for Quick Clearance at the following Attractive Prices.

ORDERS FILED AND FILLED IN THE ORDER RECEIVED

These will be divisions from good, strong, plump, true to name plants with good, healthy eyes.

	Per Doz.	100		Per Doz.	100
Achille	\$1.50	\$10.00	La Sublime	\$4.50	\$30.00
Albaret Crousse	5.00	30.00	La Tulipe	3.50	25.00
Avalanche	6.00	35.00	L'Esperance	2.00	8.00
Boule de Neige	4.50		Louis Van Houtte	2.50	18.00
Couronne d'Or	2.50	15.00	Mme. de Verneville	2.50	18.00
Delachei	4.00	28.00	Marie Lemoine	2.50	18.00
Dorchester	3.75	25.00	Mons. Bouchariat Aine	3.75	25.00
Dr. Boisdual	3.75	25.00	Mons. Dupont	4.50	30.00
Duchesse de Nemours	2.75		Mons. Jules Elie	6.00	40.00
Felix Crousse	4.50	30.00	Petite Renee	5.00	30.00
Festiva Maxima	2.50	17.50	Mme. Ducl	3.00	20.00
Floral Treasure	3.50	20.00	Pottsi	3.50	30.00
Glory of Somerset	3.50	25.00	Prince Imperial	4.50	30.00
Golden Harvest	3.50	25.00	Rubra Superba, Richard-son's	4.50	30.00
Grandiflora Rosea	2.50	15.00	Umbellata Rosea	4.00	30.00
Humei	1.50	8.00	Ville de Nancy	3.75	25.00
La Coquette	3.50	25.00			

Have some large clumps 3, 4 and 6 years old at proportionate prices.

CASH WITH ORDER, PLEASE.

RED ROCK NURSERIES

63 S. Robert Street,

ST. PAUL, MINN.

FREESIA Purity FOR HIGH CLASS FLORISTS BAZE

$\frac{1}{2}$ to $\frac{5}{8}$ \$4.50; $\frac{5}{8}$ to $\frac{3}{4}$ \$7.50 per 1000.

Shipped on approval. Express prepaid on orders of \$5.00 and up.

The SAN JUAN BULB CO.
76 Chilverton Street - SANTA CRUZ, CAL.

space to chrysanthemums, with the idea of abandoning it after the crop is gathered, until there are improved fuel conditions in sight. Imported ornamental stock, such as bay trees and boxwood has grown very scarce with the local trade, causing embarrassment in realizing usual greenery effects for large social functions.

NOTES.

Abe Newland, until recently florist at the Ohio Institution for Feeble-Minded Youth, has taken the position as manager of the Fifth Avenue Floral Company's retail store. In addition to being a florist of long experience, he is an expert landscape gardener, and it is proposed by the company to make planting a new department of their business. Beginning with this fall, they will go into the line extensively. Edgard Hedges, whom Mr. Newland succeeds, is now on his way to France, after brief military training. Frank Lytle, another young man in the employ of the company, leaves this week to enter Camp Taylor, at Louisville, Ky.

J.

Pueblo, Colo.

GLADIOLI RULE THE MARKET.

Outdoor flowers for decoration now have their mainstay in gladioli, which are now doing better than ever, while asters and snapdragons are of fine quality and come in very handy. They help to make up for roses and carnations, which are now practically unseen. The former, however, with chrysanthemums are planted for winter and are showing fine condition. Carnations for potting in the field are also in excellent form everywhere.

NOTE.

Fleischer, the Florist, is showing some excellent gladioli, referring to them at this time as his "orchids." J. P.

"MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company

WYNCOLE - PA.

WRITE FOR PRICES"

Primula Malacoides

(Townsendi) Improved Type

Transplanted Seedlings

\$3.00 per 100; \$25.00 per 1000.

Primula Obconica Grandiflora

\$3.00 per 100; \$25.00 per 1000.

HART & VICK, Inc.

55 Stone St., ROCHESTER, N. Y.

Mention the American Florist when writing.

If interested in
CHRISTMAS HEATHER

It will be to your advantage to communicate with

Yours truly,

A. L. MILLER
JAMAICA, N. Y.

Mention the American Florist when writing

Fine Quality Beauties-Russell

Richmond, Hoosier Beauty, Ophelia,
Brilliant, Ward and White Killarney Roses

Orchids, Gladioli, Valley, Lilies, Asters

PLUMOSUS SPRENGERI ADIANTUM
GALAX FERNS SMILAX GYPSOPHILA

PLANTS

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 4-in. pot, \$3 per doz.
Kentia Belmoreana, 4-in. pot, \$6 per doz.
Kentia Forsteriana, 5-in. pot, \$12 per doz.
Begonia Chatelaine 100 100
2½ inch.....\$ 5.00 4 inch.....\$15.00
3 inch.....10.00 5 inch.....25.00

Kentia Belmoreana, 5-in. pot, \$12 per doz.
Kentia Forsteriana, 6-in. pot, \$2 each.
Kentia Forsteriana, made up, 5-in. pot, 75c to \$1 each.
Livistona Rotundifolia, 4-in., \$6 per doz.
Livistona Rotundifolia, 5-in., \$9 per doz.
Livistona Rotundifolia, 6-in., \$1.25 each.
Phoenix Roebelenii, 5-in. pot, \$1 each.
Pandanus Veitchii, 4 inch, 50c each.
" " 5-inch, 75c to \$1.00 each.
" " 6-inch, \$1.25 each.
" " 7-inch, \$2.00 each.

Dracaena Massangeana, 4-in. pot, \$50 per 100.
Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.
Crotons, 4-in., \$4.80 per doz.
" 5-in., \$9 per doz.
" 6-in., \$1 to \$1.50 each.
English Ivy, 4-in., \$15 per 100.
Smilax, 2½-in., \$3 per 100.
Primula Obconica.
3-inch per 100, \$7.00
Baby Primula Malacoides.
2½-inch.....per 100, 5.00

2½-in. Own Root Rose Stock

Aaron Ward	}	\$ 7.50 per 100;
Killarney Brilliant		70.00 per 1000.
White Killarney		
Milady	}	\$ 7.00 per 100;
Richmond		65.00 per 1000.

3½-in. Own Root Rose Stock

White Killarney	}	\$ 11.00 per 100;
Ophelia		
Aaron Ward		
Sunburst		105.00 per 1000.
Killarney Brilliant	}	
Milady		\$ 10.50 per 100;
Richmond		100.00 per 1000.

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

BEAUTIES-RUSSELLS-COLUMBIA

Best Summer Roses—We are now cutting a large quantity.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Columbia, Hoosier Beauty, Ophelia and White Killarney.

CURRENT PRICE LIST

Choice Beauties from new plants \$1.00 to \$3.00 per dozen.

RUSSELL—best in this market.

Per doz.

Good, extra long	\$2.00
Good medium	\$1.00 to 1.50
Good short50 to .75

COLUMBIA, HOOSIER BEAUTY, OPHELIA, SUNBURST. WHITE KILLARNEY—

Per 100

Long stems	\$6.00 to \$8.00
Good medium	5.00
Good short	3.00 to 4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

LILY OF THE VALLEY, per 100..... 5.00 to 6.00

ASTERS

Depending on quality..... per 100, \$2.00 to \$3.00

GREENS.

ASPARAGUS & SPRENGERL, per 100.....\$2.00 to \$3.00

GALAX, green and bronze, per 1,000..... 1.25

NEW FANCY FERNS, per 1,000..... 2.00

ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

WRITE FOR OUR SPECIAL QUOTATIONS ON ROSES IN 1000 LOTS.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

GLADIOLI ARE IN GOOD SUPPLY.

Business has been quite good so far this month compared to the same period of other years, which is surprising, considering existing conditions. Gladioli are in good supply and are selling well, especially in the better grades. Some particularly fine stock is available in this line now compared to what has already been offered in this market this season. Particularly noticeable among the gladioli offerings are Pendleton, Autumn Queen, America, Augusta and Mrs. Frances King. Asters are in fair supply, and the shipments include some of the finest stock cut to date this year. American Beauty roses are having a satisfactory call and clean up regularly right along at top summer prices. Mrs. Charles Russell and Columbia are holding their own and are always among the first to clean up. There are some choice Milady reaching the market this week as well as Champ Weiland, My Maryland, Mrs. George Shawyer and Killarney Brilliant. The supply of carnations is steadily increasing, and what stock is arriving is hard to move. Lilies continue to be good property and probably have never averaged so well all through the season as this year. Golden Glow chrysanthemums are becoming quite a factor in this market and are having a good call. Tuberose, calendulas, gypsophila, lily of the valley and orchids are on the bill of fare together with quite a list of other indoor and outdoor stock not already mentioned in this report.

NOTES.

The United States fuel administration issued a report, August 27, directed to all cities and states east of the Mississippi river to cease the operation of all pleasure automobiles or automobiles operated for hire on Sundays until the

request is rescinded. The reason for the request is that a gasoline shortage is threatened among the fighting armies in France. Since this time of the year is the time of the greatest use of gasoline by pleasure cars it is expected the request will save sufficient motor fuel in a few Sundays to restore conditions to normal. If the request is not complied with voluntarily a mandatory order forbidding the use of gasoline on Sundays will be issued, it is stated.

Poehlmann Bros. Co. is supplying its trade with a choice grade of American Beauty roses in addition to fancy Mrs. Chas. Russell and a complete line of gladioli. The shipping trade is keeping up remarkably well here which evidently means that summer business at out-of-town points is good.

A prominent retail florist suggests that the wholesalers keep open for a few hours next Sunday, September 1, so as to give the buyers a chance to replenish their supply for Labor Day when he considers it will be impossible

to reach or leave the market without a great deal of trouble owing to the big parade scheduled for this occasion.

Jack Jacobs and Art McGrugo of the E. C. Amling Co. force left this week to join the colors at Camp Wadsworth, S. C. Bert Cole took up a collection at the store amounting to \$25 to buy them a remembrance before they went away.

Percy Jones, Inc., continues to have a brisk demand for fancy asters which are being handled in large supply and are equal to the best offered in the market.

Miss Nelda Wolf is back on duty at Zech & Mann's store after enjoying a most pleasant two weeks' vacation.

Tony Then has accepted a position with A. T. Pyfer & Co., entering upon his duties August 26.

Joe Pfeffer is on deck again at the Weiland-Reich Co.'s store after a most delightful vacation.

Albert LeRock, of Vaughan's Seed Store flower seed department, joins the colors August 31.

PERCY JONES INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

Cut Flowers and Greens

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

BIG CROP OF ROSES:

Russell--Weiland--Ophelia--Etc.

Lilies, Valley. Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100
Specials		\$15.00 to \$18.00
Select		12.00
Medium		8.00
Short		4.00 to 6.00
RICHMOND		Per 100
Select		\$8.00
Medium		\$5.00 to 6.00
Short		3.00 to 4.00
MILADY		Per 100
Select		\$8.00
Medium		\$5.00 to 6.00
Short		3.00 to 4.00
Killarney		Per 100
White Killarney	Select	\$8.00
Killarney Brilliant	Medium	\$5.00 to 6.00
My Maryland	Short	3.00 to 4.00
Champ Weiland		
Sunburst	Select	8.00
Ophelia	Medium	6.00
	Short	4.00

ROSES, OUR SELECTION		Per 100
Asters		\$ 4.00
Harrisii		\$ 3.00 to 5.00
Valley		12.50 to 15.00
Smilax	per doz. strings	6.00
Adiantum		3.50
Asparagus, per bunch		1.00 to 1.50
Boxwood	per bunch, 35c	
Galax, bronze and green, per 1,000		.50c to 75c
Leucothoe Sprays		\$1.00
		.75 to 1.00

2,000,000 FEET OF MODERN GLASS

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631

CHICAGO

EXTRA FANCY

Milady Roses

In Excellent Supply at \$4.00 to \$15.00 per 100.

Columbia \$4 to \$20 per 100	Russell \$4 to \$20 per 100	Gladioli \$3 to \$5 per 100	Brilliant \$4 to \$12 per 100	Ophelia \$4 to \$12 per 100
Sunburst \$4 to \$12 per 100	Roses--Our Selection \$3 per 100	Asters \$2 to \$4 per 100	Valley \$6 per 100	Easter Lilies \$10 to \$15 per 100
Sprenger Per bunch, 35c to 50c	Adiantum Fancy long, per 100, 75c to \$1	New Ferns Per 1000, \$2.50	Galax Per 1000, \$1.25	Leucothoe Sprays 75c
	Piumosus Strings, 50c to 75c Per bunch, 35c to 50c	Adiantum California Extra fancy, per 100, \$1.50		

"We Have It" if it is Obtainable in the Great Chicago Market.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF Roses in All The Leading Varieties

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	\$8.00 to \$10.00
Good	5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.	Per 100
White—KILLARNEY—Pink.	
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	\$3.00 to 4.00

SUNBURST AND OPHELLA.	Per 100
Extra Special	\$4.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00

MINIATURE ROSES.	
Baby Doll	\$2.00 to \$3.00
Eleg	2.00 to 3.00
ROSES, OUR SELECTION	4.00
CARNATIONS.	Per 100
Fancy	\$3.00
Good	2.00

MISCELLANEOUS.	Per 100
Valley	\$6.00 to \$8.00
Lilies	12.50 to 15.00
Ferns, per 1,000	3.00
Smilax, per doz. strings	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000 ..	1.50
Asparagus Sprenger, bunch50
Asparagus Plumosus, bunch50
Boxwood, per lb.85
Other Green Goods Market Rates.	

The funeral of Chief of Police Herman F. Schuettler, which was held on the afternoon of August 26, was one of the largest in this city in many years. The floral tributes, in number, greater than ever seen at any previous funeral in this city, and in many cases very handsome, attested the high esteem in which the late chief was held by the public he had served faithfully for nearly 35 years, two exceptionally large motor trucks being required to carry the flowers from the church to the cemetery. Chief Schuettler had for a number of years been indirectly interested in the florist business in the vicinity of Chicago, and at one time owned the Pyfer & Olsem range at Wilmette, Ill.

The Florists' Club will meet at the Hotel Randolph, next Thursday evening, September 5, at 8 p. m. This meeting has been designated as "Retailer's Night" and several of the prominent dealers have promised to read papers. Everyone in the retail business is invited to be present whether a member of the club or not. This is a good opportunity for the members of the retail trade to show the unbelievers that they can turn out in large numbers if they only want to.

The man-power bill, extending the draft ages 18 to 45, both inclusive, passed the senate August 27 without a dissenting vote. A large number in the trade here will have to register under the new draft including many prominent wholesalers, seedsmen and retail florists.

A. L. Vaughan & Co. report a good demand for gladioli, which they are handling in large quantities. Mr. Vaughan has no complaint to make in regard to business so far this month, for the sales are running considerably ahead of the same period of 1917.

John F. Hauser, the well known florist of Bayfield, Wis., called on his friends here last week, returning from Baraboo, Wis., where he attended a very pleasant summer meeting of the Wisconsin State Horticultural Society, August 21-22.

Zech & Mann's rose offerings include a liberal supply of Mrs. Chas. Russell and Columbia, which are recognized as the two best summer varieties. Asters of splendid quality are seen here in large numbers.

Philip J. Schupp, efficient manager of J. A. Budlong's wholesale establishment, is spending his vacation with his family at Lake Geneva, Wis. The Budlongs have a summer home there.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies

30 East Randolph St.,

CHICAGO

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175

CHICAGO, ILL.

Wm. Langhout, who has operated in Dutch bulbs, and was recently connected with the Then greenhouses, has been before Judge Landis in legal proceedings and held for bail.

C. L. Washburn says that when Bassett & Washburn unload 31 more cars of screenings their entire colt supply will be in for the season. Eighteen cars were unloaded last week.

A. Miller's father-in-law, John J. Beilman, is a regular republican candidate on the loyalist platform for associate judge of the municipal court at the primary election September 11.

Kyle & Foerster's sales so far during August show a substantial increase over the same period of 1917. This house is featuring a good supply of Mrs. Chas. Russell roses.

At Vaughan's Seed Store their new gladioli, Owosso, clear yellow, attracts much attention. It is purer in color than Schwaben, and does not burn.

The Chicago Flower Growers' Association is disposing of a splendid cut of Milady roses in addition to a large steady supply of fancy Mrs. Chas. Russell.

The John Kruchten Co. is handling as large a supply of fancy asters as any other house in this market and report a good demand for same.

Wietor Bros. are cutting from a nice crop of roses particularly Killarney Brilliant, which is showing unusually fine color at this period.

Peter Reinberg is cutting quite heavily in roses at present including a large percentage of Ophelia, My Maryland and Champ Weiland.

L. A. Coles, of Kokomo, Ind., was a visitor at Kyle & Foerster's establishment August 27.

Vaughan's Seed Store is showing named Dutch hyacinths and tulips on their counters, five weeks from Holland.

Peter Hoefelder is again attending to his duties at Kennicott Bros. Co.'s store, after a well deserved vacation.

Visitors: A. M. Terrill, Calgary, Alberta; John G. Esler, Saddle River, N. J., and W. A. Manda, South Orange, N. J., returning from the St. Louis convention.

North Shore Horticultural Society.

The North Shore Horticultural Society held its monthly meeting at Lake Forest, Ill., August 2, with President Thomas Head in the chair. After the usual business of the meeting, a discussion took place on the advisability of holding a chrysanthemum show this fall, the majority of the members being in favor of such an exhibition, and in accordance the first week in November was decided upon as the time.

The monthly exhibits consisted of 12 spikes of gladioli by Thomas Head, which scored 95 points; 12 of phlox by George Wilson, also scoring 95 points; Lilium Henryii, exhibited by J. Kiley, 80 points, and Globe artichoke by J. H. Francis, 80 points. The judges for the evening were O. Petterson, K. Lofing and E. Bensen.

J. H. FRANCIS, Cor. Sec'y.

SADDLE RIVER, N. J.—Miss Lola W. Esler, secretary of the local Red Cross chapter, has been appointed food administrator for this borough.

PROVIDENCE, R. I.—Richard Higgins, who conducted a florist establishment in this city for many years, died August 15, at the age of 47 years.

No Shortage Here - Heavy Supply A-1 Quality
COLUMBIA--RUSSELL

and Other Good Summer Roses.

NEW CROP OF CARNATIONS

STEMS LITTLE SHORT, BUT FLOWERS GOOD.

Yellow Golden Glow Chrysanthemums

If You Want Good Stock and Good Treatment Send Your Orders To Us!

Big cut of Columbia-Russell-Ophelia-Montrose-Sunburst-Hearst-Double White Killarney-Double Pink Killarney-Weiland-Killarney Brilliant-Pink Killarney-Richmond-Milady and Ward Roses to offer in addition to other seasonable stock particularly Gladioli-Valley-Asters-Candytuft-Gypsophila-Daisies-Galax-Feverfew-Harrisii-Asparagus-Sprengeri-Adiantum and other Seasonable Stock and Greens.

☞ We have the only good White Killarney to be found in this market.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
 BY SENDING ALL YOUR ORDERS DIRECT TO**

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality
 Speaks
 Louder
 Than
 Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
 and CARNATIONS
 A Specialty.....

WHOLESALE
 Grower of

CUT FLOWERS

Prices
 As
 Low
 As
 Others.

☞ **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** ☞

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

St. Louis.

MARKET CONTINUES DULL.

The wholesale market was dull the past week. The only outlet for surplus stock was funeral work, and of this there was not very much. Roses have been coming in fairly heavy, but mostly of the lower grades, short stems and poor color. The past week showed a little better color, but still no improvement on the size of flowers and stems. With weather conditions of the past week continuing for a few weeks, the quality of all flowers should improve. Asters and gladioli continue to lead the supply of stock, and the lower grades are down in price. Some few carnations are also seen, but of very poor quality. Easter lilies are plentiful, but are not shipping well; most of them arrive in poor shape. Lily of the valley is scarce with very little call. Fancy ferns and plumosus are plentiful, but good smilax is limited.

NOTES.

In the contest for the first prize offered by President Totty of the S. A. F., of a \$100 Liberty Bond, for the greatest number of new applications to the S. A. F. presented during the current year up to the time of the convention, W. J. Pilcher, of Kirkwood, ran a great race against Frank Friedley, of Cleveland, Mr. Pilcher losing by two votes. Mr. Pilcher really turned in 75 new applications, but, through an oversight, failed to endorse them himself, and he was not given official credit for about 14 of them. However, he was tickled to win the second prize, which was a \$50 Liberty Bond.

Rosebud Stickers



No. 1 Rosebud Sticker
 Printed in blue ink on gummed paper.

No. 1 Size

1000 \$1.50
 3000 4.00
 5000 6.25

No. 2 Size

1000 \$1.25
 3000 3.25
 5000 5.00



No. 2 Rosebud Sticker

Electros of either size, \$1.00 ea.

The JOHN HENRY CO.
LANSING - MICHIGAN

The ladies' florist club will hold its September meeting September 4, at 2 p. m., at the music pavilion, Tower Grove park. The members are to be congratulated on their wonderful teamwork in entertaining the visiting ladies at the recent S. A. F. convention. The Ladies' Society of American Florists also gained a number of new members as a result of their meeting in St. Louis.

The results of their excellent work at this convention should result in an increase in both the local membership and in the membership of the Ladies' S. A. F.

The fine talk rendered by Major O'Keefe, of Boston, on advertising, proved to be one of the most interesting items of the convention to the local florists, and a great many points

A. L. WAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.	
Extra long stems.....	\$5.00
Stems 48 inches.....	4.00
Stems 30 to 38 inches.....	3.00
Stems 24 inches.....	2.50
Stems 18 to 20 inches.....	2.00
Stems 12 inches.....	\$1.00 to 1.50
Short stems.....	100, 4.00 to 6.00

MRS. CHAS. RUSSELL Per 100	
Special.....	\$25.00
Select.....	\$15.00 to 20.00
Medium.....	8.00 to 12.00
Short.....	4.00 to 6.00

ROSES.	
Richmond, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	3.00 to 4.00
Milady, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	3.00 to 4.00
Killarney Brilliant, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	3.00 to 4.00

ROSES—Continued		Per 100
Opbella, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
White Killarney, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
Killarney, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
Mrs. Ward, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
Sunburst, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
Cedle Brunner.....		\$2.00 to 3.00
Elgar.....		2.00 to 3.00
Baby Doll.....		2.00 to 3.00
ROSES, OUR SELECTION.....		4.00
Extra special roses billed accordingly.		

CARNATIONS.	Per 100
Fancy.....	\$3.00

GLADIOLI	Per 100
Fancy.....	\$3.00 to \$4.00

ORCHIDS.	Per Doz.
Cattleyas.....	\$9.00

EASTER LILIES.	Per 100
Select.....	\$12.50 to \$15.00

MISCELLANEOUS.*	Per 100
Asters.....	2.00 to 4.00
Gypsophila, per bunch.....	.75 to 1.00
Valley.....	\$4.00
Calendulas.....	\$2.00 to 4.00

DECORATIVE.	
Plumosa strings.....	\$0.50 to \$0.75
Plumosa.....	per bunch .35 to .50
Sprengeri.....	.35 to .50
Adiantum, fancy long.....	per 100 1.00
Smilax.....	per doz. 2.50
Ferns.....	per 1,000 2.50
Galax.....	1.25
Mexican Ivy.....	" " 5.00 .75
Leucothoe sprays.....	75c
Boxwood, per lb.....	25c; cases 7.50

were picked up by the local publicity committee to be exploited during the coming season.

Bersterman Floral Co., St. Louis Wholesale Cut Flower Association, H. G. Berning and F. C. Weber were all out with new delivery trucks to show off during the convention. Every one featured the slogan, "Say It With Flowers." J. J. W.

Toledo.

AUGUST HOLDS ITS OWN.

Business during the month of August has been characterized by no more than the usual seasonal dullness. At times when deaths were numerous flower shops presented an encouraging appearance of briskness as the call for funeral pieces increased. July proved to be a better month than the same period last year, but August will just about hold its own. Despite the light demand, flowers have been none too plentiful. There are, of course, no carnations, and gladioli have been very scarce at times. Asters are on the market in fair quantity, and are bringing good prices. Roses are plentiful, and are enjoying a fair sale for this time of the year. Other flowers that have been filling in very acceptably are snapdragons, sweet williams, rubrum lilies, etc.

NOTES.

The long established and well known East Toledo firm of rose growers, Krueger Brothers, has dissolved partnership, and the separation was accomplished with no friction whatever. Otto Krueger has taken for his share the retail store and range located at Clark and Nevada streets. Will took the rose ranges and Henry his share in cash. This firm has been doing a prosperous business for many years, and was noted for the excellent roses grown in its houses. Last winter they suffered sev-

eral disastrous losses from fire, snow and tornado.

Miss Helen Patten has a display that is attracting much attention to her Madison street front. It consists of a water scene that occupies the full length of her large window. It is real water, too, with real fish swimming about, and a castle of rocks rising in the center. In the background are banked ferns, plants and seasonable cut flowers.

Arthur C. Kneisel, advertising manager of Schramm Bros., and publicity man of the florists' club, has returned from Camp Jackson, South Carolina, where he spent 10 days soldiering. He was rejected on account of defective eyesight and is back on the job again boosting the sale of flowers. His motto at all times is: "Say It With Flowers."

Theodore Lankowski, chief grower for Schramm Bros., will leave soon for a cantonment, and his place will be hard to fill at this time. Schramm Bros. expect a fine crop of chrysanthemums this fall, and are looking forward to a lively trade despite the war. Frank Schramm will leave next week for northern Michigan to rest up.

Everything is going along nicely at Mrs. Freeman's. She was incapacitated for a few days by a slight illness. John Lambert, decorator, has returned from his vacation. A new delivery car has been added to the equipment. Business is as good as could be expected.

BOSTON FLORAL SUPPLY CO., Inc.

347-357 Cambridge Street,

BOSTON, MASS.

MANUFACTURERS OF FLORISTS' SUPPLIES

Headquarters for Cycas, Baskets, Wire Designs, Wax Flowers, etc.



IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H' B. KENNICOTT, President.

J. E. POLLWORTH, Sec'y and Gen'l Mgr.

Now that the Grand Circuit races are over, Tom Magee is back on the job again getting ready for a big fall trade. Tom is a great lover of horse racing, and this is about the only recreation that he gets time to indulge in.


Max Spanner is working under handicaps these days since he is suffering from a dislocated ankle that makes it hard for him to be on his feet. Luckily business has been rather quiet, so he is recuperating slowly.

A. C. K.

SPOKANE, WASH.—A flower stand will be opened in the Crescent department store this fall by E. S. Eugene.

BOSTON, MASS.—The dahlia, fruit and vegetable show of the Massachusetts Horticultural Society will be held in Horticultural hall, September 14-15.

For
Your
Supply of
CUT FLOWERS


 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

CAR LOADS ARRIVING

**VAUGHAN'S
CLEAN SPHAGNUM
FOR FLORISTS**

Burlapped Bales

**Wired Bales
Cheaper**

**SPHAGNUM
MOSS  GREEN
SHEET
MOSS**

For Florists

For Nurserymen

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph St. NEW-YORK, 43 Barclay St.

VAUGHAN'S SEED STORE

San Francisco.

BUSINESS SLACKENS DOWN.

This week showed a falling off in the volume of business done. There was very little funeral work to report, and as this is practically all the stores have to depend upon, trade as a consequence was quiet. There was more than enough stock in practically all items. There is a large supply of roses, such as Ophelia, Hadley, Ward and Ulrich Brunner. These are the four principal offerings. There are few, if any, American Beauties or Russell. Cecile Brunner is very plentiful, and very popular as well. Ulrich Brunner is not so good of late, and as the quality is gradually deteriorating right along, the season for this stock will shortly come to a close. Asters are being sent into the market in ever increasing quantities. The stock being offered is as a rule good. Some exceptionally fine stock is coming in from the peninsula district. Flowers must be strictly choice to obtain fair prices. Carnations are a glut and are moving very slowly. We wonder what has happened to this old favorite flower. Nobody seems to want it now. The great majority of the stock goes to the street peddlers, and they do not appear to find the call for it very strong. Dahlias may safely be said to be at their best just now. Some elegant stock is being displayed by the different shops. Notwithstanding that many varieties are poor keepers, the call is quite steady. Gladioli still continues in large supply. The call for them continues slow, although some splendidly grown stock is being shown. In chrysanthemums, Crocus and Golden Glow are the two leading yellows, while Early Frost continues to be the only white offered. The stores report a poor call for them, most of the florists keeping them for window displays only. Zinnias are improving every day, and we may expect to see some extra good stock in a short while.

A few good Spencer sweet peas are being received and meet with ready sale. Gardenias are still very plentiful and are in fairly steady demand. There are no orchids of any kind to be had. Cyclamen flowers are being largely used in basket work. Lilium rubrum and auratum of the first quality are being shown at all the stores. They are commanding very good prices. Not very many albums are to be seen. In pot stock, a few Begonia Lorraine are beginning to come in, also celosias. Pot lilies are to be had also, and one store has azaleas from their own greenhouses. Boston ferns are of good quality at present, and are selling very satisfactorily. Greens of all kinds are in oversupply.

NOTES.

Great interest is being manifested by dahlia growers in the show which will be given by the California Dahlia Society in the Palace hotel, September 2-4. The committee of arrangements is headed this year by T. A. Burns, of San Raphael. The schedule is a very comprehensive one, there being 53 different classes. Among the prizes, for which there will be keen competition, is the one offered by the American Dahlia Society. Angelo J. Rossi, of Pelicano, Rossi & Co., has been appointed manager of the show. This will be welcome news to the exhibitors, as no better qualified man could have been selected.

At the orchid range of John Carbone, at Berkeley, we saw a grand lot of plants coming along for fall trade. His stock of labiate is very fine. He expects to begin cutting in about four or five weeks. The houses of trianae are also in the best possible shape and a heavy cut is looked for this winter. Mr. Carbone has many hybrids of his own crossing from which he expects great results. He told us that notwithstanding war conditions, his business has kept up well.

**Z M
E A
& N
C N
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30 E. Randolph St.

CHICAGO

Long Distance Phones | Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady

Sunburst

Shawyer

Ward

Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

GLADIOLI

Rubrum

Valley

Cattleyas

Calendulas

ASTERS

White Daisies

Feverfew

Gypsophila

GREENS.

Plumosis

Sprengeri

Galax, bronze

Galax, green

Ferns

Adiantum

Smilax

Summer Business Booster



25	Tumbler Baskets with paraffine liners, all colors.....	\$6.50
25	Tumbler Baskets in all colors, complete with tin liners.....	\$8.50
12	Baskets, 9 to 11 inches deep, 24 to 32 inches over all; with liners, all complete...	\$9.50

WRITE FOR CATALOG.

RAEDLEIN BASKET CO., 713 Milwaukee Ave., CHICAGO, ILL.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Milton Tonini, president and manager of the Bay Counties Seed Company, is planning to extend his nursery business this coming season. This firm is seriously considering the question of larger quarters, the present store being too small for the growing trade. Mr. Tonini states that the firm will probably locate further uptown.

P. Couchi, the Ulrich Brunner specialist, has acquired more land adjoining his nurseries at Colma. He intends to increase his rose plantings, and will also pay more attention to dahlias.

The MacRorie-McLaren Co.'s store is this week displaying some finely grown azaleas in pots. It is rather an unusual thing to find these in August, but they are a very welcome addition, as there are practically no flowering plants to be had at present.

At the Sunset Floral Co.'s store, on Haight street, we noted a few dozen Golden Glow chrysanthemums. The flowers appeared rather soft. Navarrett Bros., the proprietors, are both in the new draft age, and consequently are uncertain as to their future activities.

Henry Goertzshain, of Redwood City, is busily engaged in preparing for the coming season. His new lath house is being filled with palms and other decorative plants, which he will use at his new store. His carnation houses promise a heavy cut this winter. As has been the case for many years, there has been several houses of chrysanthemums. His Ongowa and Appleton look very good. His surplus is disposed of in this market. He has a fine cut of asters at present.

Richard Deiner, at Kentfield, is busily engaged these days working on his new seedling gladioli. He has many new ones that give great promise, and he is rapidly working up a stock of the best varieties. He is also trying to improve the new variety of wheat which attracted so much attention at the land show last fall. He has a large area devoted to a much improved strain of stocks.

E. Serveau has entirely recovered his health and is a frequent visitor at his large store on Fillmore street. He is sending in a large lot of fine stock from his place at Redwood City. Albert Serveau, who acts as manager of

the store during his father's absence, is well satisfied with trade at present.

H. Plath, of the Ferneries, is sending in some great Boston ferns to the different stores. His stock of palms and begonias are all in their usual fine condition. Mr. Plath expects the fall and winter trade to be good, and has worked up a fine quality of stock for his customers.

The Blossom Shop has been showing some fine Liliun rubrum in pots this week. They report that this has proven a good seller right along. They are also receiving fine lots of gladioli and dahlias.

Hayashi Bros. will have their usual stock of cyclamen for the coming season. They have made a great success of growing this plant, and their stock consists of many thousand in the different sizes.

M. H. Ebel, of Sacramento, paid the trade a visit during the week. He says business has kept up steadily with him and is an optimist when the prospects for the coming season are discussed.

E. Jacobsen reports an increased trade since moving to his new location on Haight street. He is at present enjoying a two weeks' vacation at Boyes Springs.

Walter Bates has a nice stand of chrysanthemums at his Fruitvale nurseries. He has practically every variety of merit, and is a very successful grower.

G. N.

Illinois State Florists' Association.

At a meeting of the Illinois State Florists' Association held at Moolah Temple, St. Louis, Mo., August 21, President W. J. Keimel in the chair, it was arranged to leave the matter of the Red Cross fall sale of flowers in the hands of the Springfield florists and the executive committee. Among those in attendance were the following: J. F. Ammann, Edwardsville; I. L. Pillsbury, Galesburg; W. J. Hembreiker and A. C. Brown and wife, Springfield; F. L. Washburn, Bloomington; Prof. H. C. Dorrer, Urbana; C. Loveridge, Peoria; George Jacobs, Canton; and August Poehlmann, Walter Poehlmann, George Amus, Fred Lautenschlager, Allie Zech, Matt Mann, T. McAllister and M. Barker, Chicago.

Cincinnati.

MODERATE DEMAND FOR GOOD FLOWERS.

Business is fairly good with the better grades of stock cleaning up readily, with at times a shortage. The shipping demand continues good. Roses sell fairly well, with a supply rather limited, yet sufficient for all needs. Asters are in good supply, excellent northern grown blooms being received. Gladioli, while shorted somewhat in supply, are still plentiful, and the same is true of Easter lilies. Rubrums are scarce. Some excellent dahlias are offered and field carnations are also available.

NOTES.

Ed Schwartz, who recently underwent an operation for appendicitis, is recovering.

C. E. Critchell has been experiencing a good call for supplies during the past fortnight.

Will Shafer is operating the range of the Hoffmeister Floral Co.

Ray Ech and Joseph Durban will leave for camp this week.

Visitors: Louis R. Finermann, Chicago; Mrs. J. F. Young and Olive A. Ritter, Dayton, O.

BALTIMORE, Md.—John McCormick, a veteran florist of this city, is dead at the age of 79 years. His business will be continued by his son, Thomas J. McCormick.

WILMINGTON, DEL.—The Outdoor Arts Co. has been incorporated with a capital stock of \$100,000 and will engage in business as nurserymen and landscape architects.

DALLAS, TEX.—O. A. M. Miller, of the Green Floral Co., who underwent a serious operation at a hospital in New York some time ago, is reported making good progress.

DETROIT, MICH.—The outing of the local florists will be held August 29, the date having been postponed out of respect to the late Frank Danzer, whose death occurred last week.

WELLESLEY, MASS.—Wm. R. Morris, who has made a specialty of roses for many years, will devote his houses to carnations during the coming winter as a coal conservation plan.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
 L. D. Phone Central 8016-8017.

CHICAGO, ILL.

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KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
 Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

 Wholesale Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

 Wabash Ave. and Lake St.,
CHICAGO, ILL.
**Wholesale Cut Flowers,
 Florists' Supplies.**

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WEILAND-RISCH CO.

FLOWER GROWERS
 TELEPHONE
 CENTRAL 575 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

E. C. AMLING CO.

 The Largest, Best Equipped,
 Most Centrally Located
WHOLESALE**CUT FLOWER HOUSE****IN CHICAGO**

169-75 N. Wabash Ave., CHICAGO

 L. D. Phones
 CENTRAL 1977 and 1978.


Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$5.00@ \$6.00
" " 48-in.	4.00
" " 36-in.	3.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
" Mrs. Chas. Russell	1.00@ 4.00
100	
" Hoosier Beauty	4.00@10.00
" Killarney Brilliant	4.00@10.00
" Columbia	4.00@25.00
" Killarney	4.00@10.00
" White Killarney	4.00@10.00
" Richmond	4.00@10.00
" My Maryland	4.00@10.00
" Mrs. Geo. Shawyer	4.00@10.00
" Millady	4.00@10.00
" Sunburst	4.00@10.00
" Mrs. Aaron Ward	4.00@10.00
" Hadley	4.00@10.00
" Ophelia	4.00@10.00
" Double White Killarney	4.00@10.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 3.00
" Our Selection	3.00
" Carnations	2.00@ 3.00
" Cattleyas	per doz. 9.00@10.00
" Daisies	1.00@ 2.00
" Lillian Harrisi	10.00@15.00
" Valley	6.00
" New Ferns.....per 1000, \$2.50	
" Calendulas	2.00@ 3.00
" Gladioli	3.00@ 8.00
" Asters	2.00@ 4.00



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

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 440 So. Dearborn St.
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Mention the American Florist when writing.

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C. W. WARD=MATCHLESS=Alice

Field-grown Carnation Plants

Extra fine Plants \$7.00 per 100; \$60.00 per 1000.

Our Guarantee goes with every Plant we send out.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

TRADE OUTLOOK APPEARS PROMISING.

Business the past week has been encouraging. It is the wind-up of the summer season and when not much is looked for, and an extra demand now may forecast an increased trade later on. Good stock is scarce; all roses, particularly that grade up are sold on sight. American Beauties are in demand, the quality being very good for the season. Other leading varieties, due to the favorable weather, are gaining in size, color and length of stem. Most of the stock finds purchasers at fair prices. There is now a good stock of asters, Ostrich Plumes, Semples Branching and asterums. The first grades bring good figures, but the balance are jobbed off at buyers' prices. Gladioli are plentiful, but choice stock cleans up very well at top figures. Easter lilies are holding their own as a staple flower; in fact, their record the past summer, in quantity, quality and good returns, has never been equaled before. Hydrangea paniculata is a great factor at this time in decorative and all kinds of design work. Large quantities are sold. Dahlias are now making their appearance, and will dominate the market. The crop promises to be up to the standard, if help can be obtained to market it when the rush comes.

NOTES.

Henry C. Geiger, of the Florex Gardens, North Wales, Pa., severed his connection with the company August 15, retiring from business after an energetic and very active life in the successful management of the above firm's Floral Exchange, which made a specialty of decorations. He later became manager, and superintending the erection of their large greenhouse establishment at Edgely, Pa., where the first of the large greenhouses of the country, 50x300, was built. A total of 40 houses were erected here. He later attended to the details and management of the mammoth houses of the Florex Gardens at North Wales, Pa., owned by the same company, which have been wonderfully successful. Mr. Geiger had great foresight and was a master of detail, preparing plans that were possible of being carried out to the fullest extent. He has been with the company continuously since March 1, 1881. The good will of the management and the best wishes of all his friends in the trade are his for a long and congenial life.

John Habermehl is an optimist. Although his firm suffered last year in the loss of the large decorative work, which is such a feature of their business, due to the cutting out of all large social functions, he says they did a very fair business and were not at all discouraged over the outlook. They have just reconstructed their greenhouse plant at 22nd and Diamond streets, increasing the height of all the houses, buying their heating apparatus up-to-date and greatly added to the efficiency of the whole range. D. T. Connor had charge of this work, which was erected with Lord & Burnham Co. material. In common with others, their great trouble now is labor, on which the new ruling of the government labor board will make even further inroads.

EDWARD REID

Good Summer Roses, Asters, Gladioli, Easter Lilies. All seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, Aug. 28. Per 100	
Roses, Killarney	2.00@ 6.00
" Mrs. Chas. Russell	4.00@12.00
" Ophelia	2.00@ 8.00
" Richmond	2.00@ 8.00
" Sunburst	2.00@ 8.00
Lilium Giganteum	8.00@10.00
Gladiol	2.00@ 6.00
Carnations	1.00@ 2.00
Antirrhinums	1.00@ 3.00
Rubrams	5.00@ 6.00
Asters	2.00@ 4.00

BOSTON, Aug. 28. Per 100.	
Roses, Beauty	12.00@23.00
" Killarney Queen	8.00@ 8.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney	4.00@ 8.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	4.00@12.00
" Mock	2.00@ 6.00
" Mrs. Chas. Russell	4.00@12.00
" Taft	2.00@ 6.00
" Mildred	2.00@ 6.00
" Ward and Hillmendon	2.00@ 6.00
" My Maryland	2.00@12.00
Carnations	1.00@ 2.00
Easter Lilies	8.00@12.00
Valley	6.00@10.00
Gladiol	1.00@ 4.00

BUFFALO, Aug. 28. Per 100	
Roses, Beauty Special	\$20.00@30.00
" Fancy	15.00@ 20.00
" Extra	10.00@ 15.00
" Jet	5.00@ 10.00
" Killarney	3.00@ 6.00
" My Maryland	3.00@ 6.00
" Sunburst	3.00@ 6.00
" Ward	2.00@ 4.00
" Ophelia	3.00@ 6.00
" Russell	4.00@ 8.00
" Siwyer	3.00@ 6.00
Lilies	8.00@ 10.00
Cattleyas	40.00@ 50.00
Asters	1.00@ 2.00
Carnations	1.00@ 2.00
Asparagus Sprengerii	35@ .50
Ferns	per 1,000 25.00
Smilax	25@ .50
Sweet Peas	1.00@ 2.00
Calendulas	5.00@ 1.00
Daisies	2.00@ 4.00
Gladiol	2.00@ 4.00

Frederick Hahman, of Harrowgate lane, a valued member of the craft, as was his father before him, is to retire from the business, and is dismantling his houses preparatory to selling the ground. Mr. Hahman, who has always taken an active interest in all welfare movements of the trade, is a charter member of the florists' club and one of its past presidents. He will associate himself with his brothers, who are in the coal business in Altoona, Pa., in which city he will take up his future residence. He has the very best wishes of the trade in his new field of endeavor.

J. A. Cannon, late with S. A. Anderson, of Buffalo, N. Y., has joined the H. H. Battles force.

HOUSTON, TEX.—The conservatory in connection with the store of the R. C. Kerr Floral Co., suffered a small loss from fire recently.

Write For Our

Price List On Cut Flowers H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS
116-118 Seventh Street,
PITTSBURGH, PA.
Growers of Quality Flowers.

Wholesale Florists' Supplies THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
In Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St. Philadelphia, Pa.

FANCY "TWO-TONED" HANDLE BASKETS

(With Metal Liners included)
These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of \$4.50
(Get our list of other supplies.)

GEO. H. ANGERMUELLER CO., Wholesale Florists
1334 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Orchids, Peonies, Gladioli, Asters

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.
Mention the American Florist when writing

KANSAS CITY, Mo.—Plans for an autumn flower show by the Amateur Gardeners' Association have been abandoned.

DALLAS, TEX.—Edward P. Brown, who had been connected with the florist and seed business in this city for 10 years, died August 8, aged 33 years.

CC. POLLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
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MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Mention the American Florist when writing

H. Bayersdorfer & Co.

The Wholesale Supply
House of America ...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh,

MUCH INFERIOR STOCK NOTED.

Business during the past week has been very poor, and while the supply of stock has been plentiful the quality has been generally inferior, especially in gladioli, which have been flooding the market for the past two weeks. The early crop will soon be over, and it is hoped the late varieties will show an improvement. Some very good asters are now received daily, and will continue to arrive for about six weeks. The quality of New York state asters is always good, and the coming of better stock should make business in this line good. Some good roses are to be had, but principally in the short-stemmed grades. Several growers are cutting from the new carnation plants, and the offerings look very fair. There has been a heavy supply of lilies, and prices have dropped in order to move them. American Beauties move very slowly. There is a heavy supply of specials at present and many are offered at bargain prices. The street fakirs seem to be on every corner with roses and gladioli, and even they seem to find it difficult to dispose of their wares. Most of the florists are now back from vacations and are getting their establishments in shape for fall business.

NOTES.

Mrs. Abe Krongold left August 24 for a visit with her parents at Detroit, Mich.

Randolph & McClements had another large wedding at Beaver, Pa., last week.

Gilbert Ludwig and family have been touring the state for the past two weeks.

M.

GUST. RUSCH & CO.

Wholesale Florists

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FLORISTS' SUPPLIES.

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LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

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All Seasonable Cut Flowers

Mfr. and Dealer in "Florists' (s)" Brand Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Aug. 28. Per 100

Roses, Beauty, special	25.00
" " fancy	8.00@15.00
" Mrs. Chas. Russell	6.00@15.00
" Killarney	2.00@ 4.00
" Hadley	4.00@10.00
" Sunburst	3.00@ 6.00
" Wards	2.00@ 3.00
" Opheelia	3.00@ 8.00
Carnations	1.00@ 2.00
Cattleyas ..each	\$0.75@ \$1.00
Valley	8.00@ 8.00
Lilium Rubrum	5.00@ 6.00
Easter Lilies	10.00@12.00
Snappdragons	4.00@ 6.00
Asters	1.00@ 2.00
Gladioli	1.00@ 3.00
Dahlias	1.00@ 2.00
Calendulas	1.00@ 2.00
Sweet Peas	.50@ .75
Asparagus.....string or bunch	.35@ .50
Adiantum	1.00
Smilax	.15@ .20

MILWAUKEE, Aug. 28. Per 100

Roses, Killarney, W. Killarney	\$3.00@ \$8.00
" Ward	2.00@ 6.00
" Mrs. Chas. Russell	5.00@18.00
" Opheelia	2.00@ 8.00
" Columbia	5.00@18.00
" Hoosier Beauty	2.00@ 8.00
" Bon Silence, per bunch	.25@ .35
Carnations, assorted	.50@ 2.00
Sweet Peas	.50@ .75
Cattleyas ..per doz.	9.00
Lilies	15.00
Asters	1.00@ 3.00
Gladioli	2.00@ 3.00

St. Louis, Aug. 28. Per 100

Roses, Hadley	2.00@ 5.00
" Killarney	2.00@ 4.00
" White Killarney	2.00@ 4.00
" Hoosier Beauty	3.00@10.00
" Russell	4.00@15.00
" Sunburst	4.00@10.00
" Ward	3.00@ 8.00
" Mrs. Shawyer	2.00@ 8.00
" Opheelia	4.00@10.00
Ferns ..per 1,000	1.75
Carnations	1.00@ 1.50
Gladioli	3.00@ 5.00

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PITTSBURGH, - PA.

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Philadelphia Wholesale Florists' Exchange

Roses, Gladioli, Asters.

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

PITTSBURGH, Aug. 28. Per 100

Roses, Beauty, special	12.00@15.00
" " fancy	8.00@10.00
" " extra	6.00@ 8.00
" " No. 1	2.00@ 4.00
" Killarney	2.00@ 8.00
" My Maryland	2.00@ 8.00
" Sunburst	2.00@ 4.00
" Mrs. Aaron Ward	2.00@ 6.00
Cattleyas	50.00@60.00
Lilium Giganteum	6.00@ 8.00
Adiantum	1.00
Asparagus Sprengel, bunch	.35@ .40
New Crop Green Galax	per 1000 \$1.25
Asters	1.00@ 3.00
Gladioli, per dozen	.25@ .50

New York.

TRADE CONTINUES VERY QUIET.

There was "business as usual" during the past week, meaning usual for the dog days, which is always on a diminished scale. The great scarcity of orchids keeps prices up to high figures, \$1.50 to \$2 per flower in the wholesale market. There were plenty of roses, but no surplus of good ones, consequently such stock as Francis Scott Key, Russell and Columbia brought good money for summer time. The funeral work always creates a demand for white lilies and lily of the valley, so there is little change to note in these factors. There was a generous supply of the late and larger asters, and a little of the very best stock sold for \$3 per 100, the surplus going much lower. There was a falling off in the supply of gladioli, and the quality in general was poor. The dahlias are to a certain extent, competing with the asters, but the weather is too hot for dahlias. Small lots of the chrysanthemum, Golden Glow, were on the market during the past week, but the buyers were not eager for them at \$2 per dozen, the first asking price, \$1.00 to \$1.50 being usually their offers. In cut hydrangeas and various other outdoor stocks, there has been some trade, always cheap.

August 26.—The market is stagnant and stock accumulates. Even the best roses are hanging fire, while the short stock is just about impossible. For the past 24 hours a blanket of humidity has enveloped the city, which adds to the discomfort and irritation. The grouching of the wholesale district is in particularly bad humor. He figures it out that if things keep going as they are, a lot of florists will need a home more than a bank.

NOTES.

A report from Washington, D. C., published August 23, has created talk and uneasiness among the florists. The community labor board of the District of Columbia has announced a list of 24 classes of work regarded as nonessential, in which managers and employees of florist establishments are included. One report says that 40 classes of industry are included, and it is added that it is expected that the action of the District of Columbia board will set "a national precedent." There are now so many boards managing—some of them mismanaging—the business of the country, that to the common mind, some of their orders are confusing. It is of course understood that this order will apply to men within the draft age, but the new draft, 18 to 45, will take a wide sweep. It must be acknowledged that if this order is necessary to hasten the winning of the war, it should be cheerfully complied with, regardless of loss or inconvenience to the lines of business involved. The bridge across the Atlantic must carry its load of freight in order that our brave boys "over there" may be well supplied. In view of all these circumstances, florists in every branch of the business should realize that the carrying on or launching of Utopian experiments, is, at this time, reckless and almost criminal.

Miss Kingsley, secretary to Henry Hart, the retailer, of 1000 Madison avenue, has recently been active in Red Cross work. She made an extensive canvass, with great success, of the florists of this city, selling tickets for an entertainment for the benefit of the Red Cross, which was held at the Hotel Lorraine, Edgemere, L. I., August 29. The Hotel Lorraine is conducted by Henry Hart.

As a member of the Society of American Florists, the writer here registers his complete satisfaction with the election of J. F. Ammann to the presidency, and believes that no better choice could have been made. There can be no

doubt that he will receive the wholehearted support of the members of the society—and the trade in general.

Of the large trees along the Mall in Central park, 25 per cent are dead or dying and the boathouse is unpainted and in bad repair. The public patronage is good and the superintendent would do well to ask for and insist upon better maintenance, failing in which the public service commission should take a hand.

William Mansfield and wife, of Lexington avenue and 80th street, are summering among the Maine lakes and woods. During their absence, James Wallace, the efficient manager, is making the store look as good as new, in painting and decorating.

Mayor Hylan has in a proclamation designated September 1 as Heroes' day, urging a flower mound in each borough of the city, and that every citizen at some time during the day drop at least one flower in memory of our fallen heroes.

To hold a flower show in this city, on Saturday and Sunday in August, without newspaper publicity, is to insure non-attendance. Everybody leaves town Friday night or Saturday morning to return Monday.

John Curry, of Lexington avenue and 78th street, who is master of several trades, has been busily engaged during the past week in painting and decorating his store.

Vaughan's Seed Store is featuring good displays of named gladioli, also first Holland grown hyacinths and tulips.

Miss Ethel Frankel, of Leikens' staff, is spending her vacation at her mother's cottage, Auerne, L. I.

John Young & Co. are receiving good stock of the chrysanthemum, Golden Glow.

George J. Polykranas is handling a fine stock of dahlias and asters.

A. F. F.

Horticultural Society of New York.

The above named society held a creditable exhibition of gladioli and other stock in the Museum building, Bronx park, August 24-27. The exhibitors were largely commercial growers and included John Lewis Childs, Flowerfield, N. Y.; the Cedar Hill Nurseries, Glen Head, N. Y.; Mills & Co., Mamaronock, N. Y., and Bobbink & Atkins, Rutherford, N. J. There was also an exhibit by John Scheepers & Co., Inc., New York. The private estates were represented by Mrs. Payne Whitney (George Furguson, Gr.), who took a number of prizes for vases of gladioli, Buddlein, Varietals and other stock. The most extensive exhibit of gladioli was by John Lewis Childs, and he took first prize for the largest and best collection of named varieties, which included a number that are well known in the trade. He also took prizes in other classes. The Cedar Hill Nurseries took first for 25 spikes of any white variety, with Europa; John Lewis Childs, second, with Giant White. For 25 spikes of any pink variety, Cedar Hill Nurseries was first with Panama, and Childs second with Gretchen Lang. Both these exhibits were fine.

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LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY, - - NEW YORK



Mention the American Florist when writing

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Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK



A special prize of a silver medal was awarded John Scheepers & Co., Inc., for a display of gladioli. We judge that the stock in this exhibit was grown at the Cedar Hill Nurseries.

Mills & Co. were awarded a bronze medal for a display of dahlias, and a special prize for display of gladioli.

The dahlias in this exhibit were good. Bobbink & Atkins were awarded a special prize for a collection of hardy flowers.

We do not recall having previously seen much of the pink gladioli, Gretchen Lang, but it is a fine production and a close rival to Panama.

A. F. F.

New York Federation of Societies.

A meeting of the New York Federation of Horticultural Societies and Floral Clubs will be held at the state fair grounds in Syracuse at 2 o'clock, Wednesday afternoon, September 11. There are several important questions to come before the federation at this time, and it is hoped that there may be a good representation of delegates from the various organizations in the federation. The room in which the meeting will be held has not been definitely decided upon, but information regarding the place of meeting may be obtained from Professor David Lumsden, superintendent of the flower department.

E. A. WHITE, Sec'y.

PAUL MECONI

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3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
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25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

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Wholesale Flower Markets

NEW YORK, Aug. 28. Per 100

Roses: Beauty special	25.00@30.00
" extra and fancy	8.00@10.00
" No. 1 and No. 2	3.00@ 5.00
" Columbia	1.00@12.00
" Hadley	2.00@10.00
" Francis Scott Key	2.00@10.00
" Prima Donna50@ 5.00
" Alice Stanley50@ 5.00
" Mrs. Geo. Shawyer50@ 5.00
" Double White Killarney	1.00@ 6.00
" Killarney50@ 3.00
" Queen50@ 5.00
" Brilliant50@ 5.00
" Aaron Ward	1.00@ 4.00
" J. L. Mock	1.00@ 5.00
" Opheia	1.00@ 5.00
" Mrs. Chas. Russell	2.00@12.00
Cattleya Orchids, special	150.00@200.00
Rubrum	1.00@ 2.00
Lilies, Longiflorum and Poincarnum	3.00@ 5.00
Lily of the Valley	4.00@ 8.00
Adiantum Croweanum and50@ .75
Hybridum	1.50@ 3.00
Asparagus Plumosa, doz. bchs.	1.00@ 2.50
Smilax25@ .75
Sweet Peas50@ 2.00
Gladioli75@ 1.00
Bouvardia, white75@ 1.00
Asters75@ 2.00
Dahlias, per doz.	1.50@ .30

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.

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Phones, 3310-11-12 Farragut

Henshaw Floral Co.

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127 W. 28th St., NEW YORK

Trade Directory

Price: \$3.00 Postpaid

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PHONE 2335 FARRAGUT
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WHOLESALE FLORIST

113 WEST 28TH STREET

Bet. Sixth and Seventh Aves. NEW YORK

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N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock
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Desirable wall space to rent for advertising.

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The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

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M. C. FORD121 WEST 28TH STREET
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Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

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Wholesale Commission Florist

106 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing

All our English, French, Italian and other foreign correspondents as well as all our Canadian and American F. T. D. members have agreed to ve up to our By-Laws and Regulations, and promised not to give or accept any more or less than the 20% mutual discount.

REWARD \$50.00

CONDITIONS.

For best suggestion or suggestions made for the improvement and betterment of our

F. T. D. WORK

Our F. T. D. Meeting in
Cleveland, O., October 8-9, 1918,

will be of the greatest interest and no F. T. D. member can afford to miss it.

An exhibition of advertising in different localities around the country will be held there under the direction of Mr. Herman Knoble, of Knoble Bros., Cleveland.

All Retail Florists, members or non-members are invited to send in samples of their local newspaper work. Bill board sketches, direct and indirect advertising, leaflets or anything that they are using to tell the public how to

"SAY IT WITH FLOWERS"

BE SURE and devote the 8th and 9th of October for F. T. D. work at Cleveland. OUR PRESIDENT from Washington, D. C., will open this meeting and everyone h learned to honor and respect his efficiency.

Suggestions must be mailed, one copy to Mr. F. C. W. Brown, care of The J. M. Gasser Co., Cleveland, O., before Sept. 30th, 1918. Second copy to Mr. W. F. Gude, President The F. T. D., Washington, D. C., and third copy to be held by the Author.

All suggestions must be made on plain white paper and written with typewriter, no letter heads or envelope of any firm will be allowed.

The best Suggestion winner of prize will be published in all Trade papers and the winner who can send in the original copy will immediately receive a check for \$50.00.

Rochester, N. Y.

TRADE SHOWS SOME IMPROVEMENT.

Business during the past week has shown a slight gain over the previous fortnight, undoubtedly due to the favorable change in the temperature. The market is full of gladioli of all varieties, which are being offered at ridiculously low prices, many going as low as \$1 and \$2 per 100. The dry weather has affected the crop of asters, and many are far below the average in quality, although some good stock is available and brings good returns. Sweet peas are not very good, arriving in a somewhat burned condition. Other outdoor stock is also suffering to some extent, but moves fairly well. Unless good rains are forthcoming, the outlook for later flowers is not very promising. Roses are none too plentiful, the shorter grades being insufficient to meet the demand. Carnations are seen, but are small and inferior.

NOTES.

Joseph Haddleton, a pioneer wire-worker of this city, passed away August 17, in his ninety-second year. He is survived by four sons and three daughters.

E. F. Wilson, accompanied by his eldest son and friends, are enjoying a camping and fishing trip in the Adirondacks. They are traveling by auto.

CHIESTER.

Buffalo.

WEATHER FAVORS OUTDOOR STOCK.

Weather conditions have been normal, with an occasional rain, with the result that outdoor flowers are of good quality. Asters, in this locality, are better than they have been for several years, entering into selling competition with roses without any trouble. Gladioli

are not of the quality to be expected, many of the flowers being small, and salable colors, with the exception of pink, being scarce. Phlox, calendulas and snapdragons are among the other offerings, but the quality is only fair. In roses, Francis Scott Key, Russell, Sunburst and a few September Morn are the best varieties; others grade poor.

NOTES.

J. A. Cannon, who has been with S. A. Anderson for several years, has returned to Philadelphia, where he has taken a position with H. H. Battles. Miss Edna Goehring, who has also been on the Anderson staff for a number of years, has resigned to enter other work.

Peter Stroh, formerly with the Anderson forces, is now stationed at Syracuse. Overseas, possibly, later.

W. J. Palmer and family will remain at their summer home in the Muskoka district until September 1.

E. C. Brucker has returned from the Adirondacks, and Wallace Eliss has gone on a fishing trip.

When completed, S. A. Anderson will have a neat store on Elmwood avenue.

R. A. Scott and wife are on a pleasure trip.

Visitors: J. P. McCarthy and Arthur Zirkman, of Philadelphia; Stephen Green, representing H. Bayersdorfer & Co., also of that city.

BISON.

PROVIDENCE, R. I.—The Rhode Island Horticultural Society has issued its schedule of premiums for the exhibitions to be held at the Narragansett hotel, this city, September 12-13 and November 14-15. Ernest K. Thomas, Kingston, is the secretary.

Nassau County Horticultural Society.

The monthly meeting of the Nassau County Horticultural Society was held in Pembroke hall, Glen Cove, N. Y., August 14. There was an exceptionally good attendance, with President Robert Jones in the chair. Robert Greaves of Glen Cove and William G. Carter of Glen Head were elected as active members of the society. The following committee was appointed by the president to act as judges for the monthly exhibit: Benjamin Sutherland, Hector McDonald and Thomas Henderson. In the contest the judges made the following awards: Twelve gladioli, William Noonan, first; 25 pods of lima beans, Frank Petroccia, first; six ears of sweet corn, Frank Petroccia, first; four artichokes, exhibited by William Noonan, awarded honorable mention.

A general discussion was held regarding the potato blight that has been so prevalent in Nassau county. A number of the members stated their opinions and observations on the disease. The majority seemed to favor the theory that potatoes planted early, in well manured ground, were practically immune from the blight, and that potatoes planted late, in ground where only fertilizer was used, were the first to be attacked by the disease. It would be interesting to hear from other horticultural societies and get their views and experiences on this most important topic.

Andrew Wilson, Springfield, N. J., who was present at the meeting, offered a prize of a \$5 gold piece to be competed for with the 12 best potatoes, at the next meeting, which will be held September 11. The regular society prizes that will be competed for will be for three heads of celery, 12 mixed dahlias, and one outdoor muskmelon.

HARRY GOODBAND, Cor. Sec'y.

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HARDESTY & CO.

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THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

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The Largest Growers of Flowers in the City.

ORDERS
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AROUND
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J. J. HABERMEHL'S SONS

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 Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing.

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NEW YORK

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Member of Florists' Telegraph Delivery

 BRANCHES:
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426

 Madison Ave.,
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Mention the American Florist when writing.

ROANOKE, VA.
FALLON, Florist.

Mention the American Florist when writing.

Galesburg and Central Ill.

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CHOICE CUT FLOWERS AND DESIGNS

Patentee and Manufacturer of

PILLSBURY'S CARNATION STAPLE

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And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.

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Mail or telegraphic orders promptly and most carefully executed.

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Reference or Cash must accompany all orders from unknown correspondents.

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Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

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WASHINGTON, D. C.
Louise Flower Shop

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Phones—Franklin 3579, 3841, 3842

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George Wienhoeber

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41 South Wabash Ave., CHICAGO

25% COMMISSION

Send all your Chicago orders to me. You get a
SPECIAL 25% COMMISSION
 on all bills paid by the 10th of the following month.

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341 Madison Ave., New York

Help do your bit to-day by selling

Thrifty and War Saving Stamps

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The Food Conservation Laws

Display prominently patriotic posters.

DO IT NOW

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Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities
 and for all points in the Northwest. The Largest
 Store in America; the largest stock; the
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Largest Floral Establishment in America.

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Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York
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Telegraph orders for Dayton will receive our immediate and careful attention.

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HENRY WEISSMANN, Manager.
Artistic Funeral Designs. Flowers for all occasions.
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Flowers delivered in City and State on short
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The Metairie Ridge Nursery & Ice
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VIOLETS F.T.D.

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All Orders Promptly Executed

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Night and day service in all Central
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1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

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Covers all New England Points.

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GRAND RAPIDS FLORAL CO.ALFRED HANNAH & SONS will fill your
orders for Designs and Cut Flowers in Michigan.

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NEWPORT, R. I.Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

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The name "Malandre Brothers" on a box of
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Mention the American Florist when writing

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Oldest Florist South

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Successor to Slevens & Boland

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WORCESTER, MASS.**A. MEYER,**

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16 and 18 W. 3rd St.

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Established in 1883.

Greenhouses and Nurseries in Riverdale.

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DULUTH FLORAL CO.200 miles in any direction. DULUTH, MINN.
We are the center of the great
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35 Broadway, DETROIT, MICH.

Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

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L. L. MAY & CO.Order Your Flowers for delivery
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MASONIC TEMPLE

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IN THE HEART OF **Newark, N. J.****The Rosery Floral Co.,**

167 Market St., at Broad St.

Everything in FlowersPrompt Deliveries to any town or city
within 150 miles of Newark.Telephone
Market 494.

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"WE NEVER SLEEP"

IDLEWILD
GREENHOUSES**Memphis, Tenn.**

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"Up-to-the-Minute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing.

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

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Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

F. W. Holgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice President; David Burpee, Philadelphia, Pa., Second Vice President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1919.

SPINACH price is easier.

THERE will be a good crop of pepper seed.

SHORT California crops are salsify, parsnip and red onion.

GREELEY, COLO., advises indicate considerable damage to beans by hail.

SOME New York importers have cable advices that their Dutch bulbs are aloft.

NEW YORK—A. Hogewoning left for a training camp in the south, August 19.

ONION SETS.—In the Chicago district the latest guess on fall prices is \$3.00 for whites.

AN American seed grower sailed for Europe last Saturday for a three months' selling trip.

REPORTS from the west on peas continue discouraging, especially as regards dwarf garden kinds.

ONE lot of Dutch bulbs, about 100 cases, was on display in New York August 26, a very early date.

LE ROY, N. Y.—N. B. Keeney & Son have filed papers of incorporation with capital stock amounting to \$300,000.

SALT LAKE CITY, UTAH.—The Pacific Seed Co., to facilitate its business, has moved headquarters to this city from Caldwell, Ida.

IT is regarded as possible, that enough sugar beet seed can be brought out of Russia to take care of 1919 plantings.

PARIS, FRANCE.—The total wheat production this year is estimated at 183,500,000 bushels, an increase of 25 per cent over last year's yield.

SALESMEN in some New York seed stores have been called before their local board to show why they should not work in essential industries.

O. L. COULTER, representing C. C. Morse & Co., who has been on vacation in Michigan, left for California this week, stopping off at Rocky Ford, Colo.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade August 28 were as follows: Timothy, \$8.00 to \$9.50 per 100 pounds, no change from last week.

MAINE corn is backward, and advices state that, in addition to short crops, difficulties in securing the necessary amount of labor will cut deliveries materially. [Sweet corn grown in Maine for canning.—ED.]

MT. PLEASANT, MICH.—In the matter of the dissolution of the Harris Bros. Seed Co., on motion of Francis McNamara, attorney for the plaintiffs, the court has ordered all parties interested to appear before Cyrus E. Russell, court commissioner in this city, September 28, at 10:00 A. M.

TOLEDO, O.—Clover made slight recessions, August 27, closing \$17.60, 10 cents higher than on the previous day, and showing a drop of 50 cents since our last report. Cash timothy was unchanged, selling at \$4.60, September closed at \$4.85½, October \$4.87, December \$4.87, March \$4.92 and April \$4.92.

Corn and Vine Seed.

Waterloo, Neb., August 22, 1918.

Our summer has been a hot, dry one. Some say we are 10 inches short on rainfall. August 4-6 were the worst days for crops that we have had in many years, and much damage has been done. A careful estimate indicates that corn prospects have been reduced 30 to 40 per cent, many fields being hurt far more than this, while others have passed through in fairly good shape. Our valley lands have suffered less than the upland. We will have a good amount of corn, but it is seriously hurt, and will show in the grain as well as in the quantity.

Vine seeds will be about an average crop, with a short acreage. Many fields have not made a good setting of fruit.

J. C. ROBINSON SEED CO.

Timothy and Clover Seed.

Receipts by dealers of timothy seed were indicated to be 85,000,000 pounds less for the year ending July 1, 1918, than for the year ending July 1, 1917, according to the seed reporting service of the bureau of markets. However, the carry-over on July 1, 1918, amounted to about 12,000,000 pounds more than that of the year before and 59,000,000 pounds more than that of two years ago. This large carry-over, it is thought, will offset the greatly reduced acreage cut for seed this year. Incomplete returns from the war emergency seed survey of July 1, 1918, show exports for the 12 months ending on that date have decreased from 12,767,580 pounds to 8,568,241 pounds. The United States has always been the largest exporter of timothy seed, and the falling off in exports, it is stated, may be due to difficulties in securing ocean transportation and to a decreased demand in Europe for seed to produce hay crops.

Incomplete returns from the survey of stocks and receipts indicate that the stock of clover seed in the hands of dealers on July 1, 1918, is less than one-third of the quantity held by them a year ago. The receipts by dealers for the year ending July 1, 1918, were 24,000,000 pounds less than for the previous year.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish,
Correspondence
Solicited.

Vegetable Seed Production Survey.

The total production of vegetable seed, with the exception of cabbage, lettuce, salsify and turnip, will be ample for the needs of the coming year, according to preliminary returns from the seed production survey of July 1, 1918, and crop reports from important commercial seed growers to the Weekly News Letter. In some cases where the condition of crops is not satisfactory increased acreages are expected to bring the total production up to normal, while more than normal production of seed is indicated for some kinds of vegetables. This condition, it is pointed out, does not necessarily mean a large surplus, for it is known that large orders have been placed for certain vegetable seeds by foreign concerns for export to countries in Europe which formerly have been exporters of these seeds to the United States.

Interest Rate Decrease Possible.

New York bankers, in commenting on a Chicago dispatch quoting J. B. Forgan, chairman of the First National bank, as saying that "Banks can make money enough loaning out at 6 per cent, and the public and the country is entitled to protection against an increase in rates if they can be maintained at the present level," declared that the situation as regards the eastern market promises a lowering, rather than an increase, in the legal rate now prevailing. The rigid scrutiny by the \$200,000,000 money pool of all applications for accommodation and the elastic conditions resulting from the operations of the federal reserve institutions are sufficient to meet any emergency.

What Is Good Seed Corn?

Good seed corn must be—

Well adapted to the seasonal and soil conditions where it is to be planted.

Grown on productive plants of a productive variety.

Well matured and preserved from ripening time to planting time in a manner that will retain its full productivity.

This sort of seed corn can best be secured by gathering the ears from the stalks as early as they mature in the fall, by promptly drying the seed immediately after it has been gathered, and by keeping it constantly dry and safe from rats, mice and insects.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Seed Growers

SAN JOSE, CALIFORNIA

Company

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

BAMBOO CANE STAKES

	Size	Number to bale	Price Per bale
NATURAL,	6 ft.	2000	\$21.00
"	6-9 ft.	600	7.00
"	9-12 ft.	400	8.50

Prices ex warehouse New York.
Terms—Net cash 30 days.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

THE
J.C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

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Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All seasonal varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Robert Craig Co...

High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

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Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

HENRY F. MICHELL CO.
SEEDS

518 Market St., Philadelphia, Pa.

R. C. MCGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

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CABLE ADDRESS, "MCGILL-SEED"
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Market Gardeners

Vegetable Growers' Association of America.

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C. W. Waid, Grand Rapids, Mich., Vice-
President; S. W. Severance, Louisville, Ky.,
Secretary; Eugene Davis, Grand Rapids,
Mich., Treasurer.

CANNED tomatoes will be priced at cost, plus a fair profit.

MODIFICATION of the scale of express charges for short hauls within the so-called "first zone," now being worked out by the railroad administration, will, it is believed, result in a number of increases in rates on fruit, produce, etc., shipped into cities from adjoining localities.

SO-CALLED Montreal muskmelons are sold by New York retail grocers at \$2 each. The melons are orange fleshed, eight inches in diameter, with outer surface deeply lobed. Hotels serve them cut into about five portions at 75 cents per portion. These are reported grown near Rochester, N. Y.

Prices of Indoor Fruits and Vegetables.

Chicago, August 28.—Cucumbers, 2-dozen box, 35 to 40 cents; celery, crate, 35 to 50 cents; head lettuce, 2-dozen \$1.00; radishes, per 100 bunches, \$1.25 to \$1.50; tomatoes, 4 baskets, 25 cents to 40 cents.

New York, Aug. 26.—Celery (state), per bunch, 15 to 30 cents; cucumbers, \$1.00 to \$3.00 per basket; mushrooms, \$2.50 to \$5.00 per basket; tomatoes, per pound, 3 to 5 cents; lettuce per package, 50 cents to \$1.75; radishes, per 100 bunches, 50 cents to \$1.00.

Embargoes Prevent Food Production.

Farmers are requested by the department of agriculture to order insecticides, fertilizers, seeds and agricultural implements early. By early is meant way in advance of the time they will be needed, so the goods, owing to the delays now encountered in shipping, may still reach the farmer by the time they will be needed. This is wise. Insecticides received a week after they are needed are worthless for the present crop. Seed arriving after planting time may be entirely worthless. Last spring whole carloads of insecticides shipped from the east to distant western points did not arrive in time and the merchants who had ordered them refused the goods.

Just now there is an embargo on insecticides from New York and possibly from other points in the east. The manufacturers are told that the embargo will be removed in "the season." Unfortunately, "in the season" will probably be too late, as it was last spring.

The shipping board and the department of agriculture will do well to cooperate. It is useless for the department of agriculture to advise farmers to do what the shipping board will not permit. There should be no embargo on seeds, fruits and vegetable plants. Insecticides, fertilizers and agricultural implements covering any prolonged period.

It is folly to establish a department to conserve food, and then to prevent food production through the blunders of another department.—E. C. Vick, in New York Sun.

Cucumbers Without Fertilization.

With the object in view of securing a White Spine type of cucumber that will set its fruit without fertilization experiments were begun by the Welland, Ont., horticultural experiment station in 1915 and the following number of plants were secured from the crosses made that year: Telegraph x Early White Spine, germination 19 from 31 seeds sown; Early White Spine x Telegraph, 176 from 210 seeds; Fordhook Famous x Telegraph, 106 from 112 seeds. There were a large number of undeveloped seeds which were also sown but none germinated.

Four of these plants were selected at random and grown in the greenhouse; the remainder were transplanted to the field. Ten flowers on each plant were covered with a paper sack to test the plant's ability to set fruit without fertilization. Most of the plants set no fruit at all from these flowers, but a few set one and some two. That means a few set 20 per cent. of their fruits without fertilization; but it was later proven that the pure White Spine varieties would also set a similar percentage without fertilization.

All of these plants were of intermediate type, between the two varieties crossed, with one exception, which was a dwarf plant. The plant appeared the same as all the others, with the exception that the internodes were very short. An attempt was made to self-fertilize one or two of its blossoms, but failed. The same plant matured three fruits, open fertilized, but they contained no viable seeds.

The plants in the greenhouses were given the same treatment as those in the field, that is, 10 flowers on each plant were covered to set fruit parthenogenetically, but none set. Five flowers on each plant were also self-fertilized, with the result that considerable seed was secured for growing the Telegraph x Early White Spine generation. During 1917 these were grown, but the results were a decided disappointment, owing to climatic conditions. The young plants at the start had a hard struggle against the rains and were kept very late. As soon as possible, bags were put over the female flowers, to see if they would set without pollination.

It was hoped to get 10 sacks on each plant, but, as there was no pruning of the vines, the supply of flowers became exhausted. Before more had developed a severe attack of cucurbit wilt cleaned off most of the patch. Attention was next turned, not to getting parthenogenetic results, but to self some of the most promising ones for seed. Several days were spent in this work, but no fruit resulted. Open pollinated fruit, however, from some of the best plants left was secured and the seeds taken for another year, which it is hoped will be more favorable.

Geraniums

Nutt, strong 2-in., per 100.....\$2.00
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Ricard, strong 2-in., per 100..... 2.00
Dracena indivisa, good thrifty stock for growing on, 2-in., per 100..... 2.00

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Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzel, Beet, Carrot, Celery,
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IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

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EMPEROR. Double Nose.

DAFFODILS

AMERICAN
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	Per 100	Per 1000
Emperor, Double Nose.....	\$3.00	\$27.50
Emperor, fancy grade, round bulbs.....	2.75	25.00
Princess Maximus, fancy grade..	1.75	15.00
Bicolor Empress, fancy grade,...	3.00	27.50
Bicolor Grandis (Grandee).....	2.25	20.00
Obvallaris (Tenby Daffodil) fancy	2.00	18.00
Sir Watkin, fancy grade.....	3.00	27.00
Barri Conspicuous, fancy grade..	1.50	12.50
Jonquilla Rugulosus.....	1.25	11.00
Poeticus (Pheasant Eye), fancy..	1.00	9.50
Poeticus Ornatus, fancy grade..	1.25	11.00

DOUBLE SORTS

	Per 100	Per 1000
Alba Plena Odorata.....	\$1.35	\$12.00
Orange Phoenix, fancy grade	1.75	16.00
Sulphur Phoenix, fancy grade	1.75	16.00

7% Discount off above to Seedsmen only.

CALLAS

	Per 100	Per 1000
1 to 1 1/4 in.....	\$4.50	\$42.00
1 1/4 to 2 in.....	7.00	65.00
2 to 2 1/2 in.....	9.50	90.00
2 1/2 in. up.....	11.50	110.00

FREESIAS

IMPROVED PURITY

Size	Per 1000
5/8 to 3/4 in., extra fine . .	\$12.00
1/2 to 5/8 in., good grade . .	7.50
1/2 in., plump bulbs . . .	5.50
3/8 to 1/2 in., regular grade .	4.00



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GIGANTEUM

	Per case
7 to 9 in. (300 to case).....	\$20.00
10 to 11 in. (180 to case).....	27.00

SPECIOSUM ALBUM

	Per case
8 to 9 in. (200 to case).....	\$18.00
9 to 11 in. (140 to case).....	17.00

SPECIOSUM RUBRUM

	Per case
9 to 11 in. (140 to case).....	\$14.00
10 to 11 in. (125 to case).....	15.00
11 to 13 in. (80 to case).....	15.00

AURATUM

	Per case
8 to 9 in. (160 to case).....	\$11.00
11 to 13 in. (75 to case).....	13.00

Valley Pips

DUTCH GROWN

Per 1000.....	\$27.50
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FREESIA Purity Mammoth

size, also 5/8 and up.

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Sweet William, single, mixed, fine strain.

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The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

THE President has authorized a loan of \$100,000 to forest fire fighters to meet emergency conditions in national forests.

RYE, N. Y.—The Ford Nursery has been incorporated by J. M. Redfield, L. I. Hand and E. Ford with a capital stock of \$10,000.

KALAMAZOO, MICH.—The city has under consideration the employment of a city forester, among the trees here being in danger of total destruction by insect pests.

NEW BRUNSWICK, N. J.—The summer meeting of the state association of nurserymen was held in this city, August 17, with a good attendance and an interesting programme.

RECENT advices from Washington state that nearly 28,000 acres in the Lincoln national forest are being eliminated in New Mexico to simplify boundary lines and make the land available for farming.

Nursery Instruction For Soldiers.

Located in Allingtown, a suburb of New Haven, Conn., is one of the government's large convalescent hospitals. After the men have become strong enough to take some exercise, their training begins. During the summer there has been an interesting class in horticulture. Every Thursday and Friday one of the big army trucks rolls up to the barracks and loads up with the men who are interested in learning some of the principles of horticulture. They are then taken to the Woodmont branch of the Elm City Nursery Company, six miles distant, where instruction is conducted in a practical and thorough manner. They are taught to distinguish between different grades of soil, instructed in the principles of cultivation, taught pruning, budding, the making of cuttings, how to transplant and train plants and the general methods of caring for them.

Connecticut Nurserymen's Association.

The Connecticut Nurserymen's Association held its annual outing at Lake Compounce, Conn., August 21, the party making the trip to this delightful spot by auto. It was in every way a fine turnout, and the event was enjoyed to the fullest extent by all present. There were two good ball games, the features of which were the unusual batting abilities shown by Messrs. Campbell and Barnes, the losers being so badly beaten that they have begged the writer not to mention the scores. The management of Compounce is to be congratulated upon the splendid barbecued sheep dinner it prepared, differing from most resorts in that it was most bountifully served at tables. No business meeting was held, the order of the day being recreation, and all present seemed to enter into the spirit thoroughly.

F. L. THOMAS, Sec'y.

Fruit Stone Conservation.

Dr. Mary S. Rose, deputy director of the conservation bureau of the federal food board, is interested in the idea of organizing fruit-stone and nutshell clubs in this country, following the discovery that these make a good absorbent for gas masks.

Oil worth \$135,000 is being wasted every year in the cherry canning industry, according to Popular Science Monthly. The oil is of a golden, fatty nature similar to the oil of sweet almonds.

PEONIES

30 acres. Can supply your wants.

Write for Catalogue.

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PERENNIALS, HARDY SHRUBBERY, EVERGREENS

PERENNIALS:—We have a fine lot of stock, both one and two-year-old, field grown. Here are a few items, with prices attached, in one-year stock. Will wrap each plant in paper with dirt to insure safe arrival.

DELPHINIUMS, assorted.....	5c	DAISY, Shasta.....	4c
DIGITALIS ".....	5c	" "English.....	5c
CAMPANULA ".....	5c	SEDUMS, assorted.....	5c
HOLLYHOCKS ".....	5c	RUDBECKIA, Purple.....	5c
PLATYCODON ".....	5c	COROPHIS lanceolata.....	4c
SNAPDRAGON ".....	5c	VERONICA Spicata.....	5c

HARDY SHRUBBERY:—Extra heavy, field grown, given plenty of room for development, each plant a specimen, dug and packed carefully.

	2-3	3-4		ft.	ft.
500 LONICERA Frag.	10c	13c	3000 FORSYTHIA Intermedia.	8c	10c
800 " Morrow.....	10c	13c	2500 SNOWBERRY Red	8c	10c
300 " Grandiflora.....	10c	13c	1500 " White.....	10c	12c
500 " Bella Albida.....	10c	13c	3000 FORSYTHIA Fortune.....	8c	10c
100 " Tart. Red.....	12c	15c	WEIGELIA, assorted.....	10c	13c
200 " Tart. White.....	12c	15c	SPIREA Van Houtte.....	8c	10c
2000 PHILADEL. Coronarius.....	10c	13c	" Opulifolia.....	10c	12c
400 " Grandiflora.....	10c	13c	" Billard.....	8c	10c
300 ELDER, cut leaved.....	10c	12c	DEUTZIA, assorted.....	15-24	2-3
300 FORSYTHIA Suspensa.....	10c	12c		in.	ft.
1500 " Verdissima.....	8c	10c	ALTHEAS, assorted.....	6c	8c
				15-18	18-24
				in.	in.
			SPIREA, A. W.....	12c	15c

EVERGREENS:—We have a large assortment of same in small sizes, just the kind to grow on into specimen plants on your own grounds. You know how hard it is to secure specimen stock when required. Get some that are more than half finished, and get in while demand is good.

ARBOR VITAE—			RETINISPORE—		
3000 " Pyramidalis.....	18-24 in.	32c	100 " Plumosa.....	3-4 ft.	\$1.00
7000 " ".....	15-18 in.	25c	300 " ".....	2-3 ft.	.75
1000 " Hoveyil.....	15-18 in.	35c	200 " ".....	18-24 in.	.50
1000 " ".....	12-15 in.	25c	200 " ".....	15-18 in.	.35
1000 " American.....	2-3 ft.	30c	200 " ".....	12-15 in.	.25
1000 " ".....	18-24 in.	22c	500 " Plumosa Aurea.....	2-3 ft.	.75
1000 " ".....	15-18 in.	12c	500 " ".....	18-24 in.	.50
500 " Globosa.....	10-12 in.	45c	700 " ".....	15-18 in.	.35
500 " ".....	8-10 in.	35c	100 JUNIPER Irish.....	18-24 in.	.30
600 " Tom Thumb.....	10-12 in.	25c	600 " ".....	15-18 in.	.25
600 " Pumilla.....	15-18 in.	40c	400 " Sabina.....	15-18 in.	.50
300 " Siberian.....	15-18 in.	25c	80 " ".....	18-24 in.	.80
200 " Verbaena.....	15-18 in.	35c	100 " Stricta.....	2-3 ft.	.50
			100 " ".....	18-24 in.	.70
			150 " ".....	15-18 in.	.50

Ball and burlap extra at cost of same.

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Prices on Cyclamen are net—no discount.

Giant English Grown

PRICES (except where noted)—100 seeds, \$1.10; 1000 seeds, \$9.00 net.

Saint George. Foliage is beautifully margined with bright silver, not unlike the Begonia Rex, and the flowers are a rich salmon color. 100 seeds, \$1.20; 1000 seeds, \$10.00. This is to our knowledge the best of the red Giant Cyclamen.

Crimson St. George. 100 seeds, \$1.80; 1000 seeds, \$15.00.

Mrs. L. M. Graves. The flowers are freely produced and are carried well above the foliage. The color is an intense and brilliant salmon scarlet. A healthy vigorous grower and comes true from seed. 100 seeds, \$1.80; 1000 seeds, \$15.00.

Brilliant Giganteum. Very robust grower. Fiery crimson flowers. 100 seeds, \$1.60; 1000 seeds, \$14.00.

Queen Mary. Salmon with claret base. 100 seeds, \$1.40; 1000 seeds, \$12.00.

Rosy Morn. Delicate rose color. Claret base.

Grandiflora Alba. The largest giant white.

Excelsior. White with red base. Extra large flowers.

Princes May. Pale pink.

Duke of Fife. Dark rose.

Mauve Queen. Mauve.

Princess of Wales. Deep pink.

Salmon King.

English Varieties, Mixed—100 seeds, \$1.10; 1000 seeds, \$9.00.

Dark Rose. 100 seeds, \$1.10; 1000 seeds, \$9.00.

Glory of Wandsbek. 100 seeds, \$2.00.

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7-9 in. and 9-10 in., for immediate delivery.
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Seasonable Stock READY NOW

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Genista—5-inch, special stock, well trimmed and heavy, \$30.00 per 100.

Ficus Elastica—4-inch, 10 to 12 in. high, \$40.00 per 100.

Hydrangea, French Type—Hamar, Virens, Chautard, E. Mouliere, 5-inch—3 to 4 branches, \$30.00 per 100; 4-inch—2 to 3 branches, \$20.00 per 100; heavy field grown for tubs—7 to 10 branches, \$40.00 per 100.

Kentia Belmoreana—2 1/4-inch, heavy, \$10.00 per 100; 3-inch, heavy, \$20.00 per 100.

Ferns—Cytomium Falcatum, 2 1/2-inch, \$3.50 per 100, \$30.00 per 1,000; Aspidium, 2 1/2-inch, \$3.00 per 100. Birds Nest Fern, 2 1/2-inch, \$8.00 per 100; 3-inch, \$15.00 per 100.

Asparagus Sprengeri—2 1/4-inch, \$3.50 per 100, \$20.00 per 1,000.

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We offer a splendid stock for growing.

Dracaena Massangeana

3 inch pots.....\$4.50 per doz.; \$35 00 per 100
4 inch pots..... 6.00 per doz.; 50.00 per 100

Dracaena Fragrans

3 inch pots.....\$2.50 per doz.; \$18.00 per 100
4 inch pots..... 4.00 per doz.; 30.00 per 100
5 inch pots..... 5.00 per doz.; 40.00 per 100

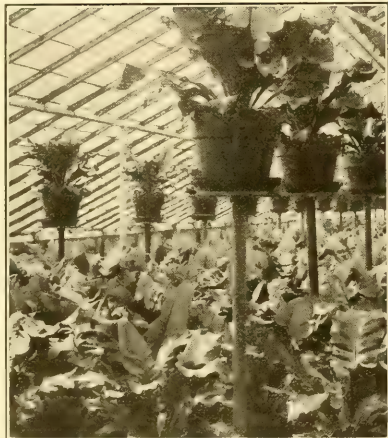
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Perfect and saleable in every size, very effective as single specimens or in plant basket combinations.

Our stock from the smallest sizes up is strong and vigorous, all symmetrical plants without a blemish.

PRICES:

	Per 100		Per 100
1 1/4 inch pots.....	\$12.50	5 inch pots.....	\$ 75.00
2 1/4 inch pots.....	20.00	6 inch pots.....	100.00
3 inch pots.....	25.00	7 inch pots.....	200.00
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We have 6 houses 28 x 300 feet, devoted to pot grown Boston Ferns, in 6, 7 and 8 inch pots.

Our special this week is our 8 inch regular \$1.00 size at **85c** each.

These plants are fine, perfect, bushy plants, ready for sale in any retail establishment.

Order quick before we exhaust these plants for they are a real bargain.

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10 CENTS PER LINE, NET.



ASPARAGUS.

Asparagus Sprengeri, 2-in., \$3.00; 3-in., \$6.00 and 4-in., \$10.00 per 100. Fine bushy plants. At HENRY SMITH, Grand Rapids, Mich.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus Sprengeri, 2½-in., \$3.50 per 100, \$30.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

ASPLENIUM.

Asplenium Nidus Avis (Bird's Nest Fern). We offer fine, well furnished plants at 50c, 75c, \$1.00 and \$1.50 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

BULBS.

Bulbs, Lily. For autumn and winter, from storage. Giganteum, Speciosum Album, Speciosum Rubrum and Auratum. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs, Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, Lilium Giganteum, from cold storage, 7-9 (300 to case). Write for prices. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Avenue, Chicago.

CALLAS.

CALLA AETHIOPICA. At present the only dependable new crop lily bulb for 1918-19. Prices at Chicago: Large bulbs (1½ to 2-inch), per 100, \$7.00; per 1,000, \$65.00; Mammoth (2 to 2½-inch), per 100, \$9.50; per 1,000, \$90.00; 2½-inch and up, per 100, \$11.50; per 1,000, \$110.00. Prices at New York: Large bulbs (1½ to 2-inch), per 1,000, \$75.00; Mammoth (2 to 2½-inch), per 1,000, \$110.00; 2½-inch and up, per 1,000, \$150.00. Now ready. VAUGHAN'S SEED STORE, Chicago and New York.

Callas, home grown, fine stock, ready in August. For sizes and prices, see advertisement on front cover of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CARNATIONS.

Extra fine and stocky field grown carnations for western florists, in the following varieties at \$60.00 per 1000: Mrs. C. W. Ward, White Perfection, Alice, White Enchantress, Miss Theo, Enchantress Supreme and White Wonder. THE PIKES PEAK FLORAL CO., Colorado Springs, Colo.

CARNATIONS.

FIELD-GROWN CARNATION PLANTS.

Positively the best obtainable. Order early.

	100	1000
Pink Enchantress	\$6.00	\$55.00
Carnegie	5.00	45.00
Victory	6.00	50.00
Alice	6.00	50.00
Matchless	6.00	55.00
White Enchantress	6.00	55.00
White Wonder	6.00	60.00

WIETOR BROS.

162 N. Wabash Ave.

Chicago

L. D. Phone Randolph 2081.

FIELD GROWN CARNATIONS.

	Per 100	Per 1000
White Enchantress	\$5.00	\$45.00
Pink Enchantress	5.00	45.00
Beacon	4.50	40.00

300 at 1,000 rate.

GEORGE SEUBOLD, Florist.

Huntingburg,

Ind.

Carnations. Field grown. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

CYCLAMEN.

Cyclamen, Wandsbek type, transplanted seedlings, \$7.00 per 100; \$60.00 per 1,000. Seedlings, \$4.00 per 100; \$45.00 per 1,000. Salmon and Rococco reports, \$1.00 extra; 2½-inch, \$5.00 per 100, \$75.00 per 1,000. Six varieties, equally divided, Cyclamen bulbs, mixed, first size, \$10.00 per 100; second size, \$6.00 per 100. ERNEST ROBER, Wilmette, Ill.

DAFFODILS.

Daffodils. For varieties and prices see display advertisement in this issue. J. Dickson, 30 Carlisle St., Belfast, Ireland.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jet., N. J.

DRACAENAS.

Dracaena Massangeana and Fragrans. For sizes and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

ERICAS.

ERICAS.

Young stock for growing on. Strong, healthy plants out of 2½-in. pots. Biggest percentage will set buds and bloom for September and October delivery.

Per 100

Fall varieties:
Gracilis Autumnalis \$12.00 | " " || Orata | 12.00 | " " |

Xmas varieties:
Fragrans Meianthera 15.00 | " " || Riegerianus | 15.00 | " " |
Pres. Carnot	20.00	" "
" Felix Faure	20.00	" "
King Edward	20.00	" "

Easter varieties:
Cupressina 20.00 | " " || Persolula | 15.00 | " " |
| " Alba | 15.00 | " " |
| Translucence | 25.00 | " " |

Packing charges, 50 cts. for each \$10 value. Terms: Cash with order, please.

ANTON SCHULTHEIS.

316 19th Street,

College Point, N. Y.

FERNS.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Cyrtomium Falcatum, 2½-in., \$3.50 per 100, \$30.00 per 1000; Aspidium, 2½-in., \$3.00 per 100; Bird's Nest Fern, 2½-in., \$8.00 per 100; 3-in., \$15.00 per 100. The Storrs & Harrison Co., Painesville, O.

Bird's Nest Fern. Perfect and salable in every size. For sizes and prices see display advertisement elsewhere in this issue. W. K. Harris, 55th and Springfield Ave., Philadelphia.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns. Boston, fine perfect hardy plants. For this week only. 8-in., 85c each. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

Ferns, Boston, 2½-in., heavy, \$6.00 per 100, \$55.00 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbach, Ferndale, Askov, Minn.

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FREESIAS. Improved Purity. Jumbo ¾ to 1 inch, per 1,000, \$17.00; extra size, ¾ to ¾-inch, per 1,000, \$12.00; ½ to ¾-inch, per 1,000, \$7.50; ½-inch, plump, per 1,000, \$5.50; ¾ to ¾-inch, per 1,000, \$4.00. Write for samples. VAUGHAN'S SEED STORE, Chicago and New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

FREESIAS.

Freesia Purity, mammoth size, also $\frac{1}{2}$ -in. and up; refractra alba, $\frac{1}{2}$ -in. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Freesia bulbs. For sizes and prices, see advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Freesia Purity, $\frac{1}{2}$ - $\frac{3}{4}$ in., \$4.50 per 1,000; $\frac{3}{4}$ -1 in., \$7.50 per 1,000. The San Juan Bulb Co., 75 Chilverton St., Santa Cruz, Calif.

GENISTAS.

Genista, 5-in., special stock, well trimmed and heavy, \$30.00 per 100. The Storrs & Harrison Co., Painesville, O.

GERANIUMS.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons. Co., White Marsh, Md.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Poltevine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

HARDY PERENNIALS

Hardy field-grown perennials. Aquilegia, Canterbury Bells, Delphinium, Digitalis, Pyrethrum, Shasta Daisy. Good, strong plants, \$2.00 per 100. Send for complete list. JOHN F. HAUSER, Bayfield, Wis.

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Christmas Heather. If interested it will be to your advantage to communicate with A. L. Miller, Jamaica, N. Y.

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Hydrangea, French type; Hamar Vibraye, Chautard and E. Moullere. 5-in., 3 to 4 branches, \$30.00 per 100, 4-in., 2 to 3 branches, \$20.00 per 100. Heavy field grown for tubs, 7 to 10 branches, \$40.00 per 100. The Storrs & Harrison Co., Painesville, O.

HYDRANGEAS, French varieties, 2 $\frac{1}{2}$ -in., \$4.00 per 100; 5-in., \$20.00 per 100; Otksun, 5-in., \$25.00 per 100. Ernest Rober, Wilmette, Ill.

LANTANAS.

Lantanas, mixed varieties; pink, yellow, and red, 2-inch, strong plants, \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

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HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelocattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

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Palms. Lantana Borbonica, 4-in., 18-in. high, 1 to 2 leaves, \$2.00 per dozen, \$15.00 per 100. The George Wittbold Co., 737-739 Buckingham Place, Chicago.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

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PANDANUS VEITCHII, fine plants, well colored, \$1.00, \$1.50, \$2.00 and \$3.00 each. HENRY SMITH, Grand Rapids, Mich.

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Peonies, 30 acres. Can supply your wants. Write for Catalogue. Gilbert H. Wild, Sarcoxie, Mo.

Peonies. Festiva Maxima, \$10, and others. CONARD & JONES CO., West Grove, Pa.

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POINSETTIAS, 4-inch stock plants, \$12.00 per 100; 3-inch, \$8.00 per 100; 2 $\frac{1}{2}$ -inch cuttings, \$6.00 per 100. \$50.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

Poinsettias, 2 $\frac{1}{2}$ -in., \$6.50 per 100, \$60.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

PRIMULAS.

Primula Malacoides, transplanted seedlings, \$3.00 per 100; \$25.00 per 1,000. Obconica grandiflora, \$3.24 per 100; \$25.00 per 1,000. Hart & Vick, Inc., 55 Stone St., Rochester, N. Y.

Primula obconica, 2 $\frac{1}{2}$ -in., \$4.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

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Rhododendrons. Best forcing varieties, 6 buds, 50c; 6-8 buds, 75c; 8-12 buds, \$1; 12-18 buds, \$1.25; 18-24 buds, \$1.50; over 24 buds, \$2.00 each. McHutchison & Co., 95 Chambers St., New York.

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	100	1,000
White Killarney	4.00	35.00
Sunburst	5.00	45.00
George Elgar	4.00	

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Roses. Own root 2 $\frac{1}{2}$ -in. for bonching. Aaron Ward, Obphelia, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. Millady and Richmond, \$7.00 per 100, \$65 per 1,000. 3 $\frac{1}{2}$ -in. stock, \$35 per 1,000 additional. Pochlmann Bros. Co., Morton Grove, Ill.

Rose plants. Pink and White Killarney, Maryland and Sunburst, fine stock, 3-in. pots, on own roots, \$6.00 per 100; 4-in., \$8.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

See ad Aug. 24th or send for complete stock list. LEEBLE CO., Expert rose growers, Springfield, O.

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The Floriculture, St. Remy de Provence, France, is offering Pansy Seed, giant turkies, allied monsters in very brilliant shades, 1 oz., 12 shillings, Cyclamen, Primula, Cluseria, Aster, etc.

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Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Winter-flowering sweet peas. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

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Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

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Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohner, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seed. Mitchell's Pansy. For varieties and prices see advertisement elsewhere in this issue. Henry F. Mitchell Co., 518 Market St., Philadelphia, Pa.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

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Seeds; specialties: Beets, mangoes, carrots, cabbages, celeriac, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

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Sphagnum moss and green sheet moss. For florists and nurserymen. For spot shipment or contract. Write us. Vaughan's Seed Store, Chicago and New York.

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Cabbage, celery and Triple Curled parsley plants. Field-grown, 60c per 100, \$3.00 per 1,000, prepaid, \$2.00 per 1,000, not prepaid. F. M. Pattington, Schipville, N. Y.

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Greenhouse glass. Heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Concrete flower pot machine for making flower pots in any size from 2 to 12 in. For full particulars write Spokane Concrete Flower Pot Machine Co., 807 Riverside Ave., Spokane, Wash.

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MISCELLANEOUS.

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Rosebud stickers. For sizes and prices see advertisement elsewhere in this issue. The John Henry Co., Lansing, Mich.

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Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Palmesville, O.

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Drer's Peerless glazing points, 1,000, 75c, postpaid. Henry A. Drer, 714 Chestnut St., Philadelphia, Pa.

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Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

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Neponset flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

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Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

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Bamboo cane stakes, 6 ft., \$21 per bale, 6-9 ft., \$7 per bale; 9-12 ft., \$8.50 per bale. McHutchison & Co., 95 Chambers St., New York.

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Mfrs of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

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FULL SIZE No 2



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SUPERIOR IN CONSTRUCTION
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The American : :
Florist Company's

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1918

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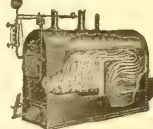
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Vol. LI.

CHICAGO AND NEW YORK, SEPTEMBER 7, 1918.

No. 1579

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American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—C. H. TOTTY, Madison, N. J., President; JULES BOURDET, St. Louis, Mo., Vice-President; John Young, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

OFFICERS-ELECT—J. F. AMMANN, Edwardsville, Ill., president; E. A. FETTERS, Detroit, Mich., vice-president; John Young, New York, secretary; J. J. HESS, Omaha Neb., treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

ASSOCIATION OF AMERICAN CEMETERY SUPERINTENDENTS.

Next annual convention, Rochester, N. Y., September 11-14, 1918. W. N. BLOD, Mt. Greenwood, Chicago, President; WM. B. JONES, Highwood, Pittsburgh, Pa., Secretary-Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, New York, September 24-26, 1918. **OFFICERS**—RICHARD VINCENT, Jr., White Marsh, Md., President; JASPER B. LEWIS, 736 Riverside Drive, New York, Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition, New York, November 6-8, 1918. Wm. W. Vert, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—BENJAMIN HAMMOND, Bacon, N. Y., President; Wm. J. KRAEHL, Elmhurst, Ill., Vice-President; Prof. E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Lorraine Begonias.

Begonias of the Glôiré de Lorraine type should now be making active growth, the bud shoots starting and the plants taking on shape. The earlier struck cuttings will now be fine plants in five and six-inch pots and will need a center stake to keep them erect. It is yet too early to tie the plants into shape, but if any of the branches are long enough to hang over the edge of the pot, they should receive some support. These branches hanging over the edge of the pot are in the way when watering and if the leaves get wet it takes some time for them to dry off and many will become spotted, and besides the branches grow crooked and are much harder to tie into place later on when this will have to be done. Keep the plants in a good warm house, from this on until the buds begin to show color, when they can be placed in cooler quarters, but do not keep the house too close. Give a little ventilation every day possible. If kept too close and moist some of the foliage will spot and be ruined. Constant light fumigations will be necessary to keep down the green aphids. These plants do not like heavy fumigation but light fumigation carried on frequently will keep the vermin in check and not damage the plants. These insects must be conquered before the plants begin to bloom or they will cover the young blooming shoots completely.

Dahlias.

As the cool nights approach it pays to make preparations to cover the best varieties and protect them from the early frosts. Generally the first frosts are followed by two or three weeks of pleasant warm weather, when flowers are more or less scarce, the outside stock being cut down and the green-

house stock not being yet in full crop, and a supply of dahlias is a great boon at such a time. See that the plants are properly labeled so when it comes to lifting time there will be no mistakes made. A good large label placed beside each root with the correct name is essential in growing this crop. This label can be tied on to the root when the clumps are lifted and all danger of misnaming be obviated. Keep the plants securely tied to the stakes so that the high winds which are prevalent in the fall cannot break the plants down or the branches off.

Early Firing.

"Economy is wealth." This maxim has been drilled into the young for generations, but false economy is waste. And to put off starting the fires until all the plants have cold feet and have received a check that is going to take them two or three months from which to recover is false economy. As soon as the temperature in the house drops below the point at which it should be maintained, it well pays to start the fires. Many nights at this time of the year at 8 o'clock the temperature outside will be above 60°, but by morning it has dropped to 40°, and if the houses are closed the glass will be covered with moisture, the house cold and damp. This condition is not at all conducive to good growth, and gives the plant a check from which it often takes it some time to recover. It is far better and a money-making proposition to have the fires going and the proper temperatures maintained. The small expense of a little coal burned and the few weeks' wages of a night fireman that are necessary will be more than made up in the excellence of the crop. At this season of the year there will occur cold, stormy days when a little heat will be necessary to keep up the growing temperature all day. This is the

time to look over all the piping and see if the boilers are working right. If steam heat is used see that none of the pipes have dropped from their fastenings and have made pockets in the circulation. If this has happened, fasten them up and straighten out the flows. Turn on the valves and see if they leak, and if they do repack them; in fact, it is good policy to repack all valves every fall, whether they actually need it or not, for they will require it before the winter is over. This early firing will also give the opportunity to spread sulphur and nicotine extracts on the pipes and keep the insects and mildew from getting a foothold. Looking at this question from all sides, early firing is an economical proposition and should not be neglected.

Cannas.

As soon as the frost kills the cannas, preparations should be made for the storing of the stock plants for next year. The tops should be cut off about six inches above the ground and removed from the field and not left lying around to attract cut worm millers. The roots should be dug and each variety should be carefully kept separate so that there will be no chance of their being mixed another season. Unless the weather is very severe they can be allowed to dry off a little before being housed, but if there is any chance of the night temperature dropping below the freezing point it is much better to get them under safe covering at once. Under a bench in a cool house is one of the best places to keep them during the winter months, but if the soil under the bench is inclined to be moist, boards should be placed running lengthwise of the bench and the canna roots placed upon these. They must, however, be looked over occasionally to see that they do not run too dry, for there is just as much danger of losing the plants by their drying up as there is by their rotting from an excess of moisture. In placing the clumps under the bench set each variety by itself and leave space enough between it and another variety that it will be impossible, no matter what may happen, for them to get mixed. Mark each variety with a label, written plainly and in full. It takes but a few seconds longer to write the name in full and abbreviations are to be deprecated; we have known cases where the man who always does things in a hurry to abbreviate the name so short that, when he tried to read it six months later he could not make out what name he intended to write. This is often a case where "haste makes waste." Attach the labels in such a manner that they will not become misplaced or lost.

Anemone Japonica.

One of the finest fall perennials is the Anemone japonica, which is now in bloom, and if it is not included in the grower's stock at present, it should be procured. There are both white and pink, but for general use the former is to be preferred. Where the plants are in bloom a framework should be built over them that heavy cloth may be drawn over and protect them from the early frosts, and they will bloom for some two or three weeks yet. If it is desired to increase the stock, a plant can be lifted and the roots cut into several pieces about an inch long and the pieces inserted in the propagating bench and they will root in about four weeks. Put them in 2½-inch pots and when the roots have spread into the soil the

pots can be placed under a bench and run dry until spring, when they should be potted in 3-inch pots and grown on until all danger of frost is passed and then planted out.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

While there is no material increase in the general demand until after September 15, which period virtually closes the vacation season, there is every reason to have the store looking its very best with a fair and well arranged stock of seasonable plants and flowers that will make a good impression on the returning customers. The great mistake of many in the craft is that of preparing for business after it comes.



Basket of Dahlias and Gladioli.

Most people, when they have made up their minds to get anything, want it right away. "We are just out; the stock has been ordered, and we expect it any minute," are familiar phrases in far too many stores. The customers are disappointed; they come expecting to see the goods, and are almost certain to try elsewhere, with the result that this sale is lost and, most likely, much future business.

The first demands of the season are for plants that will help brighten up the home, a few showy cut flowers for the library or dining table, and the initial filling of the fernery.

The supply houses are featuring willow or rattan latticed open-worked, inside jardinières or boxes for the window shelf, or on stands that can be placed in the bow window or used in any decorative scheme of room adornment. These have galvanized iron liners which prevent drip. They are enameled and finished in two-toned shades of green, blue and yellow, with white, which will combine with the decorations of almost any room. When well filled, these make an attractive addition to the stock of any store. They are just the thing for a wedding present, and are meeting with favor in all the large cities. At this time, feature the seasonable flowers—gladioli, asters and the dahlias that are just coming

in. Summer cosmos is also bright and attractive. A wide-mouthed bowl or vase full of cosmos in loose bunches, in cornucopias of wax paper, looks very inviting and with a price card results in many sales.

Too much attention cannot be given to this featuring of seasonable specialties, all conspicuously priced. Many sales are made to customers who had no idea of purchasing until they were attracted by the display and the apparent low price. It is not necessary to say the price is reduced; the fact that it is conspicuously displayed gives that impression.

It is time now to take down the summer rock work and water garden feature in the window and start the fall campaign with a display of choice plants of crotons, dracenas, ferns, etc. A few large, well colored specimens that stand out individually are sure to attract attention and help sell the smaller and more convenient sizes in stock, best suited for the house.

Dahlias will soon be at their best. They should be carefully handled, not placed subject to drafts, which cause them to wilt. It is best to have the stock ordered the day before, packed at the dahlia farms, the boxes coming directly through your dealer to you. This insures the arrival of the flowers in the best possible condition. The selected varieties are wonderfully fine, available for almost any kind of work. Do not forget that a few drops of formaldehyde in the water will keep all flower stems sweet and clean.

Commence at once to feature the work of the Florists' Telegraph Delivery. The idea that flowers can be delivered all over the United States is new to most people. This association opens up a great avenue for new business. Do not wait for the other fellow to send it to you; originate all you possibly can yourself. Every new customer made this way means increased local business from him in the future. Have you tied up to the S. A. F. publicity campaign? Hundreds of the brightest men in the business are contributing thousands of dollars to this movement, in which your business is directly benefited as well as theirs. The beautiful slogan sign, "Say It With Flowers," should be in your window and store, also on all your stationery. Join in this movement at once by purchasing a subscription to John York, secretary, 1170 Broadway, New York.

Feature the Dahlia.

With the great acreage now given to the cultivation of this showy fall flower in the vicinity of many of the large cities, it is possible to obtain a continuous supply of flowers of all the best varieties. The improvement of the dahlia in the past 10 years has been most marked. To the old globular flower, the pride of our grandmothers' gardens, has been added the flat and twisted petioled forms of the so-called cactus and peony flowered varieties, which, with their brilliant range of coloring and varied sizes, are wonderfully effective for all kinds of decorative or design work. When flowers such as the dahlia, and others that have a comparatively short season, are at their height they should be featured and given prominence, so that customers may have a change from the roses, lilies, carnations and other all-the-year-round flowers. Dahlias are now handled commercially in a way that makes

their transportation well nigh perfect. They are placed, as soon as possible after being cut, in buckets of water. After the stems and flowers are filled with this necessary fluid, they are then packed in shallow corrugated straw-board boxes holding one or two layers, according to size or grade of flowers. These boxes are crated three and four together for shipping. With many wholesale florists the practice is "No dahlias received except as ordered." These orders, secured the day before, are phoned to the grower. They are then delivered by the dealer without further handling to the stores. In this way, all waste due to rough usage in selection of orders from boxes in the wholesale houses during busy morning hours is avoided. Empties are gathered and returned the next day. By these efficient methods, there is little waste; no stock left over to be thrown on the streets at ruinous prices. The shopkeeper, to protect himself, carries a larger stock than if he were able to replenish at short notice, which induces greater sales and is, therefore, more advantageous to all interests.

The growers, by careful selection of varieties and disbudding are furnishing long-stemmed stock that is much used for making into sprays, elegant examples of such work being seen in many stores at this time. For special sales, to quicken up the opening of the season, there is nothing better than a "special" of dahlias. The small tumbler, or vase-handle basket, filled with a dozen small sized Minnie McCullough, that beautiful orange and red variety, has an inviting "take me" look that is almost irresistible. A window filled with these, suspended in shower effect from the top, is sure to attract attention, while the conspicuous price card of \$1 or \$1.50 each brings in the customers.

Boxes of a size that will hold a dozen or as many as will show a good profit at \$1 or \$1.50 each will also, when nicely displayed in the window, keep things moving. Just a few need be filled, while the balance of the window contains boxes closed or tied up as for delivery, some tagged, and with a few flowers tied on the outside.

An avenue is open for trade with stores in other lines, who are featuring their fall goods, who might be induced to display a vase of choice dahlias in their window or on the counter, these to be renewed with fresh stock early every morning. A vase of the gorgeous Geisha Girl will attract a crowd in front of any window.

For table decorations, there is nothing more effective than the dahlia, the pinks, the reds and the oranges all light up beautifully, and when used either in solid color effects or combinations are wonderfully gorgeous and decorative. Delight, a glowing pink, Jack Rose, crimson; Minnie McCullough, orange; Sylvia, shaded white and pink; Krenhilda, pink with twisted petals, and Geisha Girl, a splendid loose-petaled orange-colored flower of great size, are popular varieties.

Seals and Stickers.

Superior service is one of the greatest factors of the successful florist. His stock is fragile and perishable, subject to more or less damage with every handling by even the most skilled, while the novice is almost sure to leave evidence of his meddling hands. Many patrons of the flower shops are very par-



TUMBLER BASKET OF POMPON DAHLIAS.

ticular; while they have every confidence in the ability and integrity of the management, yet in numerous instances, they desire to select the flowers and see them arranged, even to the placing of the accompanying note or card. When the finishing touch has been given, they are then satisfied; in their mind, they hear the words of surprise and delight of their friend as the beauty of the box opens to them.

The best laid plans are, however, often upset by meddling and curious people, who come in between the donor and the recipient. The servant, who receives the box at the door, may have the curiosity to take a look at its contents, and perhaps call others to see the lovely flowers, even going so far as to pick some of them up to get a closer look and smell. Perhaps, as many florists know to their sorrow, the thought comes that one or two out of so many will not be missed, and the muddled up box is then hurriedly tied up to await its owner.

At times, curious people desire to see the accompanying card. To such, the knotted string or tape is no obstacle, even the secrecy of the sealed envelope being easily overcome.

The up-to-date florist, who prides himself on his excellent service, overcomes this difficulty by means of seals and stickers, which effectively close the package and protect it from all prying eyes. Tape has succeeded string in most modern stores in tying boxes of flowers. The seal is placed over the two ends of the tape, which project from the knotted bow. These are left a trifle long so that they extend about an inch beyond and are convenient to break the seal when the box is

opened. The ultra method is real sealing wax, dropped on hot, and stamped with the seal of the store. At busy seasons, however, this takes much valuable time and a method quite as effective which requires but a moment to adjust, is found in the manufactured embossed and plain printed seals and stickers, which are entirely practical and used in all shops as an evidence of their methods to please.

Where the box is wrapped in paper, seals are often placed over the folds at the ends, giving additional security. Now that war time economies often call for the use of paper in place of the more expensive box, particularly for home orders, stickers, one inch in diameter, which cost but 10 cents per hundred, are used to bind the edges of the paper and give a square end, boxlike appearance to the package.

The John Henry Co., Lansing, Mich., has introduced a unique seal showing a rose bud, stamped with the S. A. F. slogan, "Say It With Flowers." This is known as the firm's "rose bud" sticker, and is offered in two sizes at such low prices, in quantity, as to be available for the sealing of all store packages.

FARGO, N. D.—The Shotwell Floral Co., the Smedley Floral Co. and the Briggs Floral Co., of this city, closed their establishments August 19, in order that their employees might assist farmers in shocking the wheat crop.

NEWPORT, R. I.—The Newport Garden Club has elected the following officers for the ensuing year: Mrs. Charles Hoffman, president; Mrs. Thomas J. Emery, vice-president; Mrs. Frederic Pearson, secretary; Mrs. John J. Whyson, treasurer.

National Publicity for Flowers.

The cordiality with which our slogan, "Say it with Flowers" has been accepted by the general public is, to say the least, most remarkable. The 20,000 paper signs, embodying the slogan, which our promotion bureau supplied to the National League for Woman's Service, were speedily exhausted through its 700 or more branches throughout the country, and like *Oliver Twist*, the league is back for more. Chapter houses of the league which received a quota of 25 signs, complain that the "ration" was too small to meet the opportunities for local publicity, and their motor cars have been obliged to operate with "just one sign." The promotion bureau, therefore, is arranging for another large output of these signs, not only for purposes of the league, but to supply a great demand coming from other organizations engaged in similar work. Does anyone give a thought to the vast amount of direct publicity for flowers which is accomplished in this direction—and it is only a single feature of our campaign, maturing because we are organized sufficiently to be able to influence it?

There are many ways of obtaining publicity other than those for which our campaign fund was more particularly expected to provide; and it is the object of our promotion bureau to embrace all opportunities presented. But, we must not forget that such opportunities become apparent only because of the expenditures made according to our programme. Consequently, if we do not progress on the lines laid out, and which entail the expenditure of the major part of our resources, the auxiliary publicity which costs practically nothing is hardly possible of accomplishment.

All this is said because it is imperative that there should be no let-up in the influx of subscriptions to the fund. We are nearing the attainment of our object. The committees have asked for the subscription of \$50,000 per year to meet the expense required by their efforts to obtain all this publicity for flowers, and are but a matter of \$6,000 short of their aim. There are enough florists in the country who have not yet subscribed a cent to the fund to cover this shortage many, many times over, even with an aggregate of small contributions. Will they wake up to the necessity of performing the small part asked of them? The committees think they will. There is every reason to believe that a sense of loyalty to the trade of which they are members, and from which they make their living, will prompt them to make a contribution to our fund in proportion to their means. This done, the plans for the completion of the 1918 programme may be at once put into effect, and a continuation of the good results already obtained assured.

The promotion bureau has in contemplation the issue of a new line of dealers' helps toward direct publicity very shortly. As these aids are provided at actual cost, they will only be sent upon a cash order basis. This opportunity is taken to remind the few to whom shipments were made last season on faith of their individual responsibility and who have not yet discharged their obligations, that remittances are expected forthwith, as these transactions were not of an ordinary commercial character, and advantage should not be taken of a courtesy.

Through the miscarriage of a communication, a seeming neglect on the part of the secretary to note, during his recent trip in the interests of the campaign, his visit to Denver, Colo., leads

him now to acknowledge with gratitude the many courtesies extended to him in that city, and particularly the kind assistance and support given him by N. A. Benson, Sam Lundy and Ben Boldt, through whom he was enabled to take the best advantage of the limited time at his disposal.

The following additional subscriptions have been recorded annually for four years unless noted:

H. Kusik & Co., Kansas City, Mo.	\$10.00
John R. Walsh, San Francisco (1 year)	10.00
Newton Rose Conservatories, (1 year)	5.00
Queen City Floral Co., Seattle, Wash.	20.00
South Shore Floral Co., Speok, N. Y.	10.00
Andrew J. Dean, Gladstone, Minn.	10.00
Mrs. H. E. Darbee, San Francisco (2d subs)	25.00
Rudolph Fischer, San Gabriel, Calif.	10.00
Fleischman Floral Co., Chicago (1 year)	50.00
George Schlegel, Brooklyn, N. Y.	50.00
Fred G. Heisl, Terre Haute, Ind.	10.00
Gullett & Sons, Lincoln, Ill.	50.00
Henry F. W. Aue, St. Louis, Mo.	5.00
H. Johann & Son, Collinsville, Ill.	10.00
Wm. L. Rock Flower Co., Kansas City, Mo.	100.00
Gude Bros. Co., Washington, (2d subs)	100.00
F. F. O'Keefe, Boston, Mass.	100.00
Baur & Steinkamp, Indianapolis, Ind.	50.00
Wendland & Keimel Co., Elmhurst, Ill.	50.00
Koenig Floral Co., St. Louis, Mo.	25.00
Chas. P. Mueller, Wichita Kan, (2d subs)	25.00
Baum's Home of Flowers, Knoxville, Tenn.	25.00
Robt. Weeks, Cleveland, O.	25.00
A. C. Brown, Springfield, Ill.	25.00
H. Franks, Cohen & Hiller, N. Y. (2d subs)	25.00
R. J. Windler, Chicago (1 year)	25.00
Kerr, the Florist, Houston, Tex. (2d subs)	25.00
Robt. C. Kerr, Inc., Houston, Tex.	25.00
Hilliers for Flowers, Austin, Tex.	25.00
John Astelfrich, Paris, Ill.	15.00
Summerfield Floral Co., Springfield, Mo.	10.00
Morgan Floral Co., Henderson, Ky.	10.00
Geo. Madson, Alton, Ill.	10.00
Robert Winkler, Wellston, Mo.	10.00
C. Winterich, Defiance, O.	10.00
Davis Floral Co., Pine Bluff, Ark.	10.00
W. J. Edwards, Kirkwood, Mo.	10.00
Alfred C. Humfeld, Clay Center, Kan.	10.00
Frank S. Morris, Bloomington, Ind.	10.00
Fred. Schraumm, Park Ridge, Ill (1 year)	5.00
W. F. Barkham, Ridgewood, (1 year)	5.00
Edward Green, San Antonio, Tex.	5.00
Theo. Browne, St. Louis, Mo.	5.00

Previously reported from all sources \$1,050.00

Total \$4,072.25

JOHN YOUNG, Sec'y.

Promotion Bureau Report.

From a departmental standpoint, the actual work of the publicity campaign may be said to date from January 1 of this year, when the plans formulated by the publicity committee and publicity finance committee were put into effect, and the campaign was fairly launched. At a meeting of the joint committees in Cleveland on December 7, 1917, it was arranged to place in the hands of the P. F. O'Keefe Advertising Agency, Boston, Mass., all matters concerning the insertion of suitable advertisements in the national magazines, and all other matters in the hands of a promotion bureau, which your secretary was to establish in connection with the administration office of the society, and which was to be under the direction of the joint committees. The work of the bureau was to include the preparation of literature calculated to awaken among the trade, interest in the campaign, and to provide such helps toward direct publicity as might be determined upon. Through a misunderstanding, which was occasioned by the necessity for immediate action, the P. F. O'Keefe Advertising Agency prepared and sent out a series of "broad-sides" explanatory of the campaign, with proofs of electrotypes, sign reproductions, and a sample of the booklet "Say it with Flowers;" the latter, however, was redesigned, before publication, by our promotion bureau. Consequently, such preliminary work is not accounted for in this report, and the expense of it forms no part of the detailed expenses of the bureau.

While this work was in progress, the staff of the bureau was engaged in general promotion work, much of which entailed considerable correspondence, and



OVAL BASKET OF DAHLIAS.

which resulted in a large influx of subscriptions. The demand for signs of the different patterns provided, and electrotypes, soon assumed heavy proportions, and our staff was kept constantly busy with the filling of orders and the answering of many hundreds of inquiries in regard to our offerings. We were also favored with personal visits by representatives from practically all national publications of standing, and from newspapers throughout the country, all of whom professed to be interested—mainly from selfish motives—in our campaign.

An important section of our bureau has been that which has had for its object the dissemination of stories and articles of interest to the public through the columns of such newspapers as could be induced to publish them. In this direction we have met a good measure of success, the value of which can hardly be determined in dollars and cents, for the reason that it cost us nothing beyond our bureau expense covering preparation and dissemination. Through the service of a clipping bureau we have been able to trace a liberal use of these stories and articles, and the publicity obtained from them has been extremely valuable. Our article covering Valentine's day was used by papers of high standing and general circulation, such as the New York Herald, the Chicago Daily News, and others of that class. We have found that many newspapers which did not care to publish our copy used it as a basis on which to build exclusive articles of their own.

I am of the opinion that our success in the direction of inspired publicity would have been far greater had not a complete description of our campaign and its aims appeared at the outset in "Printer's Ink," a journal which reaches the editorial and advertising departments of the general press. This write-up was unfortunate for us, and we were compelled to adopt different tactics for a proper dissemination of our matter. Through our clipping bureau, we got a line on the individual advertising florists were doing, and we compiled a list of several hundred newspapers whom we believed should be friendly on account of this advertising. To these newspapers we confided our plans, showing plainly that one of our prime objects was to encourage local newspaper advertising among our craft, the result being that we established a friendliness that has been to our advantage. Besides this, the advertisement clippings have proved most valuable to us through the ideas they embodied, and also for the fact that they are helpful to us when called upon to refute the charge that florists as a class are not advertisers. Our bureau classifies these advertisements in expandible index form, and the volumes are considered to be a valuable aid to us in our work.

While, of course, it has not been our mission to exploit any particular form of direct advertising—for few forms are without value—we have been free to accept for consideration suggestions which our subscribers from time to time make. The outcome of a composite suggestion in this respect was the production of our set of four lantern slides for use in moving picture houses; had we been able, or incited, to produce these slides earlier in the season we believe the demand for them would have been large. However, the slides we have in stock are good for all time, and we have not the slightest



JAPANESE VASE OF ASSORTED DAHLIAS.

doubt but that they will be taken up early in the coming season. Their design and coloring make them very effective, and they are pleasing to the audience of any moving picture house.

Due to the fact that your promotion bureau had, as previously pointed out, no part in the preparation of the initial broadsides sent out by the O'Keefe Advertising Agency, it was not able to determine the prices at which the glass signs, electrotypes, and the transfer signs should be sold, but we, as well, realized the difficulty confronting anyone who might attempt at that time to establish a price on anything in which metal, glass or paper should figure for orders to be placed later than the time when such orders were merely in the projective stage. Consequently, the glass signs and electrotypes, on account of the advertised prices, were put out at a cost which yielded very little profit.

With the transfer signs, slides and stickers it was different, the quantity purchased in advance, based on careful estimates as to what could be disposed of allowing of a good profit with sales made on a basis of price which should still make these items of small cost to those who could use them. While the stocks on hand of these items might be considered large in proportion to the sales effected, it should be pointed out that deliveries were completed so near

to the close of the florists' season that we are obliged to depend upon the demand for the coming season to close them out. There is room for very little doubt as to the disposal of this stock, the more important doubt being as to our ability to obtain further stocks at anything like the cost of the supplies we have.

The stock of booklets was handed over to the promotion bureau at the invoiced cost, with selling price already established. These booklets were advertised by the O'Keefe Advertising Agency in the different trade papers at a cost which, added to the cost of production, made the selling cost altogether too small if we were to consider the price established from a profit producing basis. There are still many thousands of these booklets on hand, and no effort is being spared to close them out at the established prices. The booklet is considered to have served a very important purpose, in that a large number of copies have been sent out in response to requests received through our magazine advertisements.

Perhaps the most significant note struck in the campaign has been the establishment of our slogan, "Say it with Flowers." We have ordered altogether 900 slogan signs in the glass and brass form which is on display here, of use in its chapter houses, meeting

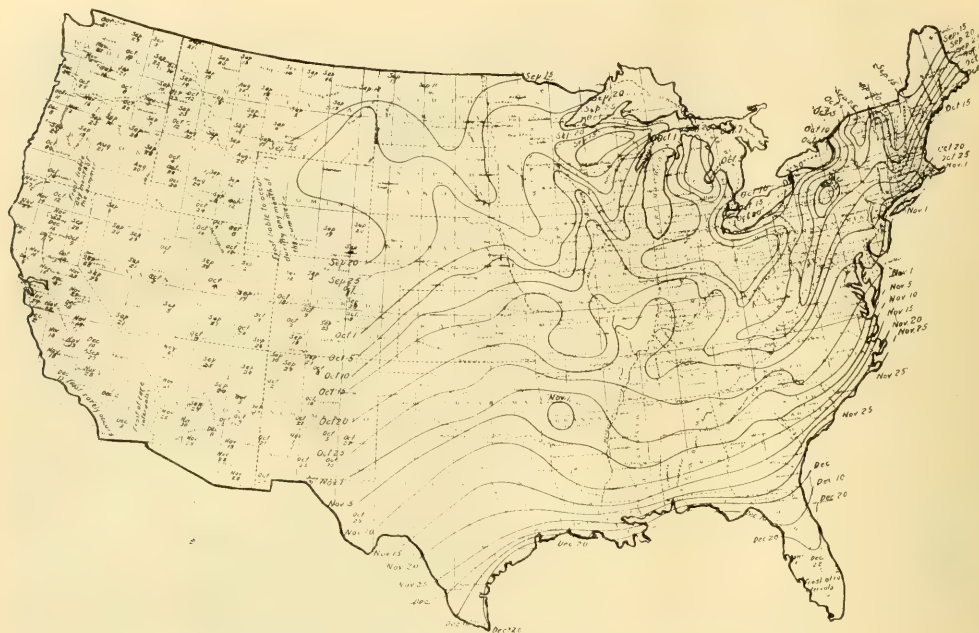


CHART 1, SHOWING AVERAGE DATE OF THE FIRST KILLING FROST IN AUTUMN.

which almost 700 have been sold. Through the difficulty experienced by the manufacturers in securing the glass and sheet metal required for the production of these signs—which is ascribed to the government's wartime necessity—much delay has been experienced in the fulfillment of orders, particularly as our bureau did not feel justified in placing at once any order approaching the aggregate mentioned. These signs have been supplied at \$1.50 each, delivered, a price which just about covered actual cost. The bureau also contracted for a supply of paper transfer signs, for affixation to windows and door panels. Considerable delay was also experienced in the delivery of these. Miniature reproductions of the sign in "sticker" form, three sizes, have also been provided, but here again delivery was delayed and our stock did not arrive until late in the season.

Our newspaper electrotypes service was unhampered by delays in delivery, and the filling of orders was most prompt. Altogether, the bureau sent out about 1,600 electrotypes. The value of this department of the bureau's service can hardly be overestimated. Wide-awake florists readily see that the use of these electrotypes, featuring, as they do, the current campaign advertising in the magazines, tends to connect their own establishments with the expensive magazine advertisements. The correctness of this theory has, time and again, been demonstrated, and our service might be considered as a medium for drawing upon the vast amount of publicity accruing from the magazine advertising.

The use of the these electrotypes in many hundreds of newspapers has resulted in our slogan becoming impressed on the mind of the public, and if we can only continue our work there is no reason why the impression should

ever be effaced. I may, perhaps, be permitted to go further and say that our promotion bureau has been used by the public to a large extent for the very purpose of our slogan. Very many people have concluded that the Society of American Florists is a sort of trade name for a concern engaged in the distribution of flowers commercially, and as a clearing house, and have sent to us orders for flowers, accompanied by cash, calling for deliveries in various parts of the country—particularly was this the case prior to St. Valentine's day, when our office received 50 or more orders, which were relayed as directed. On very many occasions we have been called upon to play the part of "Cupid," most of the orders under the star of the God of Love coming to us from soldiers and sailors—officers, privates and seamen without distinction as far as their requirements were concerned in various departments of home service, and many from France. In addition to all, this we have supplied to hundreds of correspondents, information asked as to the possibility of filling orders by wire or otherwise in distant cities. While, of course, this business was trifling, as far as its relation to our country-wide trade could be considered, it showed the receptive mood of the public, over a wide area, as regards the extended use of flowers advocated through our publicity. Added to this, it might be mentioned that our bureau received over 3,500 requests for copies of our booklet, "Say it with Flowers," in response to the offer made in our magazine advertisements.

Your promotion bureau has lost no opportunity to exploit our slogan, and to keep our products prominently before the public. It is not generally known, but it is a fact nevertheless, that it was through the bureau that Italian day, May 24, 1918, was made a

special flower day, the citizens of our country being called upon through exercises and gifts of flowers to show to Italy, our ally, that in spite of the propaganda spread by the Teutons, the sympathy and good will of this nation went out to her, and that our friendly aid was available to the end. The great United States said all this with flowers. Your secretary, through the trade press, called upon our craftsmen to render all assistance possible to make the day the success it proved to be.

When that great and noble organization, prominent among all our societies whose objects make for the welfare and comfort of our soldiers and sailors, the National League for Woman's Service, decided to establish as one of its important sections, its national flower distribution committee, with chairmen or branches in over 700 cities in this country, it sought the aid of our promotion bureau, with the result that your secretary sent out the following appeal to all the florists in the 700 cities:

May 29, 1918.

"Dear Sir:

"Here is a project which, if you will support it, is calculated to impress permanently our slogan 'Say it with Flowers' on the public mind throughout the country, and, as well, will give publicity to your own business.

"The National League for Woman's Service, which works with and through the American Red Cross and kindred organizations, has undertaken to visit all hospitals in which are wounded and sick soldiers, for the express purpose of presenting each of our boys incapacitated in our service with a flower or flowers. Here in New York, such distribution is now being effected on a large scale, and it is found that above all things the poor fellows crave flowers—offerings in the way of delicacies seem of secondary importance.

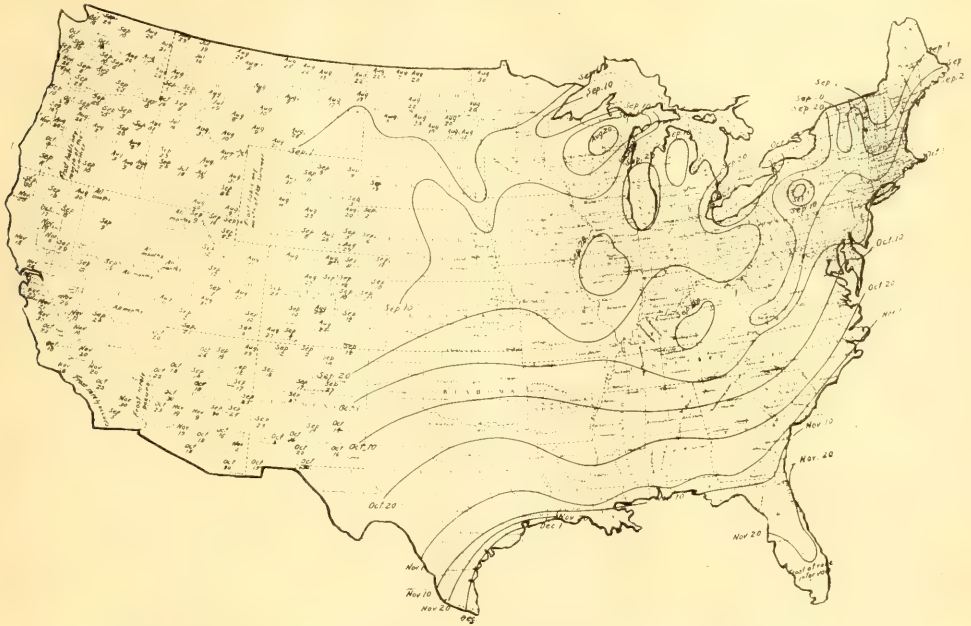


CHART 2, SHOWING EARLIEST DATE ON WHICH KILLING FROST HAS OCCURRED IN AUTUMN.

"The New York Florists' Club is supporting the movement to the fullest extent, and the S. A. F. is urging its members and the trade generally to help the local branches of the league in cities and towns where the soldiers are in hospital, by donating any flowers which may be available for this special purpose.

"The gratitude of the league for this anticipated co-operation on the part of the florists is shown in the fact that the organization has adopted the slogan of our publicity campaign 'Say it with Flowers' as its slogan for this work, and our promotion bureau is providing slogan signs for posting in all chapter houses of the different organizations, for display on all motor cars and vehicles engaged in the work, and various other ways. Probably 20,000 or more of these signs will thus go into public use, displayed and actively featured by the very best people in the country.

"You are asked to do this 'little bit,' and in doing it you will help to gain publicity for flowers such as would ordinarily have seemed impossible of achievement. The chairman of your district branch will, doubtless call upon you.

JOHN YOUNG, Sec'y."

The bureau is in close touch with the league in so far as this work is concerned, and, up to the present we have not learned officially of a case where a florist refused support as asked. What have we received in return? The league has put out to its branches, for halls, and on its automobiles, paper reproductions of our slogan "Say it with Flowers," some 12,000 in number, and has told the story of our co-operation through its own press bureau, its official bulletins, and in other ways. For the florists, which could well be spared, and no doubt will be forthcoming right along, the trade has received publicity

which is practically priceless; and, in addition, every florist who has contributed flowers to his local branch has endeared himself and his business to many of the very best flower buyers in his community.

Further, when a prominent hospital in the northern part of the state of New York placed a ban on flowers for the sick in that hospital, notice of such action going through the newspapers of the country as a press dispatch, your promotion bureau at once sought the aid of the league in the condemnation of such a proceeding in any hospital, so that it should not be said that the florists fathered the objection. Under official signature, the league, through its publicity department, sent out a letter to the press strongly condemning the action of the hospital in question, and emphasizing the fact that such a restriction now or at any time was cruel, inhuman, and unnecessary. We have heard no more of the banning of flowers in hospital service.

At a joint meeting of the publicity committee and the publicity finance committee, held in New York, March 16, the campaign work was discussed at length. That part of the work looking to the procurement of subscriptions to the fund came especially under consideration. The cost of the "broad-sides" and other literature calculated to arouse interest and bring in subscriptions was gone into, and all in attendance were of the opinion that this literature was sadly ineffective in proportion to its cost. Chairman Asmus suggested that the appeal for subscriptions would be more productive if made of a personal character, and he proposed that the secretary be instructed to cover the country as far as possible in personal appeal for subscriptions. A trip of this kind, Mr. Asmus thought, might entail a cost of \$12 to \$15 per day, but compared with what our broadsides, with postage, were costing, he be-

lieved the results would be beyond comparison. Your secretary, therefore, mapped out a trip which took him to the Pacific coast and back, and the predictions of Mr. Asmus were fulfilled, but at a cost much less than anticipated. The trip resulted in an addition to the subscription list of \$5,448 annually for four years, and 225 new members for the society. In every town visited, the florists were found to be greatly interested in the campaign, and it is safe to say that we can count upon the trade to stand back of the society in a four-year campaign for publicity for flowers.

Frost Charts.

The accompanying charts, showing the earliest dates and the average dates of the first killing frost in autumn have been prepared by the weather bureau, United States department of agriculture, from data based upon observations made in the open country secured from approximately 1,000 stations with records varying from 10 to 30 years.

In chart 1, showing the average dates of the first killing frost in autumn, the country east of the Rocky mountains has been divided into sections, the frost dates being represented by a five or six day period, as designated by the irregular lines showing such dates and bounding the respective section on the north and south. Due to the irregular topography west of the Rocky mountains, much diversity of data was apparent and it was found impossible to draw corresponding lines.

In chart 2, showing the earliest dates on which a killing frost has occurred in autumn, the arrangement of sections is similar to that in chart 1, except that as dates were too diverse to allow closer comparison, the periods between the lines represent 10 or 11 days.

Frost Dates.

Truckers and gardeners planning for late crops should be aided in determining their "best bets" on the first frost by referring to this historical summary of frost occurrences in various sections, issued by the United States weather bureau:

Killing frost has never occurred earlier than September 10 south of the extreme southwestern portion of South Dakota, extreme southern Minnesota, central Wisconsin, and the interior northern portion of lower Michigan. It has never occurred earlier than October 1 south of the extreme north portions of Oklahoma and Arkansas, southern Tennessee, and the mountain districts of North Carolina and Virginia. It has never occurred earlier than October 20 to the southward of the extreme northeastern portion of Texas, northern Louisiana, the central portions of Mississippi, Alabama, Georgia, South Carolina, and eastern North Carolina.

The chances are even that killing frost will not occur before September 15 in most of North Dakota, Montana, and the extreme northern portion of Minnesota. By the first few days in October, killing frost occurs on the average one year in two as far south as the southern portion of Nebraska, southern and eastern Iowa, southern Wisconsin, most of the interior portion of lower Michigan, and throughout the greater part of New England. By October 15 it may be expected in at least half the years as far south as the central portions of Kansas, Missouri, Illinois, Indiana, throughout eastern Kentucky and the mountainous sections of the Virginias.

There is one chance in two, that killing frost will not occur earlier than November 1 at the latitude of central Oklahoma, central Arkansas, and the northern portions of Mississippi, Alabama, Georgia, South Carolina, and eastern North Carolina. The chances are even that it will occur by November 15 a little south of the central portions of Texas and Louisiana and well toward the southern portions of Mississippi, Alabama, and Georgia. This does not mean that killing frost will occur in the localities and on the dates specified every other year, but that in the long run it occurs, as indicated, in half the years.

There prevails in some sections a popular belief that in the season when frost may be expected, its occurrence is largely influenced by the phase of the moon, or other periodical phenomena. Careful tabulation of frost data and its comparison with moon phases fails to disclose any such relation. All persons interested are therefore cautioned to watch, not the moon, but the forecasts issued by the weather bureau.

Greenhouse Management—III.

This is the third of a series of interesting articles by L. C. Corbett and J. H. Beattie, United States Department of Agriculture, Washington, D. C., the first and second having appeared in our issues of August 10 and August 24 respectively.

Practically twice as much radiation is required to maintain greenhouses at a temperature of 70° to 75° as for houses to be carried at a temperature of 45° to 50°. With heating systems of equal efficiency, this means that it will require nearly twice the fuel to grow warm crops demanding the higher temperature than will be needed for a crop like lettuce, which may be grown between 45° and 50° F. As a fuel con-

servation measure, the greenhouse vegetable grower can, in many cases, substitute cool crops for warm ones and enable himself to keep his plant in operation on the amount of fuel available.

Fall tomatoes, when grown as a greenhouse crop, require large quantities of fuel to maintain the temperature necessary to their development, as the crop occupies the houses during the short cold days of early winter when the amount of sunshine available is very limited. Many greenhouse men regard fall tomatoes as a very uncertain crop as it does not yield as well as when grown in spring when the days are longer. The same is to a large ex-



Mrs. J. A. Peterson, Cincinnati, O.
Pres.-Elect Ladies' Society of American Florists

tent true of cucumbers, and they require an even higher temperature than tomatoes. They are usually grown as a spring crop, but those growers who produce this crop in the fall can, by substituting some cool crop, enable themselves to keep their plants in operation.

CUCUMBERS AND TOMATOES.

As possible substitutes for fall tomatoes and cucumbers, lettuce and cauliflower are perhaps the most promising crops. While it is true that the market is usually well supplied with lettuce, there is a good demand for cauliflower. Other crops that will thrive at comparatively low temperature, and which may be grown in place of high temperature crops, are radishes, chard, beets and dandelion.

Radishes are forced in practically all vegetable regions, and as a rule, are in considerable demand. It is, however, an easy matter to overstock the market for radishes as the demand is limited. Many vegetable men can profitably devote at least a portion of their space to fall and winter radishes. The temperature required is even lower than that for lettuce. This vegetable is not subject to attacks from many insects or diseases, and is, on the whole, very easily grown.

Beets may be grown in the greenhouse when the conditions are similar to those suited to the growing of lettuce. Greenhouse beets are in considerable demand both for the tops for greens and for the roots. They will,

however, come in competition with stored beets and with those grown in cold frames in the warmer portions of the country, and it is not probable that it would be safe to devote any considerable space to their cultivation without assurance that a market exists.

SWISS CHARD AS A GREENHOUSE CROP.

Swiss chard presents interesting possibilities as a greenhouse crop. This vegetable requires the same conditions as its relative, the beet, but owing to its fine quality when used as a salad plant, it should take well, and owing to its attractive appearance, it would be a good seller when once introduced.

The dandelion requires about the same conditions as lettuce, and is a crop that might readily be substituted for high temperature crops. The demand is somewhat limited, however, but it is worthy of the attention of vegetable growers who are lacking for substitute crops for cucumbers and lettuce.

While greenhouse grown cauliflower comes in competition with the southern and California grown product, it is altogether probable that the market will consume all the winter grown cauliflower that the greenhouse men are able to produce. This vegetable is a cool crop, demanding a temperature little higher than lettuce. While the plants are small, intercropping can be practiced, using lettuce or radishes, which will be removed before the cauliflower attains sufficient size to interfere with these crops.

GROWING CAULIFLOWER.

In the past, the difficulty in securing good seed has deterred many greenhouse men from growing cauliflower, and particular attention should be paid to securing seed of a satisfactory strain. The plants are started and handled in the same way as cabbage. Planting distances vary from 15x15 to 24x24 inches. When intercropping is practiced, the cultivation must be such as to suit both crops. About the time the heads are formed, the leaves may be tied together so as to protect the heads from the light, keeping them white, although in many cases this has not been necessary.

It is altogether probable that by devoting some space to one or more of the crops mentioned, the greenhouse man will be able to keep his plant in operation on the amount of fuel available. The grower of cut flowers and ornamental plants is not, as a rule, situated so that it is possible for him to substitute one crop for another, as his stock must be provided and set in the houses before the forcing season. Roses and carnations are planted in the house in midsummer. It is possible, however, to carry both of these crops at lower temperature than is the usual custom, resulting in somewhat slower development, but in a better product.

BOSTON.

AUGUST SHOWS GOOD RECORD.

Business has started to improve and August developed much better than last year. The new crop of carnations has begun to arrive and is bringing \$2 a hundred. Asters are quite plentiful and selling as high as \$3 a hundred for the best. Gladioli are a drug on the market. Growers who specialize in bulbs are flooding the stores and hotels with the blooms at a very low figure, therefore, giving a grower who raises flowers for a living, a small chance to break even. Rubrum and Easter lilies

are in a great demand, selling for 4, 6 and 10 cents each. Sweet peas have practically gone for the season. Those that are in the market are of a very poor quality. Golden Glow chrysanthemums are arriving in small quantities and sell for 75 cents and \$1 a dozen.

NOTES.

The first fall meeting of the gardeners' and florists' club will be held in Horticultural hall on the evening of September 17. As several matters of importance will be discussed it is desired that a large attendance be present.

At Penn's store, everyone is busy with funeral work. The duck farm, arranged in one of the windows, is attracting lots of attention.

The Wm. W. Edgar Co. is cutting rubrum and Easter lilies. They also have a good crop of begonias and cyclamens ready for market.

The Mishawan greenhouses of Woburn, Mass., are sending to market some very good Golden Glow chrysanthemums and asters.

Welch Bros Co. reports good business and is very much pleased with the summer trade.

Ed Winkles is cutting from his new crop of Morning Glow carnations.

S. K. G.

Omaha, Neb.

ADVANCE IN PRICES PLANNED.

The labor problem is growing to be very serious with florists in this city and vicinity, the wages for common laborers paid at present being \$18 to \$20 per week, and help hard to get at even that price. Many of the growers are considering the plan to curtail production and thereby reduce the number of employees necessary to the operation of their ranges. In speaking along these lines, J. J. Hess, of Hess & Swoboda, says "It takes more to sell, more to heat and more for fertilizer to raise first-class roses than it does to raise trash, and it takes more attention." At this time florists here are planning to raise the price of flowers this fall, but just when the increase will go into effect has not been announced, but they say it must come or they cannot continue in business under existing conditions and increasing costs. Those closely in touch with the situation express the opinion that a 25 per cent increase will meet the difficulty and if they show quality there will be no complaint as to prices in proportion.

NOTES.

Louis Rogers, a florist of this city, was seriously hurt and two of his companions were killed in an automobile accident near Milford, Ia., when their car turned over while going at a high rate of speed. The party were on their way to Minnesota where they intended to spend several weeks camping and fishing. The injured man was brought back to this city and is said to be recovering.

The leading florists of this city are well to the front among the liberal contributors to the special fund being raised to pay for local advertising in the newspapers during the coming Liberty Loan campaign.

A. E. L.

Detroit.

FLORISTS' CLUB ELECTS OFFICERS.

The annual meeting and election of officers took place August 29 in connection with the outing in the beautiful grove of the Breitmeyer Nursery & Landscape Co., near Rockwood, Mich. A more suitable and delightful location for such an event would be hard to find. There was a good attendance with President E. A. Feters in the chair.

He paid a high tribute to Ex-President Frank Danzer, whose death occurred August 20 and which was deeply regretted by the local craft. A committee was appointed consisting of J. F. Sullivan, M. Bloy and George Doemling to draft suitable resolutions, copies to be sent to the bereaved family of the deceased and to his business associates.

By a resolution unanimously adopted the American Peony Society will be invited to hold its next annual meeting in this city.

The election of officers resulted as follows: J. F. Sullivan, president; M. Bloy, vice-president; H. Forster, secretary (re-elected); J. K. Stock, treasurer. The names of Walter E. Cooke, Cleveland, O., and George Streit and M. Gibson were proposed for membership.



The Late E. A. Seidewitz.

A hearty vote of thanks was tendered the Breitmeyer Nursery & Landscape Co. for the hospitality extended the members of the club and their families.

CLUB OUTING.

The annual outing was a most pleasing event and was participated in by about 20 florists, their families and friends, the total attendance being about 100. The programme of events was well arranged and successfully carried out under the supervision of M. Bloy and his committee. A list of the events and the names of the prize winners is as follows:

Grand special prize for the largest number of representatives of any family attending the outing—J. Sylvester and family, first; F. Meisel and family, second.

Dash, 100 yards, boys 10-14 years—Robert Heisel, first; Fred Meisel, second.

Dash, 100 yards, men—Myron Bloy, first; John Berlin, second.

Dash, 50 yards, boys under 10 years—Sol Roseman, first; A. Skrzabki, second.

Dash, 75 yards, girls 10-14 years—Eleanor Meisel, first; Elvira Sylvester, second.

Dash, 50 yards, girls under 10 years—Theresa Roseman, first; Nathely Roseman, second.

Dash, 75 yards, men over 30 years—George Doemling, first.

Dash, 75 yards, ladies—Mrs. Laura Dexter, first.

Married ladies' race—Mrs. Doemling, first; Mrs. Berlin, second.

Shoe string race—Fred Meisel, first; Earl Cooke, second.

Three-legged race—John Berlin and M. Bloy.

Tug-of-war—Won by team captained by J. Streit.

Baseball—Retailers won from wholesalers.

Score, 8 to 5.

The printing of the programme was donated by E. A. Feters, who also distributed cigars which were enjoyed by all.

The prizes were donated by the A. L. Randall Co., Chicago; Walter E. Cooke, Cleveland, O., and Frank Holzmagel, Joseph Streit, Peter Pates, Albert Poehel, Walter Taenke, George Doemling, R. W. Jean, John Breitmeyer & Sons and the Michigan Cut Flower Exchange.

J. F. S.

OBITUARY.

Edwin A. Seidewitz.

Edwin A. Seidewitz, of Baltimore, Md., one of the best known florists in that section, with a retail store in that city and a range of glass at Annapolis, Md., died at his home, August 24, from a bullet wound in his right temple, self-inflicted. The deceased had been in poor health for more than a year, suffering from a nervous disorder, and it is believed that business worries brought about by present-day conditions unbalanced his mind.

Mrs. Seidewitz was born in Baltimore 52 years ago, and for several years resided at Annapolis, where he built several houses and specialized in roses to quite an extent. The chrysanthemum Edwin Seidewitz was named for him. He served as mayor of Annapolis and at the end of his term returned to Baltimore and opened the store on North Charles street, taking an active interest in its management up to the time of his death. He is survived by a widow, Mrs. Adelaide Seidewitz; a daughter, Adele; three sons, William E., Edwin W. and Albert R., and a sister, Mrs. Amelia Feiger.

The Late Frank Danzer.

At a meeting of The Detroit Florists' Club, August 29, 1918, the following resolutions were unanimously adopted:

Whereas, Frank Danzer, a most cherished member and former president, has been called to the great beyond, and

Whereas, our club through his untimely end, has lost a valued, loyal and sincere worker in the ranks, therefore, be it

Resolved, that in the passing of Frank Danzer, the club has suffered an irreparable loss. His administration much cohesive work among the members, who at all times extended to him the highest praise for his successful efforts. Be it further,

Resolved, That we tender to his bereaved widow and children our heartfelt sympathy in their affliction, and that a copy of these resolutions be transmitted to them, and spread upon the records of the club.

J. F. SULLIVAN,
M. BLOY,
A. J. STAHELIN,
Committee.

Dr. Byron David Halsted.

Dr. Byron David Halsted, formerly professor of botany at Rutgers College, at one time managing editor of the American Agriculturist, and contributor of a number of interesting articles to THE AMERICAN FLORIST, died at his home in New Brunswick, N. J., recently, aged 67 years. Dr. Halsted was a graduate of the Michigan Agricultural College at East Lansing in 1873 and later occupied the chair of botany at Ames College, Ames, Ia., joining the faculty at Rutgers in 1889.

PORTLAND, ORE.—Henry Pfeifer has reopened his flower stand in the market house.

FAIRBURY, N. Y.—The stock and implements at the range of the late Frank O'Brien have been sold at auction.

DECATUR, ILL.—George C. Schmitt has opened his more commodious quarters on South Main street and will add two houses.

SPRINGFIELD, MASS.—John White, who had been in the florist business in this vicinity for many years, died August 26, aged 77 years.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earliest possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO.

"In God's name, cheerily on, courageous friends
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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CANNA plants in the south, are reported as making a good growth at the end of August.

THE Pennsylvania and Ohio valleys are yellow with golden rod, unmindful of the poppies on the fields of France.

SOME retailers in the residence districts of large cities are adding choice fruits and vegetables to their floral stocks in trade.

Personal.

Lieutenant David S. Ward, son of C. W. Ward, in the aircraft service, has returned and is in training at Fort Hamilton, N. Y.

Joseph J. Lane of New York, well-known in horticultural circles, and formerly with the Garden Magazine, has arrived safely overseas.

Society of American Florists.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that, as no objections have been filed, the following plant registrations become complete:

Roses Premier, Victor, Golden Rule, and Mme Butterfly, by the E. G. Hill Co., Richmond, Ind.

Pyrethrums Rutherford, President Wilson, Sylvia, Pink Beauty, Rosy Morn, Cactus, Dainty, Favorite, Columbia, Delight, Rose Pearl, and Purity, by Robbink & Atkins, Rutherford, N. J. Sept. 3, 1918. JOHN YOUNG, Sec'y.

American Rose Society.

DEPARTMENT OF PLANT REGISTRATION.

The following request for registration of a rose has been received, and this has been approved by the rose registration committee. Unless objections are received within three weeks from the date of this publication, the registration will be permanently accepted:

Name—Mrs. J. C. Ainsworth. Class, hybrid tea; parentage, sport of Mrs. Charles Russell. Description—Habit of plant, upright and vigorous; character of foliage, light green, leathery; freedom of growth and hardiness, free grower; flower, large; color, light rose pink; form, high built center, fairly full; fragrance and bud, finely fragrant; petalage, 45 to 50 petals; freedom of bloom and lasting quality, remarkably free and most noticeable for keeping qualities, absolutely fadeless.

The rose is similar to Mrs. Bayard Thayer, but is different in size, form, growth and color, and superior for the following reasons: Its fine form, opening freely and evenly; its excellent shade of color. More vigorous and more easily propagated than Mrs. Charles Russell.

(Signed) CLARK BROS., Portland, Ore.
E. A. WHITE, Sec'y.

Flowers Essential.

Our attention has been called to a long article by Bernard M. Baruch advocating the reduced use of flowers and other so-called luxuries. Flowers being necessary to human life, the people will regard this effusion in much the same light as Frank H. Vanderbilt's empty utterances on floral extravagance last fall. The place of flowers in the hearts of the people is well shown in the following from the Philadelphia North American of August 26:

"When the white sheet was removed from the body of a soldier in the Camp Dix dead house the stiff fingers clutched a bunch of wild flowers. A few hours before death he had asked the nurse to push his cot where he could see the sun go down back of the New Jersey pines. When the doctor told him he was about to die he made no reply, and continued to gaze out into the twilight as it deepened into darkness. Then he asked the nurse to pick him some wild flowers, just outside the window and, when she did, he said, 'I used to pick them at home.' The night nurse came on duty and was told what the doctor had said, and that the dying soldier had no near kin to notify. A few minutes before he died he whispered, 'I feel lonely.' The night nurse had noticed him fondling the flowers, like those he used to pick at home,' and she did not have the heart to take them from his hand before the attendants carried the body away."

Many authorities say the war will be followed by a prolonged period of un-

usual prosperity. The business man who is not preparing now for the good times coming will lose. The business must be preserved to enable the owners to pay the taxes necessary in winning the war.

Greenhouse and other property must be kept in the best possible condition for service. To let the stock and trade run down now, would be a criminal injustice to our men at the front and commercial treachery to the nation.

Mid-West Horticultural Exhibition.

The Mid-west Horticultural Exhibition of flowers, vegetables, fruits and food conservation, which will be held at the Coliseum, Des Moines, Ia., November 5-8, under the auspices of a number of prominent florist, horticultural, nurserymen's, vegetable growers' and allied organizations, promises to be an event of more than usual interest. The preliminary announcement of premiums just issued covers 30 classes in the flower and plant section and many divisions for fruits, vegetables and food products. For information and copies of the premium list address Hon. Wesley Greene, chairman of committees, secretary of the Iowa State Horticultural Society, Des Moines, or J. S. Wilson of the J. S. Wilson Floral Co., Des Moines, chairman of committee on flowers.

State Fairs.

The following is a list of coming state fairs with the names and addresses of the superintendents of the horticultural and horticultural departments as far as obtainable.

August 21-September 7, Indianapolis—Indiana State Fair, W. S. Taylor, Booneville, superintendent of horticulture and floriculture.

August 31-September 8, Sacramento—California State Fair, Charles W. Falne, Sacramento, Secretary.

September 2-6, Hartford—Connecticut Fair Association, H. C. Parsons, Secretary.

September 2-6, Lincoln—Nebraska State Fair, C. G. Marshall, Arlington, superintendent of horticulture; L. C. Chapin, Lincoln, superintendent of floriculture.

September 2-7, Hamline—Minnesota State Fair, J. V. Bailey, Bradley street station, St. Paul, superintendent of horticulture; LeRoy Cady, University farm, St. Paul, superintendent of floriculture.

September 9-14, Syracuse—New York State Fair, David Lumsden, Ithaca, superintendent of horticulture.

September 9-14, Louisville—Kentucky State Fair, Charles Scholtz, Jr., Louisville, vegetables; Prof. Albert J. Olney, Lexington, pomology; Wm. Robt. Versailles, superintendent of floriculture.

September 9-14, Huron—South Dakota State Fair, Geo. W. Gurney, Yankton, superintendent of horticulture and floriculture.

September 9-14, Milwaukee—Wisconsin State Fair, N. A. Rasmussen, Oshkosh, superintendent of horticulture.

September 9-14, Douglas—Wyoming State Fair, Anson Higby, secretary.

September 16-21, Yakima—Washington State Fair, M. L. Leann, superintendent of horticulture and floriculture.

September 23-28, Boise—Idaho State Fair, O. F. Hendrichs, secretary, Boise.

September 24-28, Berlin—Connecticut State Agricultural Society Fair, L. W. Gwatkin, secretary.

September 28-October 5, Salt Lake City—Utah State Fair, W. C. Winder, supervisor of horticulture; Earl J. Glade, secretary; Boston building, Salt Lake City.

September 30-October 4, Trenton—Inter-State Fair, Prof. Arthur J. Farley, New Brunswick, superintendent of horticulture and floriculture.

October 7-12, Richmond—Virginia State Fair, W. C. Sanders, secretary and manager, Richmond.

October 30-November 4, Shreveport—State Fair of Louisiana, W. R. Hirsch, secretary.

November 11-16, Phoenix—Arizona State Fair, W. Ward Davies, superintendent of agriculture, Phoenix; Mrs. Ernest W. Lewis, Phoenix, superintendent of floriculture.

Important to Subscribers.

The date on the yellow address label on your copy of THE AMERICAN FLORIST will show when your subscription expires. Please renew subscription promptly on expiration, to make certain of receiving your copy of each issue.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv. For Plant Ads., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Night temperature man; one who understands boilers; good wages to right party. Address
United States Cut Flower Co.,
Elmira, N. Y.

Help Wanted—Experienced man for general greenhouse work on private place. State references and wages in application. Address

Box 253,
Lake Forest, Ill.

Wanted—Men or women, part or all time, to solicit orders for fruit and ornamental trees, roses, shrubbery, etc. Big demand; highest commissions; big specialties, free outfit.

C. H. Weeks Nursery Co.,
Newark, New York State.

Situation Wanted—By first-class grower and manager to take charge of either commercial or private place; best of references; age 40; married, no family; eleven years in present position; can come to work at once. Address
J. K. Florist,
15 N. Beech St., Oxford, O.

Help Wanted

A good, reliable, all around grower of potted plants, Carnations Chrysanthemums, Sweet Peas and Calla Lilies, must be a sober and industrious man. State wages and references in first letter.

Labo, Florist, care Hobbs' Building
JOLIET, ILL.

HELP WANTED

Stock Clerk wanted for Seed Store. Must have at least five years experience and furnish good reference. State age and salary expected in first letter. **I. N. SIMON & SON**
488 Market St., Philadelphia, Pa.

Help Wanted

Good gardener and florist for place in Iowa. State full particulars in first letter.

Key 925, care American Florist.

HELP WANTED

Saleslady for Montana store. \$100 per month to start. Address

Key 924, care American Florist.

Situation Wanted

By all around grower, single; have 22 years' experience. Address

Key 927, care American Florist.

Situation Wanted

Expert storeman, capable of taking charge. Over 45 years of age, in perfect health and active as a man of 35.

Key 926, care American Florist.

10,000 Mrs. Chas. Russell Bench Plants WANTED

Will pay good price for first class stock. Get in touch with us quick. Wire or write.

Key 928, care American Florist

Mention the American Florist when writing

FOR SALE Greenhouse Glass

Special Clean-up Prices

16x22 in.,	\$4.50 per box
16x18 "	4.50 " "
14x18 "	4.50 " "
14x16 "	4.50 " "
12x12 "	3.50 " "
10x12 "	3.50 " "
10x10 "	3.00 " "
8x12 "	3.00 " "
8x10 "	3.00 " "

—A few boxes of each size—

Rafters, 1½ and 1¼ inch wrought iron piping, Garland iron gutters and Evans ventilating machines.

—WRITE FOR PRICES—

PETER REINBERG
30 East Randolph St., CHICAGO

Mention the American Florist when writing

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2½x5¼ inches.

FOR CUT FLOWERS: In two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Mention the American Florist when writing

All Florists' Stocks and Supplies

Should be Shipped as Early as Possible.

There will be much congestion of freight and express this fall and all shipments will be subject to delay.

Move Seeds, Bulbs, Plants and Supplies
While the Conditions are Favorable.

Burpee's Sweet Peas

New Winter Flowering Spencers.

The coal problem is one of great concern to the commercial florist, and there appears to be no alternative, except to produce such crops as can be grown with the smallest amount of heat. Sweet Peas can be successfully grown under conditions that would not allow production of other popular flowers.

We recommend to our florist friends that they sow Sweet Peas under glass for a commercial winter crop. Sweet Peas are the logical paying crop for the coming winter. They may be grown with very little heat.

Early Lavender King
Greatly reduced.

WHITE

3395 Burpee's Early Sankey. Magnificent white. Black seeded. $\frac{1}{2}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$3.75; lb., \$12.50.

3396 Burpee's Early Snowstorm. The best of the white-seeded, early flowering Spencers yet introduced. The flowers are of great size and substance, beautifully waved and are borne in great profusion. $\frac{1}{4}$ oz., \$1.00; oz., \$1.75; $\frac{1}{4}$ lb., \$6.00; lb., \$20.00.

CREAM

3381 Burpee's Early Canary Bird. This is a splendid, rich, deep cream or primrose colored self. $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.25; oz., \$2.00.

3391 Burpee's Primrose Beauty. An attractive and pleasing shade of deep primrose, flushed with rose. $\frac{1}{4}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$1.50; lb., \$15.00.

LIGHT PINK

3385 Burpee's Early Lovliness. The color is white, the entire flower being suffused soft pink until it reaches the edges, which are distinctly picotee with rose-pink. $\frac{1}{4}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$3.75; lb., \$12.50.

3397 Burpee's Early Sweet Briar. Color a lovely shade of pink throughout, but with a soft salmon or amber suffusion, this being more accentuated in the younger flowers and buds. $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.25; oz., \$2.00.

DEEP PINK

3384 Burpee's Early Enchantress. It is a bright rose-pink, becoming deeper toward the edges of standard and wings, gradually softening in tone toward the center of the flower. $\frac{1}{2}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$3.75; lb., \$12.50.

3390 Burpee's Early Pink Beauty. A soft rose-pink on white ground, richer toward the edges, gradually softening in color as it reaches the center of standard and wings. $\frac{1}{2}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$3.75; lb., \$12.50.

ROSE PINK

3383 Burpee's Early Empress. This is a magnificent flower of largest size. A most distinct and glorious shade of bright deep rose-pink. $\frac{1}{4}$ oz., \$1.00; oz., \$1.75; $\frac{1}{4}$ lb., \$6.00; lb., \$20.00.

CREAM PINK

3382 Burpee's Early Daybreak. The color is a pleasing shade of rich rose-pink on cream ground, the color becoming deeper toward the edge of standard and wings. $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.25; oz., \$2.00.

3396a Burpee's Early Sunburst. The color is a pleasing shade of rich pink, becoming lighter toward the base of standard and wings. The entire flower is suffused with soft amber and salmon. $\frac{1}{2}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$3.75; lb., \$12.50.

W. ATLEE BURPEE CO., Seed Growers, Philadelphia



Early Sankey. Greatly reduced

CRIMSON and SCARLET

3386 Burpee's Early King. A glowing, rich, bright crimson. $\frac{1}{2}$ oz., 75c; oz., \$1.25; $\frac{1}{4}$ lb., \$3.75; lb., \$12.50.

3394 Burpee's Rosy Morn. The color is a pleasing shade of rose with crimson-scarlet standard, immense flowers. $\frac{1}{4}$ oz., 50c; oz., 85c; $\frac{1}{4}$ lb., \$2.50; lb., \$8.00.

ROSE

3393 Fordhook Rose. This lovely variety is a charming shade of rosy carmine. $\frac{1}{2}$ oz., 50c; oz., 85c; $\frac{1}{4}$ lb., \$2.50; lb., \$8.00.

LAVENDER

3389 Fordhook Pink. A distinct shade of pink suffused with lavender throughout. Under artificial light it is particularly pleasing. $\frac{1}{2}$ oz., 50c; oz., 85c; $\frac{1}{4}$ lb., \$2.50; lb., \$8.00.

3391a Burpee's Early Princess. Color a lovely shade of soft lavender suffused mauve. A color in great demand. The flowers are most attractively fluted or waved. $\frac{1}{2}$ oz., \$1.00; oz., \$1.75; $\frac{1}{4}$ lb., \$6.00; lb., \$20.00.

3399 Burpee's Early Zephyr. Briefly described as a silvery blue self. $\frac{1}{2}$ oz., 75c; $\frac{1}{4}$ oz., \$1.25; oz., \$2.00; $\frac{1}{4}$ lb., \$6.00.

3392 Burpee's Early Lavender King. A first-class lavender has been much wanted in this type, therefore we have great pleasure in offering the new Lavender King. This glorious new variety is a rich, true, deep lavender throughout. $\frac{1}{2}$ oz., \$1.00; oz., \$1.75; $\frac{1}{4}$ lb., \$6.00; lb., \$20.00.

BLUE

3380 Burpee's Early Blue Bird. This is a charming shade of blue. Somewhat similar to Wedgwood. $\frac{1}{2}$ oz., 75c; $\frac{1}{4}$ oz., \$1.25; oz., \$2.00.

MAUVE

3388 Burpee's Early Mauve Beauty. Color a pleasing shade of rosy mauve. Charming under artificial light. $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.25; oz., \$2.00.

BICOLOR

3398 Yarrowa. The color is a bright rose-pink with a clear, creamy base. Floradale-grown seed exclusively. Oz., \$0.75; $\frac{1}{4}$ lb., \$2.40; lb., \$8.00.

3387 Fordhook Pink and White. This is the most popular color in early-flowering Sweet Peas. Having a bright, rosy-pink standard with creamy white wings, lightly suffused rose. Oz., \$1.00; $\frac{1}{4}$ lb., \$3.75; lb., \$12.00.

PICOTEE EDGED

3384a Burpee's Early Exquisite. The ground color is a soft shade of primrose, the edge of the standard and wings being beautifully "picotee" with deep rose-pink. A strong, robust grower, the large flowers are freely borne on long stiff stems usually in threes and fours. $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.25; oz., \$2.00.

"MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company

WYNCOTE - - PA.

WRITE FOR PRICES"

FREESIA Purity

FOR HIGH CLASS
FLORISTS TRADE

$\frac{1}{2}$ to $\frac{3}{4}$ \$1.50; $\frac{5}{8}$ to $\frac{3}{4}$ \$7.50 per 1000.
Shipped on approval. Express prepaid on orders of \$5.00 and up.

The SAN JUAN BULB CO.

78 Chilvertan Street - SANTA CRUZ, CAL.

ORCHIDS

8,000

Specimen Cattleyas, all in Sheath

TO SETTLE ESTATE.

For all particulars, apply

EDWARD LEITH

P. O. Box 301

EDGEWOOD, R. I.

Fine Quality Beauties-Russell

Richmond, Hoosier Beauty, Ophelia, Brilliant, Ward and White Killarney Roses

We are getting good **CARNATIONS** from young stock.

Orchids, Gladioli, Valley, Lilies, Asters

**PLUMOSUS SPRENGERI ADIANTUM
GALAX FERNS SMILAX GYPSOPHILA**

PLANTS

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 4-in. pot, \$6 per doz.
Kentia Belmoreana, 4-in. pot, \$6 per doz.
Kentia Forsteriana, 5-in. pot, \$12 per doz.

Begonia Chatelaine 100 100
2½ inch..... \$ 5.00 4 inch..... \$15.00
3 inch..... 10.00 5 inch..... 35.00

Kentia Belmoreana, 5-in. pot, \$12 per doz.
Kentia Forsteriana, 6-in. pot, \$2 each.
Kentia Forsteriana, made up, 5-in. pot, 75c to \$1 each.
Livistona Rotundifolia, 4-in., \$6 per doz.
Livistona Rotundifolia, 6-in., \$9 per doz.
Livistona Rotundifolia, 6-in., \$1.25 each.
Phoenix Roebelenii, 5-in. pot, \$1 each.

Pandanus Veitchii, 4 inch, 50c each.
" " 5-inch, 75c to \$1.00 each.
" " 6-inch, \$1.25 each.
" " 7-inch, \$2.00 each.

Dracaena Massangeana, 4-in. pot, \$50 per 100.
Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.
Crotons, 4-in., \$4.80 per doz.
" 5-in., \$9 per doz.
" 6-in., \$1 to \$1.50 each.
English Ivy, 4-in., \$15 per 100.
Smilax, 2½-in., \$3 per 100.

Primula Obconica.
3-inch per 100, \$7.00
Baby Primula Malacoides.
2½-inch..... per 100, 5.00

2½-in. Own Root Rose Stock

Aaron Ward	} \$ 7.50 per 100; 70.00 per 1000.
Killarney Brilliant	
White Killarney	
Milady	} \$ 7.00 per 100; 65.00 per 1000.
Richmond	

3½-in. Own Root Rose Stock

White Killarney	} \$ 11.00 per 100; 105.00 per 1000.
Ophelia	
Aaron Ward	
Sunburst	
Killarney Brilliant	} \$ 10.50 per 100; 100.00 per 1000.
Milady	
Richmond	

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

Hoosier Beauty

BIG CUT NOW ON. SPECIAL LOW PRICES.

In lots of 100 or more, \$2.00 to \$3.00 per 100, depending upon length of stem.
This is very choice stock and is priced low to move quick an extra heavy cut.

BEAUTIES-RUSSELLS-COLUMBIA

Best Summer Roses—We are now cutting a large quantity.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Columbia, Hoosier Beauty, Ophelia and White Killarney.

CURRENT PRICE LIST

Choice Beauties from new plants \$1.00 to \$5.00 per dozen.

RUSSELL and COLUMBIA—Best in this market. Per doz	
Good, extra long	\$2.00
Good, medium	\$1.00 to 1.50
Good, short50 to .75
HOOSIER BEAUTY, OPHELIA, SUNBURST, WHITE KILLARNEY—	
Per 100	

Long stems	\$6.00 to \$8.00
Good, medium	5.00
Good, short	3.00 to 4.00

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.
LILY OF THE VALLEY, per 100.....\$5.00 to \$6.00

ASTERS

Depending on quality.....per 100, \$2.00 to \$4.00

GREENS.

ASPARAGUS & SPRENGER, per 100.....\$2.00 to \$3.00
GALAX, green and bronze, per 1,000.....1.25
NEW FANCY FERNS, per 1,000.....2.00

ALL OTHER SEASONABLE STOCK AT MARKET PRICES

WRITE FOR OUR SPECIAL QUOTATIONS ON ROSES IN 1000 LOTS.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

ROSES ARE IN LARGE SUPPLY.

Roses are more plentiful this week than they have been for some time, but are moving nicely and clean up as well as can be expected under the existing market conditions. American Beauty roses are good property and are selling at high prices in the fancier grades, with no surplus when the stores close at night. Mrs. Chas. Russell and Columbia are quite plentiful and are reaching the market in splendid condition, compared to a week ago. Some particularly fine Champ Weiland and Sunburst are obtainable, not to mention the choice My Maryland and Mrs. George Sawyer that are offered. Hoosier Beauty are in ample supply and are to be had in large lots at special low prices, owing to the heavy cuts. Fancy Milady appear to be plentiful, but are in good demand and holding their own. Killarney Brilliant, Ophelia, Hearst, Double White Killarney, White Killarney, Tickwood and Ward are in good supply and, like the other varieties mentioned above, have shown a marked improvement in quality the past few days. Gladioli are in large supply, but the daily receipts are gradually becoming smaller, and the quality is better than the early stock. Asters are reaching the market in large numbers, and fancy stock is obtainable in this line. Carnations are more numerous, but are not moving any too well, and many of the growers will be disap-

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

Cut Flowers and Greens

pointed with their returns when they compare them with last year's figures, which were exceptionally good. Lilies are in brisk demand and, while there are enough on hand at nearly all times to fill the orders, there is never a surplus. Orchids are scarce, and there does not appear to be any too much lily of the valley. Chrysanthemums are in better demand than they have been for the past month, and some of the fancy home-grown Golden Glow are bringing as high as \$4 per dozen. The first white chrysanthemums made their appearance here this week. Green goods are in large enough supply to fill all orders. Fancy smilax is obtainable in quantity this week.

NOTES.

George Stollery made his annual trip to the Eagle river territory, Wisconsin, last week, bringing back about 400 pounds of high-grade birch bark, and arrangements were made for heavier shipments later. This bark is used during fall and winter in the making of flower baskets, etc.

J. E. Morichard, who formerly covered the southern territory for the S. S. Pennock Co., Philadelphia, Pa., is calling on the trade here this week. He is better known as "the smiling Frenchman."

A. T. Pyfer, manager of A. T. Pyfer & Co., celebrated his forty-sixth birthday August 26.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
801

CHICAGO

BIG CROP OF ROSES:

Russell--Weiland--Ophelia--Etc.

Lilies, Valley. Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100			Per 100
Specials		\$15.00 to \$18.00	ROSES, OUR SELECTION		\$ 4.00
Select		12.00	Asters		\$ 3.00 to 5.00
Medium		8.00	Carnations		1.50 to 2.00
Short		4.00 to 6.00	Harrisii		12.50 to 15.00
RICHMOND		Per 100	Valley		6.00
Select		\$ 8.00	Smilax	per doz. strings	3.50
Medium		\$ 5.00 to 6.00	Adiantum		1.00 to 1.50
Short		3.00 to 4.00	Asparagus, per bunch	50c to 75c	
MILADY		Per 100	Boxwood	per bunch, 35c	
Select		\$ 8.00	Ferns	per 1,000, \$3.00	
Medium		\$ 5.00 to 6.00	Galax, bronze and green, per 1,000, \$1.00		
Short		3.00 to 4.00	Leucothoe Sprays		.75 to 1.00
Killarney		Per 100			
White Killarney	Select	\$ 8.00			
Killarney Brilliant	Medium	\$5.00 to 6.00			
My Maryland	Short	3.00 to 4.00			
Champ Weiland					
Sunburst		Per 100			
Select		8.00			
Medium		6.00			
Ophelia	Short	4.00			

The Chicago Flower Growers Association



182 North Wabash Avenue

L. D. Phone, Randolph 631

CHICAGO

Milady Roses

The Pride of the Chicago Market

In Excellent Supply at \$4.00 to \$15.00 per 100.

Columbia \$4 to \$20 per 100	Russell \$4 to \$20 per 100	Gladioli \$3 to \$5 per 100	Brilliant \$4 to \$12 per 100	Ophelia \$4 to \$12 per 100
Sunburst \$4 to \$12 per 100	Roses-Our Selection \$3 per 100	Asters \$2 to \$4 per 100	Valley \$6 per 100	Easter Lilies \$10 to \$15 per 100
Sprenger Per bunch, 35c to 50c	Adiantum Fancy long, per 100, 75c to \$1	Ferns Per 1000, \$2.50	Galax Per 1000, \$1.25	Leucothoe Sprays 75c
	Plumousus Strings, 50c to 75c Per bunch, 35c to 50c		Adiantum California Extra fancy, per 100, \$1.50	

"We Have It" if it is Obtainable in the Great Chicago Market.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF Roses in All The Leading Varieties

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	\$8.00 to \$10.00
Good	5.00 to 7.00

RICHMOND, KILLARNEY—Pink.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	\$3.00 to 4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00
MINIATURE ROSES.	
Baby Doll	\$2.00 to \$3.00
Elgar	2.00 to 3.00
ROSES, OUR SELECTION	4.00
CARNATIONS.	Per 100
Good	\$3.00
Good	2.00

MISCELLANEOUS.	Per 100
Valley	\$6.00 to \$8.00
Lilies	12.50 to 15.00
Lilies, per 1,000	3.00
Smilax, per doz. strings	2.50
Atlantun	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprengeri, bunch50
Asparagus Plumosus, bunch50
Boxwood, per lb.85
Other Green Goods Market Rates.	

Provost Marshal General Crowder declined to change the date of the 18-45 draft registry in Illinois, because it conflicts with the primary election, so September 12 stands as registration day. Among those in the wholesale market who will register on September 12 are: N. J. Wietor, Charles Erne, Allie Zech, Joseph Foerster, A. T. Pyfer, John Michelsen, John Risch, Paul Klingsporn, H. B. Kennicott, J. E. Pollworth, T. E. Waters, Fred Hoerber, John Kruchten, Henry Kruchten, Archie Spencer, George Fisher, Harry Manheim, Guy Reyburn, Michael Freres, Fred Ottenbacher, Bert Cole, Max Awizuw, Robert Northam, Frank Ayres, Otto Goerisch, William Lorman, Bill Marshall, Max Ringier, Adolph Benesch and Albert Koehler. A. L. Vaughan, Chas. W. McKellar, Philip Schupp, A. L. Randall, E. F. Winterson, August Poehlmann, O. Johnson, E. C. Amling, Peter Reinberg, W. P. Kyle, George Reinberg, Otto W. Freese, John Enders, George Poehlmann, A. C. Kohlbrand and D. S. Musser are above the new draft age.

The Florists' Club will meet at the Randolph hotel, Thursday evening, September 5, at 8 o'clock. This meeting has been designated as "Retailer's Night" and several of the prominent dealers have promised T. E. Waters, chairman of the good-of-the-club committee, to prepare and read a paper. The club has been officially selected to represent all branches of the trade in connection with the fourth liberty loan campaign, which starts September 28 and continues for three weeks. F. Laufsenschlager has been appointed chairman of the florists' trades division. Committees from all branches of the trade will be appointed immediately. It is very important that organization begin at once. Ways and means to carry on this work will be discussed at this meeting—Do Not Fail to Attend.

Mangel, the Palmer House Florist, had the order for the King-Mitchell wedding, September 4, which helped to increase the week's sales considerably, and was one of the best orders he has booked for some time. The George Withold Co. arranged the church decorations, which amounted to considerably over four figures.

Ed. Vilter and wife, of Wendell, Ind., passed through here this week on their way to Hammond, Ind., where they will make their home in the future. Mr. Vilter was at one time employed in the local wholesale market and is well known to the trade here.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies

30 East Randolph St.,

CHICAGO

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175

CHICAGO, ILL.

Bassett & Washburn are in heavy crop with Hoosier Beauty roses, which they are offering at specially reduced prices in quantity lots this week. Mr. Washburn reports that business is good and that Bassett & Washburn's sales for the week ending August 31 were very satisfactory.

Peter Reinberg is cutting heavily in roses, particularly extra fancy Mrs. Chas. Russell, Sunburst and Champ Weiland. The first white chrysanthemums to reach this market this season made their appearance at this establishment this week.

Frank Konczal is back on the job at Chas. W. McKellar's store after spending several months with the national army at Camp Jackson, S. C. He was rejected for military service on account of having flat feet.

Charles Richter who was with the national army at Syracuse, N. J., arrived home this week having been rejected for military service. He was married in Buffalo recently.

At the A. L. Randall Co.'s store roses are arriving in large supply, including a big percentage of fancy Mrs. Chas. Russell and Columbia. Gladioli are seen in quantity here.

The J. D. Thompson Carnation Co., Joliet, is considering an offer of \$8,000 for the firm's greenhouses. It is said the plant was considered worth \$40,000 a few years ago.

Mrs. Chas. W. McKellar was injured quite severely last week when her hand was caught in an electric washing machine and was cut between the thumb and first finger.

Percy Jones, Inc., is strong on fancy asters, which are in brisk demand, especially from out-of-town points. The shipping trade is more than holding its own here.

SOUTHERN WILD SMILAX

\$3.00 per Case.

PERPETUATED SHEET MOSS
Per bag (100 square feet)..... \$3.50

NATURAL LOG MOSS
Per bag (100 square feet)..... \$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Louis Finnermann, of the Grossberg-Tyler-Finnermann Co., is back from a most successful business trip and is again attending to his duties at the store.

H. B. Kennicott, president of Kennicott Bros. Co., and wife will leave shortly on a combined business and pleasure trip to Clearwater, Fla.

Chauncey Elwood Sanders, formerly with A. Lange, who is with the American troops in France, has been wounded in action.

Andrew Chronis of the Alpha Floral Co. is the proud father of a baby boy who arrived at his home last week.

Miss Zandra Anderson has returned from her vacation and is again on deck at the John Kruchten Co.'s store.

William Johnson is back on the job at A. L. Vaughan & Co.'s store after enjoying a well-earned vacation.

O. A. & L. A. Tonner are receiving a good supply of choice gladioli, which are in brisk demand.

The American Bulb Co. received its first shipment of Holland bulbs this week, via England.

Ernest Rober, Wilmette, is asking creditors for more time, hoping to avoid bankruptcy.

George Reinberg's shipments include a good supply of fancy smilax.

No Shortage Here - Heavy Supply A-1 Quality

COLUMBIA--RUSSELL

and Other Good Summer Roses.

NEW CROP OF CARNATIONS

STEMS LITTLE SHORT, BUT FLOWERS GOOD.

Yellow Golden Glow Chrysanthemums

If You Want Good Stock and Good Treatment Send Your Orders To Us!

Big cut of Columbia-Russell-Ophelia-Montrose-Sunburst-Hearst-Double White Killarney-Double Pink Killarney-Weiland-Killarney Brilliant-Pink Killarney-Richmond-Milady and Ward Roses to offer in addition to other seasonable stock particularly Gladioli-Valley-Asters-Candytuft-Gypsophila-Daisies-Galax-Feverfew-Harrisii-Asparagus-Sprengeri-Adiantum and other Seasonable Stock and Greens.

☛ We have the only good White Killarney to be found in this market.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO**

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality
Speaks
Louder
Than
Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE
Grower of

GUT FLOWERS

Prices
As
Low
As
Others.

☛ **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** ☛

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

C. L. Washburn is speaking a good word here and there for C. M. Moderwell, who is a candidate for the republican nomination for representative in congress in the tenth district. Mr. Moderwell was one of the men on the fuel administration last winter, who was responsible for the growers receiving coal enough to tide them over until the crisis was passed.

Zech & Mann are having a heavy out-of-town demand for stock which is keeping the force busy at all times. Among the rose offerings at this house are noted particularly fine Mrs. Chas. Russell and Columbia. Allie Zech and wife, who are enjoying their vacation in an auto trip through Missouri, are expected home this week.

A. Miller is another man in the trade who is busy electioneering. His father-in-law, John J. Bielman, is the regular republican candidate, the loyalist platform, for associate judge of the municipal court at the primary election September 11. He was prominent in city affairs under the Busse administration.

Peter Reinberg is again a candidate for president of the county board on the democratic ticket, and his many friends in the trade are doing all they can to pass the good word along so he will be successful at the primaries, September 11.

Poehlmann Bros. Co. is supplying its trade with extra choice roses in all the leading varieties, including a splendid cut of American Beauty. Carnations are arriving in fair supply at this house, and are of good quality for early season stock.

Wietor Bros. will have a magnificent cut of chrysanthemums and pompons

Rosebud Stickers



No. 1 Rosebud Sticker
Printed in blue ink on gummed paper.

No. 1 Size
1000 \$1.50
3000 4.00
5000 6.25

No. 2 Size
1000 \$1.25
3000 3.25
5000 5.00



No. 2 Rosebud Sticker

Electros of either size, \$1.00 ea.

The JOHN HENRY CO.
LANSING - MICHIGAN

Mention the American Florist when writing


this season for the stock in their green-houses is in the height of perfection and the outlook is most encouraging for heavy fall crops.

The Chicago Flower Growers' Association is marketing a heavy cut of choice Milady roses, in addition to a complete line of all other seasonable stocks, including heavy shipments of gladioli.

J. A. Budlong is cutting some of the finest Golden Glow chrysanthemums ever seen in this market and is receiving as high as \$4 per dozen for the best grade.

Erne & Co. are featuring a large collection of out-door stock in addition to their regular line. Some extra fancy gladioli are seen at their store this week.

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Milwaukee, Wis.

TRADE CONDITIONS UNCHANGED.

Business conditions for the last week in August were much the same as those preceding it; local demand still at low ebb, while the shipping trade began to show new life, although nothing to get excited about. The market is well supplied in all lines, especially roses, in all lengths, and asters of inferior grade. The oversupply of both rubrum and Easter lilies has diminished so that supply and demand are again well balanced. Indoor carnations are more plentiful, but due to short stems and inferior blooms, do not yet cut much of a figure. More asters of real good quality could be moved to good advantage. With two holidays, Sunday and Labor day, following each other, business for this week did not commence till Tuesday. Both wholesalers and retailers kept open till noon to get out such orders as were on file. With the opening of all public schools, September 3, which has a tendency to force many summer resorters back to the city, we now look to the time when conditions should take a turn in our favor.

NOTES.

Many of the local craft, who must register September 12, and especially the "bachelors", are wondering just what is in store for them. Several are in business, and there would be quite a change should they be called for active service.

Gust Rusch & Co. are adding another star to their service flag; Oscar Meyer, of the store force, who just reached his twenty-first birthday, had to report August 31. Gust is also one of the many who must register September 12.

At the Brown Deer plant of the Holton & Hunkel Co., a large pile of screenings, said to contain 3,000 tons has become heated and must be rehandled in order to save it from ruination.

Outside of funeral work, things have been rather quiet of late with the J. M. Fox & Son, Inc.; still they do their share by always having a fine window display of seasonable stock.

Art Leidiger, of the Edlefsen-Leidiger Co., will again officiate as assistant superintendent of the horticultural department at the Wisconsin state fair, September 9-14.

It was glad news to all of us, when we learned that C. C. Pollworth was elected a director of the S. A. F. at the recent convention. He is deserving of the honor.

The regular florists' club meeting will be held at Kurtz Bros., September 5. The organizing of a state florists' association will come up for final action.

Fred Bliese, of the Waukesha Floral Co., who was a visitor the past week, says their place is in fine shape for the new season.

E. O.

HARTFORD, CONN.—J. A. Brodribb has decided to close his range during the coming winter.

The employes of Vaughan's Greenhouses, Western Springs, had a flag raising recently with appropriate exercises. The service flag in the office window carries seven stars in honor of James LaMond, Frank Schmidt, Otto Huber, Wm. Giffert, Wm. Gregory, V. L. Barnes and Philip Thorsen.

Kyle & Foerster, who have been engaged in the wholesale commission business since September 20, 1900, have dissolved partnership by mutual agreement. William F. Kyle retiring from the firm. Joseph Foerster will continue the business under the old firm name of Kyle & Foerster.

W. N. Rudd and wife will attend the annual convention of the American Association of Cemetery Superintendents at Rochester, N. Y., September 11-14. Mr. Rudd, who is president of the association, returned from an extended fishing trip up the Gunnison, September 4.

Anton Then has returned from a several weeks' stay in California.

Cincinnati.

TRADE GOOD CONSIDERING SEASON.

The demand is excellent for summer. There is an adequate supply of stock, while the call is steady and active. Roses are fairly plentiful and carnations are now in a supply that is fairly good. They have been selling well. Northern and New York asters are in the market and are proving good property. Easter lilies may be had, but they are not very plentiful. Gladioli are in a good supply; some excellent stock is coming into the market from the north.

NOTES.

C. E. Critchell arrived home from St. Louis the middle of last week. He had been held up by bad roads that made driving almost impossible. His establishment has been getting in some excellent cuts of asters from New York state and had a good market for them.

Clarence J. Ohmer and wife, and son, James, drove through from their home at West Palm Beach, Fla., to this city. They are the guests of E. G. Gillette and wife.

Chas. Windram has returned from France for training in this country, for special work "over there."

B. E. Ruch, of Shreveport, La., was in this city last week.

Ed Kavanaugh leaves for Camp Sherman this week.

H.

NEW HAVEN, CONN.—Improvements are being made at the stores of J. J. McQuiggan and Myer Wilson, both interiors being finished in white.

LOUISVILLE, KY.—Frank Pontrich, for the past 34 years connected with the Nanz & Neuner Co., died at his home at St. Matthews, Ky., recently.

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO

Long Distance Phones | Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady Sunburst

Shawyer

Ward Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

GLADIOLI

Rubrum

Valley Cattleyas

Calendulas

ASTERS

Gypsophila

GREENS.

Plumosus Sprengerl

Galax, bronze Galax, green

Ferns

Adiantum Smilax

A. L. RUSSELL & Co.

NOT INC

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.	
Extra long stems.....	\$5.00
Stems 48 inches.....	4.00
Stems 30 to 36 inches.....	3.00
Stems 24 inches.....	2.50
Stems 18 to 20 inches.....	2.00
Stems 12 inches.....	\$1.00 to 1.50
Short stems.....	1.00, 4.00 to 6.00

MRS. CHAS. RUSSELL Per 100	
Special.....	\$25.00
Select.....	\$15.00 to 20.00
Medium.....	8.00 to 12.00
Short.....	4.00 to 6.00

ROSES.	
Richmond, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	3.00 to 4.00
Millady, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	3.00 to 4.00
Killarney Brilliant, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	3.00 to 4.00

ROSES—Continued		Per 100
Opbella, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
White Killarney, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
Killarney, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
Mrs. Ward, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
Sunburst, special.....		\$10.00
" select.....		8.00
" medium.....		\$5.00 to 6.00
" short.....		3.00 to 4.00
Cecile Brunner.....		\$2.00 to 3.00
Edgar.....		2.00 to 3.00
Baby Doll.....		2.00 to 3.00
ROSES, OUR SELECTION.....		4.00
Extra special roses billed accordingly.		

CARNATIONS.		Per 100
Fancy.....	\$2.00	to \$3.00
GLADIOLI		Per 100
Fancy.....	\$2.00	to \$4.00
ORCHIDS.		Per Doz.
Cattleyas.....		\$9.00
EASTER LILIES.		Per 100
Select.....	\$12.50	to \$15.00
MISCELLANEOUS.		Per 100
Asters.....	2.00	to 4.00
Gypsophila, per bunch.....	.75	to 1.00
Valley.....		\$6.00
DECORATIVE.		
Plumose strings.....	\$0.50	to \$0.75
Plumose.....	per bunch	.35 to .50
Sprenger.....	"	.35 to .50
Adiantum, fancy long.....	per 100	1.00
Smilax.....	per doz.	2.50
Ferns.....	per 1,000	2.50
Galax.....	"	1.25
Mexican Ivy.....	"	5.00
Leucothoe sprays.....	75c	
Boxwood, per lb.....	25c	cases 7.50

St. Louis.

SEPTEMBER OFFERS GOOD PROSPECTS.

The past week saw very little improvement in business, it still being a bit early for summer dullness to disappear. During the month of September many of the flower-buying public return to their homes from their vacations, and business should increase steadily. The weather has been quite favorable to greenhouse stock, and a few more weeks should see a wonderful improvement. Roses are beginning to show it now, although they are still a bit short and off color. Carnations also are improving, but the cut is very limited. Local asters are of poor quality, but some of the shipped stock are of very good quality and moves well. Gladioli are almost all short stemmed. Dahlias have made their appearance on the market, but they are still a negligible quantity. Harrisii lilies are plentiful, but being shipped stock, are not arriving in the best of shape. The demand is fair. Greens of all kinds are plentiful, with smilax the only exception.

NOTES.

The floral department of Scruggs, Vandervoort & Barney, has been leased to Julius Schaefer, formerly with Mulanphy Florists, and F. H. Weber. Edwin Westman, whose management he succeeds, is going to take charge of the floral department of the Famous & Barr Co.

The retail florists' association will begin holding monthly meetings again beginning this month. At the coming meeting a new secretary will have to be selected, as Charles Young had to resign on account of his being unable to take care of the work.

Officers of the florists' club will meet this week at W. C. Smith's to arrange the programme for the next meeting, which is installation meeting. The place is at H. J. Weber & Sons, Nursery, Mo., and the date is September 12.

ROSES!

All varieties in heavy supply including a large proportion of extra fancy

RUSSELL and COLUMBIA

Place your regular order with us now and insure your season's supply.

A. L. RANDALL CO.

Wholesale Cut Flowers—Florists' Supplies
Wabash Ave. and Lake St., - CHICAGO

The floral department of Grand Leader, of which Ed Loyet and Frank Sanders respectively were managers, is going to be in charge of Joe King, who formerly conducted a flower stand in Kresge's 5 and 10 cent store.

The last few weeks of moderated weather has given carnations and chrysanthemums a little pep, and a

number of the county growers will be cutting the latter in a few weeks.

H. G. Berning has been getting in some very nice Columbia roses. He is also handling a good assortment of asters of fine quality.

Ed Guntly, of Windler's Flowers, on the South side, went on a little fishing excursion last week. J. J. W.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

San Francisco.

DEMAND CONTINUES QUIET.

Trade is still rather quiet here, the chief outlet of stock being funeral work. Chrysanthemums are becoming more plentiful every day and the stock may be said to be rapidly improving in quality also. Golden Glow is past, Crocus is becoming popular and so is Monrovia, the first of which appeared this week. Crystal Gem has succeeded October Frost, and it is very good indeed for this time of the year. They are all bringing fairly good prices. We have also noted that their keeping qualities are exceptionally good. Yellow pompoms are in limited supply and move rather slowly. In roses, there is an ample supply for all demands. Hadley is the best seller among the reds, and Ophelia and Shawyer lead in their respective colors. There are very few white roses to be had. Ulrich Brunner is still the leading fancy. There are no Russells or American Beauties. Cecile Brunner is plentiful and sells steadily at \$1 per dozen bunches. Carnations are in oversupply with very little demand. Most of the stock goes to the street. There is a grand cut of Lillium rubrum coming to the market. They are bringing \$1.50 per dozen, and is without doubt the finest stock handled here in years. Auratum is not so plentiful as was the case the past few weeks. There is still a heavy cut of gladioli, most of which is used in basket work. A few excellent Spencer sweet peas are being received. This stock is a fine seller, the only difficulty being to get enough to fill orders. A few cattleyas are beginning to show now. The supply however, is very short and will be for some time. There are plenty of gardenias for all requirements, and in the absence of orchids, they move rapidly. Dahlias are now in oversupply and it must be extra good stock to bring good prices. Zinnias are very fine and are much used in decorative work. They are commanding good prices. Asters are arriving in tremendous quantities. As a rule, most of the stock offered is excellent, but too much of it is demoralizing prices. The street peddlers absorb great quantities every day. In garden flowers delphiniums are the most popular. Celosias and Begonias Lorraine are the most noticed flowering plants. Cut cyclamen are in ample supply and bring good figures. There is an oversupply of all green goods. Some grand sprays of Eucalyptus leucocorymbosa are noticed and sell very rapidly.

NOTES.

The chief topic of interest among the trade just at present is the coming annual show of the Dahlia Society of California which will be held at the Palace hotel, September 2-4. Premium lists of the show were distributed last week and many entries are being received by Angelo J. Rossi, who is to be the show manager. Members of the exhibition committee held their final meeting to complete arrangements. War conditions have proved an incentive to the production of dahlias in this vicinity. In past shows, foreign introductions have predominated, but now, owing to war conditions about 90 per cent of the varieties shown will be of California origin. Last year showed the first big exhibits of California produced dahlias, but the coming year promises to be a record breaker in this respect. Many

BOSTON FLORAL SUPPLY CO., Inc.

347-357 Cambridge Street,

BOSTON, MASS.

MANUFACTURERS OF FLORISTS' SUPPLIES

Headquarters for Cycas, Baskets, Wire Designs, Wax Flowers, etc.

experts state that the new varieties of California origin are much superior to varieties from foreign countries that have previously occupied the show benches and it is now apparent that local hybridizers have produced types more suitable for this locality. T. A. Burns, president of the Society, states that the careful study of the dahlia has been a big factor in improving existing types, but he attributes the San Francisco climatic conditions as being ideal for this flower. Burns is authority for the statement that the show this year will have over 100,000 blooms on exhibition. Entries are coming in so heavily that the society has engaged every inch of available space on the main floor of the Palace hotel for the exhibition. The officers of the society are: T. A. Burns, president; William Kettlewell and C. S. Quick, vice presidents; F. C. Burns, secretary; Frank D. Pelicano, treasurer. Directors: A. Twitchett, Jesse Seal, Richard Lohmann, L. T. Pockman, Mrs. E. W. Lybberly, L. Kessingand and P. Durbrow.

Edwin Hoff, manager of the MacRorie-McLaren Co.'s store on Powell street, reports business better than usual last week. The death of the chairman of the French commission to Australia, in this city, called for a great amount of funeral work. His firm is making a grand showing of azaleas, and they are selling just as fast as they are received. This stock is being grown by Andrew McDonald at the company's greenhouses in San Mateo.

P. Vincent Matraia, manager of the Art Floral Co., has received a second consignment of very large kentias during the past week. They are to be placed in one of our leading theaters. They are beautiful specimens, about 16 feet in height, and perfectly finished. He has also received a large quantity of Bostons.

Frank Pelicano says funeral work was quite brisk with his firm last week. Angelo J. Rossi is busily engaged attending to the affairs of the coming flower show of which he is the manager. Mr. Pelicano has a great number of promising seedlings, which he intends to show here for the first time.

W. E. Kennedy, of the firm of Brown & Kennedy, on Sixteenth street, has just returned from an extended motor trip through southern California. His partner, Mr. Brown, is now in the service and is at Camp Fremont. Mr. Kennedy says business is quite satisfactory in his district.

Avensino Bros., on Geary street, have stocked up heavily with foliage and flowering plants this week. They are also showing some fine tuberous begonias and celosias. They report that they are always kept busy, and are satisfied with the condition of trade.

Mrs. Rose Gladding, wife of William F. Gladding, an Oakland nurseryman, was probably fatally burned when her clothing caught fire in a gas explosion



IN CHICAGO

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WHOLESALE CUT FLOWERS

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\$3.00 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50

Caldwell The Woodsman Co.
EVERGREEN, ALA.

at her home last week. The attending physicians hold no hope for her recovery. She is 40 years of age.

The Golden West Nursery Company, of Elmhurst, Alameda county, has been granted a permit to issue 100 shares to four persons in the corporation who are Japanese, and Guy C. Calden, trustee. The stock is not to be sold for less than \$100 per share.

Rosaia Bros., of Colma, are sending in large shipments of gladioli every day. They have made a great success of the growing of this flower and intend to increase their acreage next season. They are also large growers of Asparagus plumosus.

J. Kruse is sending in some of the finest stock of Cecile Brunner that is coming to this market. This is his specialty and he grows it to perfection. He is growing adiantums on a large scale also.

H. L. Marks and J. O. Burns, of the Germain Seed & Plant Co., of Los Angeles, are enjoying a few days in this city. They tell us that business with their firm has been excellent this season.

The Park Presidio Dahlia Society held its annual dahlia show August 24-25. This society is composed of dahlia enthusiasts in the Richmond district, who always stage fine exhibits.

Domoto Bros. are receiving heavy cuts of all seasonable stock at their Bush street store. Their greenhouses all appear to be in fine condition for the coming season's trade.

The corporation commissioner has authorized the Niles Nursery, of Fresno, to issue \$10,000 worth of stock to be used for expanding the business.

G. N.

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Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

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The Largest, Best Equipped,
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Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$5.00@ \$8.00
" " 48-in.	4.00
" " 36-in.	3.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
Mrs. Chas. Russell	1.00@ 4.00
100	
" Hoosier Beauty	4.00@ 10.00
" Killarney Brilliant	4.00@ 10.00
" Columbia	4.00@ 25.00
" Killarney	4.00@ 10.00
" White Killarney	4.00@ 10.00
" Richmond	4.00@ 10.00
" My Maryland	4.00@ 10.00
" Mrs. Geo. Sawyer	4.00@ 10.00
" Milady	4.00@ 10.00
" Sunburst	4.00@ 10.00
" Mrs. Aaron Ward	4.00@ 10.00
" Hadley	4.00@ 10.00
" Ophelia	4.00@ 10.00
" Double White Killarney.	4.00@ 10.00
" Mrs. Moorefield Storey.	4.00@ 10.00
" Champ Weiland	4.00@ 10.00
" Stanley	4.00@ 10.00
" Tipperary	4.00@ 10.00
" Francis Scott Key	4.00@ 10.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 3.00
" Our Selection	3.00
" Carnations	2.00@ 3.00
" Cattleyas	per doz. 9.00@ 10.00
" Daisies	1.00@ 2.00
" Lilium Harrisii	10.00@ 15.00
" Valley	4.00@ 10.00
" Ferns	per 1000 2.50
" Gladioli	3.00@ 8.00
" Asters	2.00@ 4.00
" Chrysanthemums.....	per doz. 2.00@ 4.00



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

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White Perfection

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Victory

Any variety, \$7.00 per 100; \$60.00 per 1000.

We have a large supply of some varieties, but others only in limited quantity. If you need plants order them today. The plants are of a good size and in good condition.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

NORMAL DEMAND IN GENERAL.

The report of the wholesale and retail men place last week's business as normal for the season, with a fairly good supply of flowers which cleaned up at satisfactory prices. Early asters are about over, while the late varieties are good or bad in localities, depending on weather conditions; the difference where rain has fallen is most marked. New York state asters, late varieties, which have been handled largely in the market, have suffered much from drought, and as yet very few have been received. American Beauty, Russell, Ophelia and Columbia are leaders in the rose line. Columbia, although limited in supply, looks very promising. Easter lilies are coming a little too freely, some of the dealers' storage boxes being well filled with them. Prices, however, hold up pretty well. Roseums are in fair demand. Gladioli are on the wane, some good stock still, but stems are getting shorter. Dahlias are coming along; not much doing as yet, although the sample lots are of good quality. Golden Glow and Smith's advance are the golden chrysanthemums. Cattleyas are very scarce, bringing from \$1 to \$1.50 each.

SOUTHERN SMILAX.

William Rehder, Wilmington, N. C., spent Labor day in this city visiting his trade. Mr. Rehder is a grower-retailer with 70,000 feet of glass at his country place and a store and conservatory in the city. He also makes a specialty of gathering and shipping southern smilax. This vine favors rather high ground and is mostly found in pine woods. When grown in the open on old fences or small trees in sort of hedge rows, the foliage is small and not so desirable. In the woods, the leaves are larger and a rich glossy green. It grows for the most part on trees up to a height of 20 feet from the ground. Their method of gathering is to cut off at the root and with buckskin gloves, grasp the main stems which are thorny, pull the whole vine down and then cut it up. They do not like to cut much before September 1, not being able to get the negro collectors into the woods on account of moccasin snakes, which thickly infest the vines and tree branches during the summer. Early in September, the snakes get out into the sunny places, prior to hibernating. Smilax does not grow in wet, swampy places and patches are often long distances apart. Old beds are favorite places where it grows luxuriantly. As far as possible they ship the day it is cut, using autos instead of horses now to convey the stock from the woods. Farmers are rapidly coming to the front in the south, the new generation using intensive methods of culture. Potatoes are planted in early March, four feet between the rows, corn is sown in April, when the potatoes are lifted and this space is then given to cow peas. When the corn is ripe, it is stripped of its leaves, which gives light to the peas which are allowed to ripen. This gives three full crops a season.

CLUB MEETING.

The September meeting of the florists' club was well attended and a lively affair. Matters relative to the fourth Liberty loan and meeting the govern-

EDWARD REID

ood summer Roses, Asters, Gladioli, Easter Lilies. All seasonal Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, Sept. 4. Per 100

Roses, Killarney	2.00@ 6.00
" Mrs. Chas. Russell	4.00@12.00
" Ophelia	3.00@ 8.00
" Richmond	2.00@ 8.00
" Sunburst	2.00@ 8.00
Lilium Giganteum	8.00@10.00
Gladioli	2.00@ 6.00
Carnations	1.00@ 2.00
Rubrum	5.00@ 6.00
Asters	2.00@ 4.00
Dahlias	2.00@ 4.00

BOSTON, Sept. 4. Per 100

Roses, Beauty	12.00@25.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney	4.00@ 8.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	4.00@12.00
" Mock	2.00@ 6.00
" Mrs. Chas. Russell	4.00@12.00
" Taft	2.00@ 6.00
" Milady	2.00@ 6.00
" Ward and Hillingdon	2.00@ 6.00
" My Maryland	2.00@12.00
Carnations	1.00@ 2.00
Easter Lilies	3.00@12.00
Valley	6.00@10.00
Gladioli	1.00@ 4.00

BUFFALO, Sept. 4. Per 100

Roses, Beauty Special	\$20.00@ \$30.00
" Fancy	15.00@ 20.00
" Extra	10.00@ 15.00
" Ist.	6.00@ 10.00
" Killarney	3.00@ 6.00
" My Maryland	3.00@ 6.00
" Sunburst	3.00@ 6.00
" Ward	2.00@ 4.00
" Ophelia	3.00@ 6.00
" Russell	4.00@ 8.00
" Sawyer	3.00@ 6.00
Lilies	8.00@ 10.00
Cattleyas	40.00@ 50.00
Asters	5.00@ 2.50
Carnations	1.00@ 2.00
Asparagus Sprengerii 35@ .50	
Ferns	per 1,000 2.00
Smilax	20.00
Sweet Peas	25@ .50
Calendulas	1.00@ 2.00
Daisies	.50@ 1.00
Gladioli	1.00@ 3.00

ment half-way in the matter of early closing, which will be taken up at a special meeting in a few days were freely discussed. Nomination of officers for the ensuing year resulted as follows: For president—Mark F. Mills and Charles H. Grakelov. Vice-president—Edmund A. Harvey. Secretary—Robert Kift. Treasurer—George Craig.

NOTES.

Edward Reid recently made an auto trip through Chester and Lancaster counties, visiting growers of these localities, where he found crops had suffered from lack of rain. Some growers were closing half their places, others had managed to get coal screenings in addition to their 50 per cent. Half, and in many instances more of the force, were overseas or in other war work. Women were being engaged, particularly in the stores. All were hopeful, however, and were trying to keep going

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FANCY "TWO-TONED" HANDLE BASKETS

(With Metal Liners included)

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of

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G. O. H. Angermueller Co., Wholesale Florists

1334 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Orchids, Peonies, Gladioli, Asters

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

until after the war. Tobacco in this region is expected to bring 35 to 40 cents per pound where 8 cents was considered good before the war.

The roses received from the Florex Gardens by Eugene Bernheimer, all come in bundles of 25. They are wrapped about two-thirds their length in sheets of brown paper, which extend

C.C. POLLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
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to a level with the buds, protecting them from thorns or other rough usage. The growers, and grade numbers are printed on the upper end of these sheets. This is the ideal way to pack roses, and is certain to become standard in the trade.

Miss Celia Marchentz, daughter of Paul Marchentz, of H. Bayersdorfer & Co., was married September 1, to N. J. Edwards, of Goldsboro, N. C., at the residence of the bride's parents in this city. The ceremony was simple but beautiful, the decorations in keeping with wartime conditions. After an extended honeymoon, the young couple will reside at Goldsboro.

Florists should find encouragement for future business from the report of the attendance of visitors to Atlantic City, America's greatest summer resort, which last Sunday and over Labor day, broke all records. The restaurants and hotels found it extremely difficult to handle the great crowds, having frequently to close and lock their doors.

The Subway Florist, H. Reverman, with a stand at 60th and Market streets, and a store on 60th above Market, purchased the store property last week for \$7,000. Harry is a hustler who has greatly increased his business in the past few years.

John Burton and family spent a portion of last week with Commodore Westcott at his Westtown bungalow on Barnegat bay. Fishing has not been so good this year; probably the "subs" have scared them off.

The Leo Niessen Co. is featuring extra fine asters, wonderful outdoor stock, together with American Beauty roses, Easter lilies and choice cattleyas. The quality of all stock is reported better than usual.

The H. H. Battles Century Flower Shop, which closed July 1 and was to have opened on September 1, has been closed for the duration of the war.

Arthur Niessen has been looking over his dahlia growers recently, and reports

GUST. RUSCH & CO.



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All Seasonable Cut Flowers
Mr. and Dealer in "Florists'" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Sept. 4. Per 100		
Roses, Beauty, special	20.00@25.00	
" " fancy	10.00@20.00	
" Mrs. Chas. Russell	8.00@12.00	
" Killarney	4.00@ 8.00	
" Hadley	4.00@15.00	
" Sunburst	3.00@ 6.00	
" Wards	2.00@ 3.00	
" Ophelia	3.00@ 8.00	
Carnations	1.00@ 3.00	
Cattleyas, each	\$0.75@ \$1.00	
Valley	6.00@ 8.00	
Lilium Robrum	5.00@ 6.00	
Easter Lilies	10.00@12.00	
Snapdragons	4.00@ 6.00	
Asters	1.00@ 3.00	
Gladioli	1.00@ 3.00	
Dahlias	1.00@ 2.00	
Calendulas	1.00@ 2.00	
Sweet Peas	.50@ .75	
Asparagus, string or bunch	.35@ .50	
Adiantum	1.00	
Smilax	.15@ .20	

MILWAUKEE, Sept. 4. Per 100		
Roses, Killarney, W. Killarney	\$2.00@ \$8.00	
" Ward	2.00@ 6.00	
" Mrs. Chas. Russell	5.00@18.00	
" Ophelia	2.00@ 8.00	
" Columbia	5.00@18.00	
" Hoosier Beauty	2.00@ 8.00	
Carnations, assorted	1.00@ 2.00	
Sweet Peas	.50@ .75	
Cattleyas, per doz.	8.00	
Lilies	15.00	
Asters	1.00@ 3.00	
Gladioli	2.00@ 3.00	

ST. LOUIS, Sept. 4. Per 100		
Roses, Hadley	\$2.00@ \$4.00	
" Killarney	2.00@ 4.00	
" White Killarney	2.00@ 4.00	
" Hoosier Beauty	2.00@ 4.00	
" Russell	3.00@10.00	
" Sunburst	2.00@ 6.00	
" Ward	2.00@ 6.00	
" Mrs. Shawyer	2.00@ 6.00	
" Ophelia	2.00@ 6.00	
Ferns, per 1,000	1.75	
Carnations	1.00@ 1.50	
Gladioli	1.50@ 5.00	

McCALLUM CO.

Florists' Supplies

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Roses, Gladioli, Asters.

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

PITTSBURGH, Sept. 4. Per 100		
Roses, Beauty, special	20.00	
" " fancy	10.00@20.00	
" " extra	8.00@12.00	
" " No. 1	4.00@ 8.00	
" Hadley	4.00@15.00	
" Killarney	2.00@ 6.00	
" Sunburst	1.00@ 4.00	
" Mrs. Aaron Ward	2.00@ 4.00	
Cattleyas	.75.00@10.00	
Easter Lilies	8.00@10.00	
Lilium giganteum	10.00@12.00	
Adiantum	1.00	
Asparagus Sprengeri, bunch	.35@.40	
New Crop Green Galax	per 1000 \$1.25	
Asters	1.00@ 1.60	
Gladioli, per dozen	2.00@ 3.00	

he never saw the plants looking better. All the leading varieties will be found in quantity when the season opens about September 12.

E. A. Wallace, a retired florist of Berlin, N. J., has joined the Joseph Heacock Co.'s force. Carl Cortis finds business better than last year, with their first cuts of Columbia very promising.

D. T. Connor is rearranging the heating pipes at the Westcott nurseries, Laurel Hill, so as to conform to the new heating regulations and use but half the greenhouses.

The Philadelphia Wholesale Cut-flower Exchange is painting up to make the store inviting the coming season. A good line of asters, gladioli and roses are features here.

The John Wanamaker greenhouses are to be closed down during the war, so that the employes can engage in war work.

Edward Reid is strong on roses, asters and gladioli, and reports a good summer trade.

K.

New York.

CONDITIONS FAR FROM BRIGHT.

There was no improvement in the condition of business during the past week; in fact, some of the wholesalers thought it the dulllest week of the summer. The state of uncertainty from which the whole trade is suffering is a deterring factor toward any speedy improvement. Briefly stated, in the light of what has already happened, the best that may be hoped for in the future cannot be extravagant prosperity, but we would like to know the worst. The man who remarked that life was just one blankety, blank thing after another, got it right so far as the florists have been concerned for the past year. First, the coal shortage of last winter, then the 50 per cent cut for the coming season, the scarcity of labor, the cutting off of imports and other features, have all contributed to weigh down the business. Now we learn that the head of the Reserve Banks has sent out letters to the bankers advising them to curtail loans to "non-essential" industries. It may be that what a popular editor calls, "The Aviation calamity," in which \$4,000,000 has been wasted and the lives of a number of brave men sacrificed has rendered necessary more rigid economy.

September 2.—This being Labor day, there is but little business, the stores closing at noon, but in the general situation there is no prospect of an immediate change for the better. The gladioli seem to be pretty well cut out, or the growers do not think it worth while to send them in at prevailing prices. Many asters continue to arrive, and many sell as low as 25 cents per 100. Dahlias are in considerable supply and going cheap. There is little change in roses; such varieties as Columbia, Francis Scott Key and Mrs. Russell bring the best prices, but do not move swiftly. All the Hadleys we have recently noticed are short and poor. There is a continued scarcity of lily of the valley, and it seems doubtful if the supply can be kept up much longer, on account of the scarcity of pips. The supply of American Beauty roses is limited, and so is the demand, but the best specials go at the rate of \$30 per 100. There is a variety of minor stock on the market, both wild and domestic, but it scarcely counts.

GREEKS AFFECTED BY NEW DRAFT.

A treaty was signed at Washington, August 30, Secretary Lansing representing the United States, and Minister Roussos, representing Greece, which brings the Greeks in this country under the provisions of the draft. This will have a noteworthy effect on the retail trade of this city. In Manhattan and the Bronx, there are, in round numbers,

100 retail stores, owned and conducted by Greeks, not including small stands. In a number of instances, the stores are owned by young men without wives or female relatives in this country, who might carry on the business. In justice to the Greeks, it should be stated, that a number from this city are already in the United States Army by enlistment. If an additional large number is taken from the retail trade, the wholesalers will miss them. The Greeks, as a rule, while close buyers, are not as conservative as to quantity, as some other peoples; in other words, they will take chances. Such a disposition is desirable from the wholesalers' viewpoint, particularly in times of surplus, which are now almost chronic conditions in this market.

NOTES.

Heroes' day, September 1, was appropriately observed in the pulpits and parks of this city. The suggestions of Mayor Hylan relating to dropping flowers in specified spots in the parks were observed by many who attended. More than 20,000 persons gathered about the music stand in Prospect park, Brooklyn, to attend the borough's celebration of the day. Park Commissioner John N. Harman presided. In front of the stand a mound was made to resemble the last resting places of the soldier dead in France. It was covered with a blanket of autumn leaves, and about the sides were various kinds of flowers now in season. Hundreds of those who took part in the exercises brought offerings, mostly of cut flowers, and placed them on the mound.

The next meeting of the florists' club will be held in its rooms in the Grand Opera House building, Eighth avenue and 26th street, Monday evening, September 9. As this is the first meeting after a two-months' vacation, and President Totty and others who attended the St. Louis convention will doubtless be there to tell their experience, there should be a good attendance.

John Tarkas, proprietor of the Emerson Flower Shop, 70 West 116th street, was recently notified by the war department that his brother, Nicholas, a member of the 306th Regiment, had been killed in France. He was a native of Greece, 22 years old, and had been in this country six years, working with his brother in the florist business.

Matthew Sampson, Jr., who has been with the New York Cut Flower Co. for 23 years, and for the past seven years manager of the Noe department, has become a member of the latter firm, the name now being the Noe-Sampson department. He was made a director of the New York Cut Flower Co. last July.

Edward Hanft, well and favorably known in the wholesale district, where for the past 14 years he has been with Moore, Hentz & Nash, and later with Hentz & Nash, Inc., has resigned to take charge of the new retail store of Alexander Wandorff, Fifth avenue and 32d street.

William J. Nigro, formerly with H. E. Froment, but now a United States soldier at Camp J. E. Johnson, Jacksonville, Fla., has been in the city on a 10 day furlough.

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY, NEW YORK



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Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK

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Alexander McConnell, florist, 611 Fifth avenue, has filed a petition in bankruptcy, the liabilities amounting to \$82,000. The assets consist of a nursery at New Rochelle, other property and accounts to the amount of \$92,000. A. F. F.

NORMAL, ILL.—R. Lutz has purchased the greenhouses of the Phoenix Nursery Co.

GENEVA, N. Y.—The new administration building at the agricultural experimental station was opened August 31.

BEVERLY, ILL.—The J. P. Herzog Co. has purchased the range of E. E. Eldridge and will devote the houses to growing tomatoes as a specialty.

LANSING, MICH.—The Red Cross salvage shop recently realized \$165 from the sale of 600 dozen gladioli donated by Earl Edgerton, owner of the Edgerton Flower Farm.

PAUL MECONI**WHOLESALE FLORIST****55-57 WEST 26TH STREET****NEW YORK CITY**Telephone:
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Wholesale Flower Markets

New York, Sept. 4. Per 100

Roses.	Beauty special	25.00@30.00
"	extra and fancy	8.00@10.00
"	No. 1 and No. 2	3.00@ 5.00
"	Columbia	1.00@12.00
"	Francis Scott Key	2.00@15.00
"	Prima Donna	.50@ 5.00
"	Alice Stanley	.50@ 5.00
"	Mrs. Geo. Sawyer	.50@ 5.00
"	Double White Killarney	1.00@ 6.00
"	Killarney	.50@ 3.00
"	Queen	.50@ 5.00
"	Brilliant	.50@ 5.00
"	Aaron Ward	1.00@ 4.00
"	J. L. Mock	1.00@ 5.00
"	Opheia	1.00@ 5.00
"	Mrs. Chas. Russell	2.00@12.00
Cattleya Orchids, special		100.00@150.00
Rubrum		1.00@ 2.00
Lilies, Longidrum and Formosum		3.00@ 6.00
Lily of the Valley		4.00@10.00
Adiantum Crevaeum and		
Hybridum		.50@ .75
Asparagus Plumosus	doz. bchs.	1.50@ 3.00
Smilax	doz. strings	1.00@ 2.50
Sweet Peas		.25@ .75
Gladoli		.50@ 2.00
Eschschol. white		.75@ 1.00
Asters		.25@ 1.50
Dahlias, per doz.		.15@ .25
Chrysanthemums, per doz.		1.00@ 1.50

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Traendly & Schenck**Wholesale Florists and Cut Flower Exchange****436 Sixth Avenue, New York City**

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

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best products of the leading growers.**CONSIGNMENTS SOLICITED**

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Henshaw Floral Co.**(Incorporated)****Wholesale Commission Florists****127 W. 28th St., NEW YORK****Trade Directory**

Price: \$3.00 Postpaid

AMERICAN FLORIST CO.**440 S. Dearborn St.,****Chicago**Telephones 4422 Farragut D. J. Pappas, Pres.
4423 Farragut**United Cut Flower Co., Inc.****WHOLESALE****111 W. 28th St., NEW YORK**

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2336**WM. KESSLER,****WHOLESALE FLORIST****113 WEST 28TH STREET****Bet. Sixth and Seventh Aves. NEW YORK**

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Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock -
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Desirable wall space to rent for advertising.

V. S. DORVAL, Secretary

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The Kervan Co.**Fresh Cut Decorative Evergreens****Highest Standard of Quality.**Largest stock in America. Send for illus-
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GEO. B. HART**WHOLESALE FLORISTS****24-30 STONE STREET,****ROCHESTER, NEW YORK.**

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M. C. FORD**121 WEST 28TH STREET
NEW YORK**

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

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D. FEXY**Wholesale Commission Florist****106 West 28th St., New York****Consignments Solicited.**

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Summer Business Booster



25	Tumbler Baskets with paraffine liners, all colors.....	\$6.50
25	Tumbler Baskets in all colors, complete with tin liners.....	\$8.50
12	Baskets, 9 to 11 inches deep, 24 to 32 inches over all; with liners, all complete...	\$9.50

WRITE FOR CATALOG.

RAEDLEIN BASKET CO., 713 Milwaukee Ave., CHICAGO, ILL.

THE FLORISTS' SUPPLY HOUSE of AMERICA

Be on the safe side. Right now is the time to order **Bayersdorfer Supplies.** Add them to your display and increase your business. Baskets in great variety of exceptional coloring and finish. **Porto Rican Mats, Crepe Paper.** A splendid line of **Metallic and Wax Flower Designs.** All the standard staples.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

Pittsburgh, Pa.

IMPROVED TRADE ANTICIPATED.

With the good supply of fancy asters that is now on the market, we are looking for business to improve. The stock received now consists of the late New York state flowers of good stem and large blooms. They are the first good asters that have been received this year. Business has been very dull during August, due to the fact that there was very few fancy flowers on the market to encourage people to buy. Gladioli have been poor and roses are mostly short stemmed stock, nothing to attract the customer's eye. Even American Beauties have not been up to the standard, and they develop so fast these warm days that the wholesale houses have been compelled to dispose of them at once, or they would not be worth selling. Good lilies have been having a fair demand all summer and continue to sell from \$8 to \$12 per 100. Bon Silene roses are seen every day in the retail stores, something rare in this city.

NOTES.

Harry Langhans, of the Empire Flower Shop, left for Camp Forest, at Lytle, Ga., August 28, to take up military duty for Uncle Sam.

Tom Silverblatt left for Camp Lee, Va., August 27. He was manager of the flower stand at the Wm. Penn hotel.

Abe Krongold has opened the new flower stand in the Grand Opera House Arcade.

Carl Voelker is now with the Alpha Floral Co. in East Liberty.

M.

Rochester, N. Y.

BUSINESS FALLS OFF.

Trade during the past week has been dull and transient business has fallen off considerably. Gladioli are still flooding the market. There are few good asters to be seen, the early varieties having gone and the late arrivals not in as yet. Roses are plentiful and the quality is good. Carnations are scarce and poor in quality and the same is true of sweet peas.

NOTES.

The scarcity of men in the park department made it necessary for the city to call on the George T. Boucher force to stage the exhibition of plants in the floral hall at the exposition. Local florists will not make exhibits of designs, bouquets and baskets this year. Geo. T. Boucher will, however, have a group of ferns, palms, etc.

Wm. Pitkin, Jr., has been appointed camp general secretary of the Y. M. C. A. at Camp Mills, N. Y. He was until June 1 engaged in landscape work in this city.

Henry P. Neun had an interesting display of old-fashioned flowers in his window last week. The arrangement was very attractive.

E. P. Wilson and son, Edwin, have returned from an enjoyable camping trip to Valley Forge and nearby points in the Adirondacks.

Arthur J. Beyers has resigned his position with J. B. Keller's Sons and will move to Erie, where his parents reside.

Visitors: Steve Green and Arthur Zirkman, Philadelphia, Pa.; E. W. Neubrand, Tarrytown, N. Y. CHESTER.

Providence, R. I.

BUSINESS BEYOND COMPLAINT.

Trade the past week has been brisk, especially floral work, which has been heavy. Stock of all kinds is plentiful. Asters are now coming in better and the flowers are large. Sweet peas are over and gladioli are beginning to shorten up. There are some good Liliun giganteum, orchids are making their appearance, and several of the growers are cutting carnations. While they are small, the flower is good and the stem short.

NOTES.

William Wiley, of Macnair's force, is in the 11th regiment, Naval Reserves, at Newport.

John Wood is selling flowers on the street and finds a ready sale for his stock.

Boston is shipping roses and asters to this market, and they find ready sale.

H. A. T.

Fort Wayne, Ind.

SUBSTANTIAL BUSINESS IMPROVEMENT.

The encouraging drop in the temperature, together with a heavy rainfall, the first for a period of over six weeks, improved business conditions to a substantial degree. There was a noticeable picking up of counter trade, while weddings and funeral work moved quite an amount of stock. The weather conditions also revived outdoor flowers to quite an extent, particularly hardy sweet peas, and snapdragons. Gladioli, however, are still of very poor quality in most instances, the dry spell having been too prolonged for them. Asters are showing some improvement. Greenhouse flowers are already much improved in quality, the color of the roses showing up much better.

NOTES.

A number of the growers here are planning to devote several houses to the production of vegetable plants and vegetables this coming season, adding to the space they have given to these foodstuffs during the past year. It is recognized that by so doing, they will not only be aiding the country, and the government in the production of food, but they will also be enabled to more easily obtain labor, fuel, etc., for the operation of their greenhouses.

Miss C. B. Flick is spending the month in this city, as the guest of her niece, Mrs. Mildred Flick-Buchanan. Miss Flick reports the summer trade at the Patten Flower shop in Toledo, Ohio, very satisfactory, and says florists in that city are preparing for a brisk fall demand.

The Flick Floral Co. is installing a new electric vacuum pump in connection with their steam circulating system, thereby decreasing the cost of fuel, as well as aiding the government in conserving coal for war purposes.

A. J. Lanternier & Co. are now operating three trucks in their ever-increasing business. This firm is rebuilding two of the greenhouses at its large range.

W. J. & M. S. Vesey are cutting a large crop of summer roses and asters.

H. K.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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WILLS & SEGAR

ROYAL EXOTIC NURSERY,

Onslow Crescent, S. Kensington, London

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FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

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NEW YORK

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CHOICE CUT FLOWERS AND DESIGNS

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To out-of-town florists; New York.

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And give special attention to steamer and theatre orders. Prompt delivery and best

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SPECIAL 25% COMMISSION
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Thrift and War Saving Stamps

Stand behind

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Display prominently patriotic posters.

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Boston, Mass.—Penn. The Florist.
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Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. F. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
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Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
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New York—Young & Nugent.
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High Grade Cut Blooms

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EXPERTS TO ARRANGE THEM.

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Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
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Potter Floral Co.
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Albany, N. Y.



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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York
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Flowers delivered in City and State on short
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Will take care of all telegraphic orders.

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The Metairie Ridge Nursery & Co
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1622 Harney St. Established 1866

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Night and day service in all Central
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1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock

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BUFFALO, N.Y.

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Covers all New England Points.

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GRAND RAPIDS FLORAL CO.ALFRED HANNAH & SONS will fill your or-
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Summer Season, 110 Bellevue Avenue,
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Send your orders to me for prompt delivery and satisfaction.
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Orders from other cities receive our personal attention.

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Oldest Florist South
121 BARONNE STREET

Member of Florists' Telegraph Delivery.

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Successor to Sievers & Boland

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60 KEARNY STREET

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1181 E. 71st St.

The Largest Growers of Flowers in the City.

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H. W. BUCKBEE.

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Mention the American Florist when writing

A. MEYER,

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Established in 1883.

Greenhouses and Nurseries in Riverdale

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All or telegraphic orders promptly and most carefully executed.

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200 miles in any direction
We are the center of the great
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o Superior, Wis.

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Central Floral Co.

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Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

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L. L. MAY & CO.

Order Your Flowers for delivery
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LEADING FLORISTS OF THE NORTHWEST

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The Rosery Floral Co.,
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Everything in Flowers

Prompt Deliveries to any town or city
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"Up-to-the-Minute" Service and Execution.

Every Flower in Season

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Louise Flower Shop

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Miss Louise W. Daugherty, Proprietress.
Phones—Franklin 3579, 3841, 3843

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1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C. President; Wm. G. Scarlett, Baltimore, Md., First Vice President; David Burpee, Philadelphia, Pa., Second Vice President; C. E. Kendell, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held June, 1918.

No Dutch grown colchicum bulbs are expected this season.

J. C. VAUGHAN, Chicago, returned from the east August 31.

DUTCH exchange has dropped to 50 cents for the guilder, against 51½ recently.

CARL CROPP, of Vaughan's Seed Store, Chicago, returned from California August 29.

ATCHISON, KAN.—The Mangelsdorf Seed Co. has increased its capital stock to \$500,000, fully paid.

LEONARD H. VAUGHAN, of Vaughan's Seed Store, Chicago, was presented with another baby boy, September 4.

ONION SETS.—Quite a percentage of Chicago onion examined so far show fusarium rot, indicating poor keeping quality.

SERGEANT DOUGLAS EARL, son of Howard M. Earl, has been transferred from the 111th regiment to the army candidates' school in France.

THE MacNiff Horticultural Co., New York, has been incorporated with a capital stock of \$30,000 by F. P. Lewis, D. McNamara, Jr., and C. W. Zobel.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade September 4 were as follows: Timothy, \$8.00 to \$9.50 per 100 pounds, no change from last week.

JULIAN BOWEN, son of Lem W. Bowen, of D. M. Ferry & Co., Detroit, Mich., will shortly enter the school for field artillery officers at Camp Zachary Taylor, near Louisville, Ky.

NEW YORK.—The trustee in bankruptcy of the Harry A. Bunyard Co., Inc., has made a first and final payment of one and one-half per cent in full of claims. Claims of \$100 will net \$150.

BEANS in Michigan are damaged considerably by the drought. Only a few local sections have been favored by rain. The final result, however, will be much better than last year's almost total failure.

VISITED CHICAGO: Arthur B. Clark, of the E. B. Clark Seed Co., Milford Conn.; T. C. Fagan, Indianapolis, Ind.; Ed. Goldenstein, Rockford; Alling Woodruff, wife and son, New York, enroute to California.

TOLEDO, O.—Clover made a strong advance August 31, closing at \$19.50, a gain of 85 cents on the previous day. Cash timothy averaged 5 cents higher, selling at \$4.65. September closed at \$4.92½, October \$4.90, December \$4.90, March \$4.97½ and April \$4.97½.

RECENT California visitors calling on the seed growers included Howard M. Earl, of W. Atlee Burpee & Co., Philadelphia, Pa.; Carl Cropp, of Vaughan's Seed Store, Chicago; Alex. Forbes, Newark, N. J.; G. C. Thompson, of Northrup, King & Co., Minneapolis, Minn.; A. Luck, of S. M. Isbell & Co., Jackson, Mich.

Seedsmen Classified by United States Gov't.

For convenience in handling the work of seed reporting, it is desirable that a classification of those engaged in the seed business be adopted. The following classification seems to come nearer than any other to meeting the requirements and has been adopted tentatively by the seed reporting service:

(1) SEED DEALERS:

(a) Wholesale Dealers.—(Wholesale seedsmen.) Those who handle field or vegetable seeds as their main line in a wholesale or jobbing way, and who usually dispose of their seeds through periodical price lists or by traveling salesmen.

(b) Mail-Order Seed Dealers.—Those who handle field or vegetable seeds as their main line and dispose of such seeds chiefly to consumers by means of a descriptive catalogue.

(c) Retail Seed Dealers.—Those who handle field or vegetable seeds either as a main line or as a side line, and dispose of such seeds locally to consumers.

(d) Seed Brokers.—(Seed commission men.) Those who act as agents for seed dealers, shippers, growers, or consumers in buying or selling seeds. They are usually advantageously located in important seed markets.

(e) Miscellaneous Seed Dealers.—Those dealers who buy or sell field or vegetable seeds in any other manner than defined above.

(2) SEED SHIPPERS:

(a) Sectional Seed Shippers.—Those who buy seeds of one or more kinds from local shippers and seed farmers in their own locality or nearby localities, and ship such seeds to seed dealers. Sectional shippers are usually advantageously located in sections producing large quantities of the kinds of seeds that they handle.

(b) Local Seed Shippers.—Those located at production points where one or more kinds of seeds are shipped out and who buy such seeds from seed farmers for shipment to sectional shippers or to seed dealers. Local shippers are usually merchants of various kinds who ship seeds as a side line.

(3) SEED GROWERS:

(a) Commercial Seed Growers.—Those who have their seed growing business organized for the production and sale of the seeds grown by them on land operated by themselves or under their supervision, or grown for them by seed farmers.

(b) Seed Farmers.—Those who grow seed on land operated by themselves without conducting a commercial business of selling seed.

(c) Miscellaneous Seed Growers.—Those who are neither commercial seed growers nor seed farmers, but who, in any other way, through ownership or

contract, control any acreage devoted to seed production, or who purchase vegetable seed directly from seed farmers.—Seed Reporter.

British Grown Bulbs.

Medals were given at a recent meeting of the Royal Horticultural Society for British-grown bulbs. The competition was not very keen, but the quality was decidedly high. No foreign bulbs could beat—if they could equal—the prize-winning collections shown.

Daffodils, 20 varieties, 20 bulbs of each, any kind of narcissi single bulbs. First—The Donard Nursery Co., Newcastle, County Down, Ireland, who put up a wonderful lot; King Alfreds as large as cricket balls, Lucifer as big as fair-sized Emperor, Frank Miles like Empress, etc. Second—J. R. Pearson & Sons, Lowdham, Notts., who had a nice level clean lot, but could not compete in size with the Irish giants! Third—R. H. Bath, Ltd., Wisbech, with good bulbs of sufficiently large size, but a little rough in appearance.

For a collection of mother bulbs, the Donard Nursery Co. came a very easy first.

For 10 varieties of market daffodils, J. Mallender, Scrooby, Doncaster, was first with a very nice level, well finished lot of bulbs.

Tulips, 20 varieties, Darwin and other late flowering tulips, 20 bulbs of each. First—Geo. Monro, Jr., Spalding, with as fine a lot as we have ever seen, full size and perfectly finished; many of the samples looked like polished mahogany. We believe this exhibit would have made some of our Dutch friends more than a little jealous. Second—The Donard Nursery Co., whose bulbs were excellent in every way, but not quite so regular as the first lot. Third—J. R. Pearson & Sons. The bulbs were as large as any, but lacked the finish of the first and second prize collections.

Twenty varieties early tulips, 20 bulbs of each.—Geo. Monro again scored a first with as good a lot of bulbs as ever came out of the best Dutch nursery.

Although these exhibits are not very attractive to the general public, we believe they have done a lot of good in demonstrating the fact that British growers can easily hold their own in the growing of several kinds of hardy bulbs.

British Horticultural Advertiser.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish,
Correspondence
Solicited.

Braslan

Seed Growers

SAN JOSE, CALIFORNIA

Company

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

BAMBOO CANE STAKES

	Size	Number to bale	Price Per bale
NATURAL,	6 ft.	2000	\$21.00
"	6-9 ft.	600	7.00
"	9-12 ft.	400	8.50

Prices ex warehouse New York.

Terms—Net cash 30 days.

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J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.

All seasonal varieties.

Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

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Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER
SEEDS in general; TOMATO, LIMA
and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

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and ORANGE, CONN.

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SEEDS

518 Market St., Philadelphia, Pa.

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WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

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CABLE ADDRESS: "MCGILL-SEED"
SAN FRANCISCO

CALIFORNIA

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed Growers **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

WESTERN SEED & IRRIGATION CO.

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SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

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Mention the American Florist when writing

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Specialties: Pepper, Eggplant, Tomato, Vine Seed and Field Corn.

Correspondence Solicited.

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TOMATO SEED

Grown for the Wholesale Seed Trade

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GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters,

Cosmos, Mignonette, Verbena in variety.

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Sweet Pea and Nasturtium Specialists.

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Bean Growers for the
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Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-
President; S. W. Severance, Louisville, Ky.,
Secretary; Eugene Davis, Grand Rapids,
Mich., Treasurer.

Potato Waste In Dirty Cellars.

The Weekly News Letter of the United States department of agriculture calls attention to the fact that now is the time to clean up potato cellars and that this should not be put off until the harvest, pointing out that the crop promises to be a large one and that there is no excuse for allowing losses by rot in storage. Among the suggestions offered by the department are the following:

Get rid of every bit of vegetable matter in the storage cellar; sweep and brush until it is clean; then give a thorough dose of fungicide, either gas or spray, the quickest and easiest to apply being formaldehyde gas. For each 1,000 cubic feet of space use 10 ounces of formaldehyde and five of potassium permanganate. Pour the formalin over the permanganate in a deep container, and then leave the cellar immediately, because the gas is given off at once. Should it be found that these chemicals are too expensive, the department recommends a Bordeaux mixture of 5-5-50 strength. It may be applied with hand sprayer, pump, or broom; it is effective when thoroughly used and it does not cost much.

While there is no way to estimate the loss due to the neglect and uncleanness in potato storages, it is known to amount to a great deal, not only in spoiled human food but in rotten sacks, and in actual money spent in the labor of handling unmarketable material, and in lowered market value of what is left to put on sale. There never was a time, urges the department, when something to eat was so valuable as now, and when so much effort has been expended in food production. For the same reasons there never was a time when the prevention of this waste was so important. It is expecting too much, says the department, to look for potatoes fit for market from a dirty, ill-ventilated cellar. Time, money, and work spent in growing a crop are wasted if the potatoes are stored where dead potatoes are carrying over the organisms that cause rots. Dry rot attacks newly stored potatoes throughout bruises and wounds and spreads throughout the stored supply.

Tomato Shipping Methods.

Referring to the handling of tomatoes from grower to consumer, W. R. Dewar, Leamington, Ont., in the thirteenth annual report of the Vegetable Growers' Association of Ontario, suggests to growers who have to make long-distance shipments, and have no local market, the use of a pine box, ends 6x9½ inches, ½ inch thick; sides, 6x19 inches, ¾ inch thick (one piece); top and bottom, 9x19 inches, ¾ inch thick (two pieces). These boxes cost \$12.50 per 100, not including freight or corrugated paper used on the inside. The other package used is the 11-quart

vener basket, popular with nearly all in the trade. While no special grades are advertised, an inspector is employed, who goes among the growers and sees that the packages are put up in good order. There are designated grades, such as what is called the No. 1 tomato, clean, smooth and firm, free from bruise, split, sunburn, and of fair size. No. 2 is clean, firm, smooth, free from bruise, split and sunburn, slightly irregular and smaller than No. 1; and then come the culls. The No. 1 of fair size fills an 11-quart basket with three rows. The packing is done by individual growers under supervision of a company inspector. Later in the season, when the price drops below 50 cents, the No. 2 grade is not used, but is taken to the canning factory.

There is no center packing, as nothing could be gained by it. The company inspector travels among the growers in the morning and afternoon, and about 4 o'clock, when the tomatoes are in, he is on the shipping platform and watches every load that comes in. A government inspector is also there, to prevent fraudulent packing, and there have been instances where a grower has been made to repack his whole load where poor tomatoes had been put in the greater part of the basket, with good ones on top.

Vegetable Markets.

From reports received by the bureau of markets, United States department of agriculture, for the period August 26-September 2, prices of produce continued in a downward direction. In potatoes, some of the leading markets held fairly steady, but Minnesota white stock again declined fully 25 cents, ranging \$2.50-\$2.75 at Chicago and \$2.65 at Kansas City. Virginia Cobblers were slightly weaker at \$4.25-\$5. Shipping points also inclined toward slightly lower prices. Total shipments declined about 500 cars. Sweet potato prices were also weaker, Virginias declining quite sharply in consuming markets, ranging \$4-\$6 per barrel at New York, Philadelphia and Baltimore. Alabama stock was steady at \$2.25-\$2.75 per bushel hamper in western markets. Prices declined at Virginia shipping

points. New Jersey and New York yellow onions sold lower at prices varying from \$2.25-\$2.65, with some sales at New York as low as \$1.50 per 100 pounds. Western yellows also declined. Cabbage was fairly steady, Colorado being quoted at \$1.60 per 100 pounds at shipping points and \$3 for jobbing sales at Kansas City.

Prices of Indoor Fruits and Vegetables.

Chicago, September 3.—Cucumbers, 2-dozen box, 80 cents to \$1.00; celery, crate, 35 to 50 cents; head lettuce, 2-dozen 75 cents to \$2.00; radishes, per 100 bunches, \$1.00 to \$1.50; tomatoes, 4 baskets, 40 cents to 50 cents.

New York, September 2.—Celery (state), per bunch, 15 to 30 cents; cucumbers, 35 cents to \$2.00 per basket; mushrooms, \$1.50 to \$3.00 per basket; tomatoes, per pound, 3 to 5 cents; lettuce, per package, 50 cents to \$2.50; radishes, per 100 bunches, 50 cents to \$1.00.

Geraniums

Fuit, strong 2-in. per 101 \$2.00
Vlaad, strong 2-in. per 101 2.00
Ricard, strong 2-in. per 101 2.00
Dracaena indivisa, good thrifty stock for growing on 2-in. per 101 2.00

ELMER RAWLINGS, Allegheny, N. Y.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties my Specialty

Spring Stock

Write for List of

Soft Wooded Plants.

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PEK N. ILL.

Mention the American Florist when writing.

BEANS, PEAS, RADISH

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BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

English Catalogue on Application.

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DUTCH BULBS

ARE NOW
AFLOAT!
WRITE US.

We can make prompt shipments from Chicago or New York on these Narcissus Bulbs.

Order now for store sales or early forcing.



EMPEROR. Double Nose.

DAFFODILS

AMERICAN
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	Per 100	Per 1000
Emperor, Mammoth.....	\$2.75	\$25.00
Emperor, large, round bulbs ..	2.50	21.00
Princes Maximus, fancy grade..	1.75	15.00
Bicolor Empress, fancy grade....	3.00	27.50
Bicolor Grandis (Grandee).....	2.25	20.00
Obvallaris (Tenby Daffodil) fancy	2.00	18.00
Sir Watkin, fancy grade.....	3.00	27.00
Barri Conspicuous, fancy grade..	1.50	12.50
Jonquilla Rugulosus.....	1.25	11.00
Poeticus (Pheasant Eye), fancy..	1.00	9.50
Poeticus Ornatus, fancy grade..	1.25	11.00

PAPER WHITES

12 to 13 ctms.

READY

Larger Sizes Next Week

FREESIAS

IMPROVED PURITY

Size	Per 1000
5/8 to 3/4 in., extra fine . .	\$12.00
1/2 to 5/8 in., good grade . .	7.50
1/2 in., plump bulbs . . .	5.50
3/8 to 1/2 in., regular grade .	4.00



COLD STORAGE LILIES

GIGANTEUM

	Per case
7 to 9 in. (300 to case).....	\$20.00
10 to 11 in. (180 to case).....	27.00

SPECIOSUM ALBUM

	Per case
8 to 9 in. (300 to case).....	\$18.00
9 to 11 in. (140 to case).....	17.00

SPECIOSUM RUBRUM

	Per case
9 to 11 in. (140 to case).....	\$14.00
10 to 11 in. (125 to case).....	15.00
11 to 13 in. (90 to case).....	15.00

AURATUM

	Per case
8 to 9 in. (160 to case).....	\$11.00
11 to 13 in. (75 to case).....	13.00

VALLEY PIPS

DUTCH GROWN. Per 1000, \$27.50

CALLAS

	Per 100
1 to 1 1/4 in.....	\$4.50
1 1/4 to 2 in.....	7.00
2 to 2 1/2 in.....	9.50
3 1/2 in. up.....	11.50

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

Mention the American Florist when writing

FREESIA

Purity Mammoth

size, also 5/8 and up.

Freesia refracta alba, 5/8 inch.

Sweet William, single, mixed, fine strain.

Cyclamen Seed. Finest American grown from the very finest strains.

Prices on application.

J. M. THORBURN & CO.

53 Barclay St., thro to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing.

R. & M. GODINEAU

SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips, Growing Crops Given Personal Attention.

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Seed Packets for 1919

Should be Ordered at Once

We make all Packet sizes.

Larger bags for counter and package trade up to two pound or more.

Catalogue Envelopes. Return Envelopes. Coin Envelopes.

THE BROWN BAG FILLING MACHINE CO.
FITCHBURG, MASS.

Mention the American Florist when writing.

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High Grade Seed.

TOMATO, Pepper, Egg Plant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn, on Contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

Park Sup'ts. Convention Postponed.

The annual convention of the American Association of Park Superintendents, which was to have been held this year at Hartford, Conn., has been, on account of unusual conditions, indefinitely postponed.

JACOB F. FOSTER, Pres't.

Cornuses in England.

Although this beautiful small tree or shrub cannot on the whole be described as an unqualified success in all parts of this country, there are places where *Cornus florida pendula* thrives exceedingly well. In several Surrey and Sussex gardens, especially where the situation is somewhat elevated, the cultivation of *Cornus florida* and its varieties gives no difficulty. We know from the way it succeeds in the eastern states of North America, even as far to the north as Boston, Mass., that the tree is very hardy, but there the division between winter and spring is sharply defined. In many gardens in Britain this cornus is excited into growth too early, and its crop of flowers is ruined by the frosts that come later. A position sheltered from the north and east is no doubt best suited for it, otherwise it may be fully exposed to the sun. The late Mr. Chambers of Haslemere, had great success with it. His garden at Grayswood Hill is about 300 feet above sea level, and he used to recommend for this cornus, sandy loam and a situation exposed to full sunshine. *Cornus florida* is a native of the eastern United States, from Massachusetts to the extreme south. It reaches even the mountains of northern Mexico. According to Prof. Sargent, it is sometimes, though rarely, 40 feet high. With us it is rarely seen more than 15 feet high. What is commonly termed the "flower" is really an involucre of four bracts that surrounds the small, round cluster of true flowers. The "flower" is 3 to 4 inches across, white in the typical form and in the pendulous variety, but bright rosy red in the var. *rubra*. When seen at their best, which is in late May, there are few more beautiful shrubs than these. Three other species with similarly showy involucres are grown in this country: *C. Nuttallii*, from the Pacific coast, with bracts even larger than those of *C. florida*, and creamy white flushed with pink; *C. Kousa*, from Japan, with narrower bracts, expanding in July (both these seem better fitted for our climate than *florida*); and *C. capitata* (*Benthania fragifera*), only hardy in the mildest counties. Mr. Wilson, during his Chinese explorations, introduced a form of *C. Kousa* from western Hupeh which seems quite distinct from the old Japanese type in its freer growth and larger "flowers." It is probably growing in several gardens under his number 223, and is a very promising small tree.—London Gardeners' Chronicle.

National Association of Gardeners.

The annual convention of the National Association of Gardeners will occur at Cleveland, September 24-26. The local convention committee, consisting of Herman Knobbe, Walter E. Cook, Frank A. Friedley, M. A. Vinson, R. P. Bryden, Luther Wells and H. P. Rapley, have left nothing undone to make the event a memorable one, and are looking forward to a large attendance, both from distant and nearby points. Business is to be the keynote of this convention, and the subjects selected for discussion, will furnish material for thorough consideration of the gardener's relation to the war, and the conditions to be met during the reconstruction period.

The programme follows:

TUESDAY, SEPTEMBER 24.

Morning—
Registration of members.
Executive meeting.
Afternoon—
Opening of the convention by Chairman Herman Knobbe.
Address of welcome by Mayor Davis.
Reply by M. C. Ebel.
President Weller's address.
Secretary's report. Treasurer's report.
Reports of standing committees.
Reports of special committees. Communications.
Consideration of 1919 meeting place.
Nomination of officers.

Evening.
Illustrated lecture by J. Otto Thilow, Philadelphia, on the "Flora of Hawaii," to which the members of the Cleveland Garden Club and Florist Club are invited.

WEDNESDAY, SEPTEMBER 25.

Morning—
Election of officers. Unfinished business.
Paper by Edwin Jenkins, Lenox, Mass., on "The Gardener and the War."
Discussion.
Afternoon—
Visit to Cleveland's private estates and public park system.
Evening—
Banquet.

THURSDAY, SEPTEMBER 26.

Morning—
Unfinished business—
Paper by M. C. Ebel, Madison, N. J., on "The Gardener's Opportunity After the War." Discussion.
Afternoon—
Bowling contest.

CONVENTION ARRANGEMENTS.

The Hotel Hollenden has been selected as the headquarters of the association, where the business sessions, lectures and banquet will take place. Members traveling from a distance should provide for their railroad transportation at an early date to avoid disappointment with last minute arrangements.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
Ant. Wintzer, Vice-Pres.

ments. A party will leave by way of New York on the evening of September 22. Eastern members desiring to join this party should communicate with the secretary of the association. Members desiring to join the Chicago party should get in touch with Ex-President Thomas W. Head, Lake Forest, Ill.

St. Paul, Minn.

DEMAND IS NORMAL.

The past week wound up vacation time and conditions remain normal—funeral work plentiful and general business quiet. Stock is ample and of fair quality. Roses and carnations are in good demand while chrysanthemums are fair sellers. Good outside stock is practically off the market; an abundance of poor quality flowers, annuals and perennials, are all that are to be had.

NOTES.

The census of greenhouses demanded by the government shows 33 firms operating commercial greenhouses. Five of that number will either close up or tear down their houses.

Those florists that compete at the state fair next week are busy preparing their exhibits.

Visitors: A. Claussen, Albert Lea, Minn., and J. Shotwell, Fargo, N. D.

C. R. F.

PEONIES

30 acres. Can supply your wants.

Write for Catalogue.

Gilbert H. Wild

Sarcoie, - Missouri

Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.

EUREKA, CALIFORNIA.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.

Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstowne June, N. J.

PEONIES

ASK FOR OUR CATALOG
OF 200 VARIETIES

Stock guaranteed healthy, true to name, and at reasonable prices.

We sell to many
Peony Specialists.

S. G. HARRIS, Box A, Tarrytown, N. Y.

SPECIAL!

Boston Ferns

We have 6 houses 28 x 300 feet, devoted to pot grown Boston Ferns, in 6, 7 and 8 inch pots.

Our special this week is our 8 inch regular \$1.00 size at **85c** each.

These plants are **exceptionally fine**, perfect, bushy plants, ready for sale in any retail establishment.

Order quick before we exhaust these plants for they are a real bargain.

THE GEO. WITTBOLD CO., L. D. Phone, Graceland 1112.
745 Buckingham Place, CHICAGO

To Growers and the Trade

SPECIAL OFFER OF NEW AND RARE

DAFFODILS

King Alfred, Weardale Perfection, Lord Roberts, Van Waveren Giants
First Size Bulbs, True to Name.

35/- per 100, £15 per 1000. Package free for cash.
These are money makers.

Giant Trumpet Daffodi's

These are the best commercial Daffodils and realize highest prizes in London markets.

J. DICKSON, GROWER OF RARE BULBS
30 Carlisle St., BELFAST, IRELAND

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Mention the American Florist when writing

GERANIUMS

ROOTED CUTTINGS.

For delivery Oct. 1st to Dec. 15th. S. A. Nutt, per 1000, \$12.50; Ricard and Poitevine, per 1000, \$15.00. For delivery Dec. 15th to Feb. 15th. S. A. Nutt, per 1000, \$15.00; Ricard, Poitevine, per 1000, \$17.50. Parcel post delivery made at actual cost. Bill sent with shipment. Cash for cuttings to accompany the order.

ALBERT M. HERR, LANCASTER, PA.

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

Good, Strong, Field-grown CARNATION PLANTS

All Varieties absolutely healthy. Write for quotations.

C. U. LIGGIT
352 Bulletin Bldg. Philadelphia, Pa.

Seasonable Stock

READY NOW

Bougainvillea Glabra Sanderiana—Well shaped, trimmed plants, 4-in. pots, \$25.00 per 100.

Genista—5-inch, special stock, well trimmed and heavy, \$30.00 per 100.

Ficus Elastica—4-inch, 10 to 12 in. high, \$40.00 per 100.

Hydrangea, French Type—Hamar, Vibraye, Chautard, E. Mouliere, 5-inch—3 to 4 branches, \$30.00 per 100; 4-inch—2 to 3 branches, \$20.00 per 100; heavy field grown for tubs—7 to 10 branches, \$40.00 per 100.

Kentia Belmoreana—2 1/4-inch, heavy, \$10.00 per 100; 3-inch, heavy, \$20.00 per 100.

Ferns—*Cyrtomium Falcatum*, 2 1/2-inch, \$3.50 per 100, \$30.00 per 1,000; *Aspidium*, 2 1/2-inch, \$3.00 per 100. Birds Nest Fern, 2 1/2-inch, \$8.00 per 100; 3-inch, \$15.00 per 100.

Asparagus Sprengeri—2 1/4-inch, \$3.50 per 100, \$30.00 per 1,000.

The Storrs & Harrison Co., Painesville, Ohio

If interested in CHRISTMAS HEATHER

It will be to your advantage to communicate with

Yours truly,

A. L. MILLER
JAMAICA, N. Y.

Mention the American Florist when writing

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, page 612. Correspondence solicited.

Mention the American Florist when writing

CHARLES H. VICK, Pres. GEORGE B. HART, Sec'y and Treas.

Primula Malacoides

(Townsendl) Improved Type

Transplanted Seedlings.

\$3.00 per 100; \$25.00 per 1000.

Primula Obconica Grandiflora

\$3.00 per 100; \$25.00 per 1000.

HART & VICK, Inc.

55 Stone St., ROCHESTER, N. Y.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

Asparagus Sprengerii, 2-in., \$3.00; 3-in., \$6.00 and 4-in., \$10.00 per 100. File bushy plants. AT HENRY SMITH, Grand Rapids, Mich.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus Sprengerii, 2½-in., \$3.50 per 100, \$30.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

ASPLENIUM.

Asplenium Nidus Avis (Bird's Nest Fern). We offer fine, well furnished plants at 50c, 75c, \$1.00 and \$1.50 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

BULBS.

Bulbs, Lily. For autumn and winter, from storage. Giganteum, Speciosum Album, Speciosum Rubrum and Auratum. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs, Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, Lillium Giganteum, from cold storage, 7-9 (300 to ease). Write for prices. Chas. Schwabe & Co., Inc., 90-92 West Broadway, New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Avenue, Chicago.

CALLAS.

Callas, home grown, fine stock, ready in August. For sizes and prices, see advertisement on front cover of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CARNATIONS.

FIELD-GROWN CARNATION PLANTS.

Positively the best obtainable. Order early.

	100	1,000
Carnegie	5.00	45.00
Victory	6.00	50.00
Alice	6.00	50.00
Matchless	6.00	55.00
White Enchantress	6.00	55.00
White Wonder	6.00	60.00
Thanatosis	6.00	55.00

WIETOR BROS.

162 N. Wabash Ave., Chicago
L. B. Phone Randolph 2081.

CARNATIONS.

Extra fine and stocky field grown carnations for western florists, in the following varieties at \$60.00 per 1,000. White Perfection, Alice, White Enchantress, Miss Twee, Enchantress Supreme and White Wonder. THE PIKES PEAK FLORAL CO., Colorado Springs, Colo.

Carnations. Field grown. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

DAFFODILS.

Daffodils. For varieties and prices see display advertisement in this issue. J. Dickson, 30 Carlisle St., Belfast, Ireland.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Massangeana and Fragrans. For sizes and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

ERICAS.

ERICAS.

Young stock for growing on. Strong, healthy plants out of 2½-in. pots. Biggest percentage will set buds and bloom for September and October delivery.

	Per 100
Fall varieties:	
Gracilis Autumnalis	\$12.00 per 100
Ovata	12.00 " "
Xmax varieties:	
Fragrans Melanthera	15.00 " "
Regenermans	15.00 " "
Pres. Carnot	20.00 " "
" Felix Faure	20.00 " "
King Edward	20.00 " "
Easter varieties:	
Cupressina	20.00 " "
Persulata Rosa	15.00 " "
Alba	15.00 " "
Translucens	25.00 " "
Packing charges, 50 cts. for each \$10 value.	
Terms: Cash with order, please.	

ANTON SCHULTHEIS.

316 19th Street, College Point, N. Y.

FERNS.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Foehlimann Bros. Co., Morton Grove, Ill.

FERNS.

Ferns, Cyrtomium Falcatum, 2½-in., \$3.50 per 100, \$30.00 per 1,000; Aspidium, 2½-in., \$3.00 per 100; Bird's Nest Fern, 2½-in., \$8.00 per 100; 3-in., \$15.00 per 100. The Storrs & Harrison Co., Painesville, O.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

BOSTON FERNS. Bench-grown, grand stock. \$20.00 and \$25.00 per 100. Ready for 5 and 6-in. pots. CARL HAGENBERGER, W. Mentor, O.

Ferns. Boston, fine perfect hardy plants. For this week only. 8-in., 85c each. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

Ferns, Boston, 2½-in., heavy, \$6.00 per 100, \$55.00 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Asok, Minn.

FREESIAS.

FREESIAS. Improved Purity. Jumbo ¾ to 1 inch, per 1,000, \$17.00; extra size, ¾ to ¾-inch, per 1,000, \$12.00; ½ to ¾-inch, per 1,000, \$7.50; ½-inch, plump, per 1,000, \$5.50; ¾ to ½-inch, per 1,000, \$4.00. Write for samples. VAUGHAN'S SEED STORE, Chicago and New York.

FREESIAS.

Freesia Purity, mammoth size, also ¾-in. and up; refracta alba, ¾-in. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Freesia bulbs. For sizes and prices, see advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Freesia Purity, ¾-¾ in., \$4.50 per 1,000; ¾-¾ in., \$7.50 per 1,000. The San Juan Bulb Co., 76 Chilverton St., Santa Cruz, Calif.

GENISTAS.

Genista, 5-in., special stock, well trimmed and heavy, \$30.00 per 100. The Storrs & Harrison Co., Painesville, O.

GERANIUMS.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GERANIUMS.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Poitevine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

HARDY PERENNIALS

Hardy field-grown perennials. Aquilegia, Canterbury Bells, Delphinium, Digitalis, Pyrethrum, Shasta Daisy. Good, strong plants, \$2.00 per 100. Send for complete list. JOHN F. HAUSER, Bayfield, Wis.

HEATHER.

Christmas Heather. If interested it will be to your advantage to communicate with A. L. Miller, Jamaica, N. Y.

HYDRANGEAS.

Hydrangea, French type: Hamar Vibraye, Chautard and E. Mouliere, 5-in., 3 to 4 branches, \$30.00 per 100, 4-in., 2 to 3 branches, \$20.00 per 100. Heavy field grown for tubs, 7 to 10 branches, \$40.00 per 100. The Storrs & Harrison Co., Painesville, O.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids. 8,000 Specimen Cattleyas, all in -death. Edward Leith, P. O. Box 301, Edgewood, R. I.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms. Latania Borbonica, 4-in., 18-in. high, 1 to 2 leaves, \$2.00 per dozen, \$15.00 per 100. The George Wittbold Co., 737-739 Buckingham Place, Chicago.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, nicely variegated, large specimens only, at \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

PANSIES.

Pansy plants, strong, stocky, thinly sowed seedlings, "Superb Strain," \$3.00 per 1,000, \$8.25 per 2,000. Cash. Ready now. These plants and strain will please you. BRILL CELERY GARDENS, Kalamazoo, Mich.

PEONIES.

Peonies, guaranteed healthy, true to name, and at reasonable prices. Write for catalogue of 250 varieties. S. G. Harris, Box A, Tarrytown, N. Y.

Peonies. 30 acres. Can supply your wants. Write for Catalogue. Gilbert H. Wild, Sarcozie, Mo.

Peonies, Festiva Maxima, \$10, and others. (ONARD) & JONES CO., West Grove, Pa.

PEPPERS.

Bird's Eye Pepper. Fine, bushy, beautiful plants, 3-in., \$8.00 per 100; 4-in., \$12.00 per 100. CARL HAGENBURGER, W. Mentor, O.

POINSETTIAS.

Poinsettias, 2½-in., \$6.50 per 100, \$60.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

PRIMULAS.

Primula Malacoides, transplanted seedlings, \$3.00 per 100; \$25.00 per 1,000. Obconica Grandiflora, \$3.00 per 100; \$25.00 per 1,000. Hart & Vick, Inc., 55 Stone St., Rochester, N. Y.

Primula obconica, 2½-in., \$4.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

ROSES.**EXTRA FINE 2½-INCH ROSE PLANTS.**

White Killarney	100	1,000
Sunburst	4.00	35.00
George Elgar	5.00	45.00
	4.00	

WIETOR BROS.,

162 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2081.

Roses. Own root, 2½-in. for benching. Aaron Ward, Opheila, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. Milady and Richmond, \$7.00 per 100, \$65 per 1,000. ¾-in. stock, \$35 per 1,000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

Rose plants. Pink and White Killarney, Maryland and Sunburst, fine stock, 3-in. pots, on own roots, \$6.00 per 100; 4-in., \$8.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

See ad Aug. 24 or send for complete stock list. Leslie Co., Expert rose growers, Springfield, O.

SEEDS.

The Floriculture, St. Remy de Provence, France, is offering Pansy Seed, giant unrivaled monsters in very brilliant shades, 1 oz., 12 shillings. Cyclamen, Primula, Cineraria, Aster, etc.

Seed. Cyclamen, Giant English grown. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint, and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedenboro, N. J.

Seed, cyclamen. Finest American grown from the very finest strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

SEEDS.

Seeds. Winter-flowering sweet peas. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George B. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onions, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, wholesale field and garden seeds. J. Boigiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, monarda, gerbera in variety. Waldo Rohrbert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seed. Mitchell's Pansy. For varieties and prices see advertisement elsewhere in this issue. Henry F. Mitchell Co., 518 Market St., Philadelphia, Pa.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Flower and vegetables. Renowned specialties. Sale to seed merchants only. JOS. PAQUET, seed grower, Nice, France.

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FUNERAL DEMAND VERY GOOD.

This section has passed through the hottest and driest period, and as far as the floral world is concerned, finds itself at the opening of a new season, a little disfigured, perhaps, but "still in the ring." On the whole, business has been good. It is true, more so with funeral work than in any other branch of the trade, and this has kept up splendidly. The supply has been limited throughout the season, but still enough to keep up with the demand, and such flowers as have been on hand, are all the more beautiful by force of contrast with the burnt up and parched condition of the rest of the country. Asters have come in to some extent, but are nothing to brag about, being rather small and insignificant. Gladioli is the only thing that has kept luxurious, and it has served many a purpose. There are some lilies, and a few carnations are being cut from the new stock, but mostly with short stems. Some of the growers are having good success with the Columbia rose, which is giving good satisfaction and promises to become a favorite, both with the grower and the buyer. To meet extra calls, some flowers are being shipped in, asters, carnations and roses. Chrysanthemums are in good shape for the opening up of trade and everybody seems to be very forehanded with these choicest autumn favorites. Other plants and flowers are in good condition, and other conditions being favorable, portend a successful season. The location of the million dollar "powder plant" in this locality has loosed a lot of dollars in the community, which has indirectly helped the florists, for prices are good. But in another way the plant has been a great drawback, making labor scarce and hard to get, and running wages way up yonder to the sky high mark.

NOTES.

The new draft age catches others in the floral business, not before liable and among others are the Geny Brothers. They are of French extraction, but are thorough out and out 100 per cent Americans, and are more than willing to fight their country's battles. Both Oscar Geny and Leon H. Geny have large and interesting families, many of whom are yet of tender years.

Shipments of Paper Whites and Romans are expected, but have not yet come in. All the local florists clubbed together and ordered a carload of lily bulbs from Japan, but were disappointed, but succeeded in getting a carload of Harrisii from Bermuda.

The coal and wood situation has been satisfactorily adjusted, and unless there is an unusually cold season, and there could hardly be two successive winters as severe as the past, the growers in this section, are well prepared to meet the season's demands. M. C. D.

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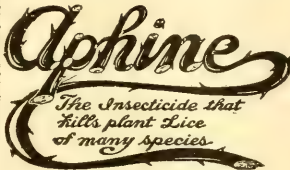
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Vol. LI.

CHICAGO AND NEW YORK, SEPTEMBER 14, 1918.

No. 1580

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of American Florists New Draft Will Not Close Industry.**

Reports Branded Untrue.

At a special meeting of the Florists' Club of Philadelphia, held on the evening of September 10, with more than 100 in attendance, the occasion being full of snap and enthusiasm from start to close, two interesting communications bearing on a subject of vital importance to the trade of the entire country at the present time, received from Wm. F. Gude, Washington representative of the Society of American Florists, were read, as follows:

"Wm. F. Gude, Washington, D. C.

Mr. Schwartz attended our florists' club meeting last night and Charles Grakelow, of whom you have probably heard, made the statement that there is a new ruling from Washington direct from General Crowder that all retail and wholesale florists are in the non-essential class and will either have to get women or men over draft age; also, that any one within the draft age up to 36 years will be in the military draft, and those between the ages of 36 and 45 will have to secure employment in munitions or war work. Have you heard anything of this new ruling? It will mean that 75 per cent of the growers will be put out of business and wrecked. As I told you we are now down to six growers at our large place. Mr. Grakelow says this is up to the draft board entirely and not the labor commission. Have you heard anything about such a ruling and what would you advise? I have no doubt but what you have had a communication of the same nature and advice to one will do for all.

ALEXANDER SCOTT."

Mr. Gude's reply to the above was as follows:

"My dear Mr. Scott:

I have been waiting for some time to get first hand information on this proposition for myself and which I could officially give to the florists of the country. General Crowder is a very busy man, but granted me an interview. I showed him your letter. He read it and said you could have answered it yourself, and that such statements said to come from him are absolutely untrue and that there never was any idea of closing up the florists, nor is there any now. This is absolutely authentic, coming from the lips of General Crowder himself, and this should reassure your men, because they can stay and grow flowers without fear of being forced into war work, except, of course, they may have to go as soldiers. But, whatever comes, the war board has no intention of closing up any industries, and this reaffirms what I have been giving to the trade papers for the past 12 months. Florists should not be unduly exercised over the non-essential question."

Early Closing Approved.

The suggestion of Charles H. Grakelow, relative to concerted action in early closing of flower shops as a local heat and light conservation measure received the endorsement of the club, and the fact that Mr. Grakelow's efforts for the betterment of the business in general is appreciated was attested by the unanimous standing vote he received at the close of his talk.

National Publicity for Flowers.

The fall season for the florist is now opening. What are the prospects for good business? Are flowers in the public mind? Just how these questions should be answered entails considerable thought. One question hinges upon the other—an affirmative answer to the latter would furnish the answer we all would desire for the former.

Supposing that, just now, flowers are not in the public mind—and who is optimistic enough to say they are? It would naturally occur to anyone that the best thing to do would be to exploit them, so that they might command the attention we require. Our publicity committees did this thing just prior to St. Valentine's day this year, with the result that the public sat up and took notice—never before did the florists do so much business for this particular festival. The same course was taken in regard to Mothers' day, and the result was the same—the greatest business ever done in connection with this memorial day. And, when we come to think of it, these days are "made" days—made by publicity, made by exploiting flowers for use on these occasions, made by effort put forth mainly by florists themselves, through proper organizations.

The public mind is most receptive. Any idea which is properly put forward and aggressively pushed is sure of a good reception, provided it of itself is good. The idea which we have all along entertained, that the public would accept proper suggestions tending to a wider and greater use of flowers in the home, being a good one has been kindly received, and, in consequence, we have enjoyed the benefit of a demand which has surprised many of us who have had regard to the depressing influence of these war times. It is highly necessary that the work of our committees which has resulted in so much publicity for our products should be kept up. Their efforts should not be curtailed in the least; they should even be greater than before.

We are nearing a crisis in our national affairs which points to times of greater depression and, therefore, the need of intensive stimulation of demand for flowers and plants. We are confronted with our annual avalanche of chrysanthemums, which this season is expected to be abnormally large. As we all know, this crop is an expensive one to raise, and its value in the aggregate immense. It must be moved, and moved profitably. Our committees are called upon, through publicity channels which they have planned, to assist in the effort which all must put forth to get this crop into the homes of the public, as well as to stimulate the demand for other flowers in season.

The committees can perform their part if the trade will furnish the wherewithal—the amount of money needed to complete the publicity campaign fund of \$50,000 which was asked for at the outset. Only \$6,000 more is required to insure the completion of the committees' carefully thought out plans for 1918. Already liability is being incurred looking to the consummation of these plans, and every penny of the fund will be needed.

Surely the florists who have not already subscribed will lend their help by sending in at once what contributions they can. Many hundreds of their brethren have already contributed generously, in many cases dupli-

cating subscriptions made earlier in the campaign. This is no class project—retailers, wholesalers, and growers are all benefited.

JOHN YOUNG, Sec'y.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The business of early September is often disappointing, particularly as frequently happens, there is a period of extremely hot weather. It does not do to become discouraged, however, as it will not be long before a continuous demand will keep the limited force constantly on the go. The matter of help is going to be a serious problem the coming season, particularly in the larger stores. The solution is the employment of women, who, after they ac-

small cost, and will be found profitable both from the sale of flowers from stock, and the taking of orders for the roots to be delivered in the spring. Almost any of the large growers will furnish flowers at reduced rates for exhibition purposes, charging the discount to publicity. The card announcing that orders are being taken for any of the varieties for spring delivery, must be conspicuously displayed. All publicity features of this kind are sure to bring in returns; in fact, no week during the busy season should be allowed to pass without a seasonable feature of some description. These events should be well thought out and arranged for in advance so that the stock will be on hand and the proper window and store cards ready to put in place.

Very few florists recognize the great selling value of show card announcements used in connection with displays of goods in store or window. People will frequently stop to see what the card or cards read, who would otherwise pass the window unnoticed. Just a price card is often sufficient to start things, while a reduction shows immediate results; a 25-cent drop on a \$1.50 fern had the effect, one shopkeeper said recently, in cleaning out a window full in a couple of days, which had stood for some time stationary.

Always have a few small made-up baskets or bouquets on hand to sell, or where occasion warrants, to present to customers. The tiny colonial bouquet in a fringed bouquet paper, is just the thing to hand to a lady who has left a good order or, perhaps, has called to pay a bill. A flower must also be given to all the little ones who accompany customers. The small well filled tumbler basket, standing on the counter or card writing desk, is very apt to take the customer's fancy, and become an added item of the order.

Have you tried the bird's nest fern? This is, as yet, almost a novelty, but is fast coming into use as a satisfactory house plant. It is unique in that it is salable in all sizes from the baby two-inch up to the large eight-inch pot. It's broad, light green, glossy foliage is very striking.

Some delinquents may have returned by this time. Give them an earnest appeal, mailed in a plain envelope. It will often do better than a messenger whose object is quite likely to be guessed and is told that Mr. Smith is not in.

Only a few thousand dollars is now required to take the S. A. F. publicity fund over the top to its \$50,000 goal. Get in quick with your "ten dollar William" or more. Identify yourself with this movement. Secretary Young will send you at once all the advertising matter to which you are entitled. Get the beautiful sign, "Say It With Flowers." It will bring wonderful returns. Do it today. The address is, 1170 Broadway, New York.

Flower Shop Labor Problem.

As long as there is a responsible head remaining to take command, it is quite possible to keep up the work of the flower shop and continue the business in the main at least, as usual. Members of the craft from all over the country, in response to their patriotic feeling, and taking their places as called in the ranks, have greatly depleted the working forces of the industry. The retail shops have given at least half their active men, while in many cases, only those well advanced in years remain. These places must be filled if the business is to be kept going and the



Dahlia Basket

quire the practical knowledge, will be found of great assistance in every department.

The decorative features of the inside of the store should always receive earnest attention. The well dressed shop always gives a good impression, implying that orders left will be well executed. With abundant supply of all outdoor flowers, foliage and grasses, such as hydrangeas, gladioli, hardy asters, oak and pine branches, golden privet sprays, with eulalia and other grassy plumes, there is inexpensive material in quantity that can be used, and also at times sold to good advantage.

There are some of the hardy asters in shades of blue, which add a life in color combinations that is particularly pleasing. With their loose spray formation, they are very effective with pink roses, rubrum lilies, and light pink tints of gladioli. They are all affected by draughts, but certain varieties that last much longer than others are quite extensively grown in some localities.

The fall or opening of the season circular, or card, should go out about September 23. Some of the trade find it good business to have at this time a dahlia show, making an invitation to call and see the display a feature of their message. Such an exhibition, staging quite an assortment of varieties, can be given at comparatively

shop open to receive its brave and loyal men on their return.

This industry is, perhaps, fortunate in that it furnishes congenial employment with pleasant surroundings for women. While the great majority of employes in the shops all over the country have heretofore been men, yet quite a number have used women, as bookkeepers or salesladies, and in other branches have found them valued assistants. In all the large cities and communities, there are stores owned or conducted by women, which are in the main quite as successfully managed as those of the same grade operated by men.

Here, then, is the solution of the problem—employ women. They are equally as diligent, as intelligent and even more faithful than the majority of the sterner sex. They are quick to learn, and soon acquire the knowledge of stock and prices necessary to enable them to wait on customers. Young women of any special training, particularly bookkeepers, stenographers, and those of good schooling, have been in great demand in offices, banks and business houses, there not being nearly enough to take the place of the young men called to the colors. Those of middle age, however, without such training, are not to be despised; in fact, preferred, they being what are known as settled, whose thoughts and minds are more easily concentrated on the business, and who still have many years of usefulness before them. They must be encouraged by good salaries, which is always an incentive to bring out one's best endeavors.

Prices are to be higher the coming season. They must be, with the tremendous labor demand with unheard of prices being paid from the lowest grades upward. There will be a good demand for flowers which people will expect to find higher in price and the trend will, when the books are balanced, have nothing to show for his season's work.

With an organized and dependable working force, and the establishing of a higher range of prices that will guarantee an income, under economic management, sufficient to carry on the business, there should be little, if any, worry about the future.

Store Openings.

This is the season of the fall store openings, when, with the new goods of the latest styles, the shops are given their best settings. It is the practice with many to bring in the florist and have him, with his plants, flowers and decorative art, add a finishing touch to the display. To do this work satisfactorily, the decorator must be prepared with the necessary accessories. The most essential of these are folding lattice screens, pedestals in all sizes, pot covers with inside tins, tall floor cut-flower vases and others, not easily overturned, for the tops of cases.

Space in all stores is valuable; there is seldom room for any grouping. There are, however, vantage points on the floor, to which the addition of specimen palms gives good decorative effect. All valuable plants should be placed in baskets, with tins that will hold water, as the decorations are generally for from three days to a week. A tall, slender palm, if placed in rather a large basket, can be made very effective by the addition of smaller palms, ferns and vines. These, taken out of the pots, wrapped in cheesecloth and packed closely with moss, will, when watered,



DAHLIAS IN A JAPANESE VASE.

last without much attention. Oak leaf branches, placed in a fibre jar tied to the back of a palm, will give a bushy effect, the decorative feature of which is helped with hydrangea heads. For the tops of cases, pot covers with inside tins filled with sphagnum and water, are better and more solid than vases, and look very effective when filled with oak sprays, hydrangeas, tritomas, hardy aster sprays filled in much the same way are conspicuous when tied well up on columns. Southern smilax is, of course, one of the best of decorative greens, but the oak branches make a very good substitute and when colored later on, work in splendidly with the smilax. Wherever possible, they should be in water, which adds considerably to their life.

Vases of dahlias here and there on low or counter cases, where they do not interfere, give a touch of color that is well worth while.

Many merchants would use such examples of the florist's art at this time if its efficiency was presented to them by energetic "get-there" salesmen.

Sphagnum and Clump Moss.

The material for mossing designs and baskets is an important feature of the stock of the retail florist. If

there is ample room; a supply of sphagnum sufficient for the needs of the season can be laid in early in the fall. In its various sized bales, it is convenient to handle and can be kept under cover almost indefinitely. Before a bale is taken from stock, the bin at the side or under the mossing bench should be swept clean; then as it is refilled the new material should be "teased" out, or pulled apart, taking out all roots, sticks and other objectionable materials. It should be dampened and kept moist, as it is then not nearly so friable and much easier to use in mossing up designs.

Fresh green clump moss is preferred by many florists, for the reason that it will take up and hold the moisture better than the sphagnum and is a trifle easier to make up, offering less resistance to the wire or sticks of the stemmed flowers. Clump moss is much heavier than sphagnum and in large designs that have to be packed in comparatively light boxes, is objectionable on this account. Wreaths and other forms, when mossed ahead, are much better done with sphagnum, as the fresh green moss gets very hard and dry if kept any length of time.

Modern Flower Shop Methods.

Paper by A. Lange, read at a meeting of the Chicago Florists' Club, September 5, 1918.

The retail florist's business requires undivided attention. New ideas and inspirations are necessary to the maintenance of a successful flower shop; customers demand new creations, superior service and alert and courteous salespeople. One of the greatest assets is

specialty of plateau baskets, was manager. These were usually arranged in six or eight sections, each of different flowers. One day, I mentioned the beautiful baskets I had seen in this window to Mr. Farrell, and I am leaving what he said in reply to your imagination.

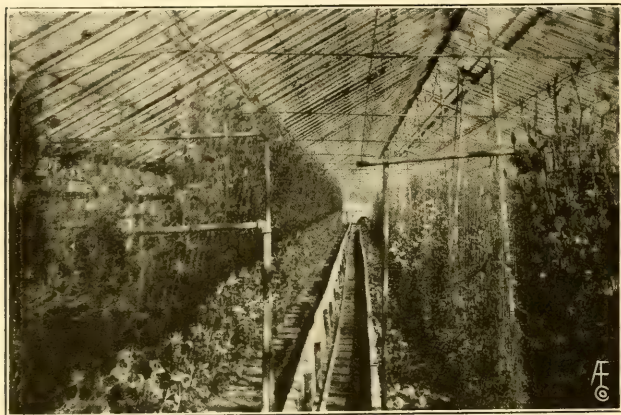
The retail business is to quite an extent at present, and will be, for the

practically doubled in price within the past two years. In regard to corsage bouquets and other flowers, where the sale amounts to less than \$1, there should be an extra charge of 10 cents for the box, and if delivered, a charge of 10 cents for cartage. Flowers sent out of town by express or parcel post on Saturdays, are as a rule, not delivered until Monday, and it is wise to notify persons for whom they are intended by wire, the charges of course to be paid by the person ordering the shipment.

Roslyn, Pa., Growers.

Adolph Farenwald is a loyal citizen, and when the special appeal of the food administration was made last season for vegetables, he determined to help out, and began last fall by running a combination of vegetables and cut flowers. A large house devoted to sweet peas was planted with lettuce which bordered the sweet peas on either side of the beds. Beets and radishes as well as parsley were also planted. The stock came along nicely and Mr. Farenwald was delighted with the experiment; the first pickings were tried out at his own table and pronounced delicious. Then he called with samples on his near-by grocer friends, who admired the products but were not eager to buy. The lettuce had to come into competition with the southern outdoor product, which, while not so crisp and tender as the greenhouse grown stock, heads up better and does not break so easily in handling. His stock was, much of it, ready by the holidays, but try as he could nobody would buy it. He is now done with vegetables and will hereafter stick to the legitimate.

Mr. Farenwald is a noted rose grower. Mrs. Shawyer is the queen here. He has settled on this variety after a very discouraging experience with mildew the first two years. He finally was able to overcome this tendency. The plants even at the low temperature, at times during the past season, when it was difficult to keep the frost out, show scarcely any traces of blight. He has 14,000 Shawyers from two to five years old. Plenty of water and a



ROSLYN, PA., GROWERS.

Vegetables Grown With Sweet Peas at Adolph Farenwald's.

the neat arrangements of stock throughout the store, keeping baskets, wreaths, jardinières and novelties clean so as always to be presentable to customers, while flowers, the most important item, should at all times be artistically arranged in neat vases, the faded foliage removed and the stems clean.

The retail branch of the trade has made wonderful progress during the past 10 years and must continue to maintain its importance or it will be classed among the so-called non-essential industries and florists must comply with the various government orders and respond to campaigns for carrying on war work.

Let us also consider our immediate business problems. The wholesaler has for many years received orders from acquaintances, or persons, who, should they be refused by him, would naturally patronize the retailer. This business, taken by the commission man, has been termed as "red violet", and I believe that an understanding could be maintained so that the wholesaler would turn these orders to the retailer, perhaps on a commission basis, or as might otherwise be arranged. Some of the out-of-town florists send orders for delivery in the city to the commission houses, whereas the retailer should rightfully receive such business.

My experience in the florist business extends over a period of 35 years, starting with James Farrell in 1883, who was the originator of the loose arrangement of flowers in bouquets and baskets, the style up to that time having been similar to that employed in making up the colonial bouquet of the present day. At that time, the stiffer the arrangement, the better they pleased. I recall at one time looking into the store of Hovey & Co. on Wahash avenue, when Frank Benthey, who made a

duration of the war, conducted by women and we must give them great credit for the way in which they handle the situation.

In the matter of advertising, the appropriation for this purpose depends upon gross receipts. Of the total sales, five per cent should be set aside for high class publicity, and usually, for quick results, the best paper in town should carry your message, the effectiveness augmented by a cut of what you feature at the time.

In regard to expenses which have increased tremendously, we well know the situation with boxes, twine, etc.,



ROSLYN, PA., GROWERS.

House of Four-Year Old Plants of Mrs. Shawyer at Adolph Farenwald's.

little more heat is what, in a general way, is required. The ventilators in the rose houses had not been raised from the time the cold spell had set in early in December until the warm days of early spring. Bank the fires through the day and catch all the sun heat possible had been the practice here.

Liberty is seen at this establishment in good form. This is a variety which Mr. Farenwald says is coming back; in his estimation, it is better in every way than Richmond; also pays better than Hadley, as most growers do that variety. Several houses are given to Cecile Brunner, which he finds returns very well.

Edward Towill, whose place adjoins that of Mr. Farenwald, is another rose specialist. Ophelia and Sunburst are his principal standards. Next year, however, the entire place is to be planted with Mrs. Stotesbury, his new pink seedling. This is unquestionably a good variety, a very vigorous grower and free as Killarney. The parentage is Joseph Hill x Maryland seedling x Milady. The shape of flower is much the same as Mrs. Shawyer, but a longer bud of a good bright pink. Another promising seedling being tried out by a number of growers, is Golden Gem. This is a seedling of Harry Kirk and Lady Hillingdon. It has a stouter stem than Hillingdon, as good a color and is very free, apparently the best yellow rose in sight. This is the home of Milady which has done so well in the west.

Victor Groschens, whose large ranges are close by, is another rose specialist who has made a great success with Mrs. Russell and intends to devote his whole place to it. All stock is grown in ground beds, raised about one foot, with cement borders. The spacing of the beds and walks is ideal. The walk is 14 inches, the base of the cement wall is five inches thick for four inches in height, then set back three inches, and from there is two inches thick to the top. On this receding ledge rests the single heating pipe, either side of the walk. The beds are four feet in width. Mr. Groschens had found good demand for all the Russells he can cut.

K.

Smilax.

John G. Esler, Saddle River, N. J., is a smilax specialist, who has grown this graceful vine in quantity for a number of years. It is planted on benches about 15 inches above the floor, underneath which are heating pipes. Much better root action and growth is obtained in this way, than when set out in ground beds. Four good crops are generally obtained, and some favorable seasons, a portion of the fifth.

The plants are kept in for the second year, at the end of which time the tables are almost a solid mass of roots. Much to his surprise, he had discovered smilax to be quite hardy as this refuse, thrown out and used to fill up a roadway, had the succeeding summer, thrown up vigorous shoots, and covered the ground with its foliage.

TORONTO, ONT.—G. W. Warren is planning to double the capacity of his new store on West Bloor street.

TORONTO, ONT.—The Fernery, conducted by Miss Cotterill, which has been closed during the summer, will re-open September 30.



ROSLYN, PA., GROWERS.

Rose Mrs. E. T. Stotesbury. Grown by Edward Towill.

CHRYSANTHEMUMS

Taking the Buds.

This is a part of the work that needs the closest attention at this time. Most of the buds on the early varieties have already been taken and are now beginning to be of good size. Some of the more backward plants have yet to be attended to; do not neglect these, but give them attention as soon as large enough to handle so as to make sure of an even batch of blooms in their proper season. Not all of the plants of any variety will set their buds so that they can all be taken at the same time; some of them will be several days apart, it being necessary to go over the plants two or three times before getting all the buds. A good plan is to make it a part of the routine work to attend to the disbudding on each batch of plants at least once every three days until all the buds are taken. The early part of September is a busy time in regard to taking buds. Varieties that are in season the latter part of October, together with most of the midseason sorts will be forming their buds and must receive attention to obtain the best results.

The term alluded to as "taking the bud," often puzzles the inexperienced grower of chrysanthemums. It applies to selecting the bud to be left to form

the flowers. Plants being grown for cut blooms having had the side shoots regularly removed during their season of growth, will, at certain periods, harden up the wood and form a cluster of buds or shoots at the top of their growth. Some varieties will do this two or three times during their season of growth, according to their strength. Extra strong, early propagated and early planted stock sometimes buds up three or four times during the season, forming a center bud surrounded by side growths. Up until August the grower's purpose is to remove the center bud and reserve the strongest side growth to go on into growth, but after the beginning of this month, these conditions are just reversed, the main object then being to select or leave the center bud to go on to form the flower. Very few of any buds other than the very early varieties, like Smith's Advance and Golden Glow and a few of the fancy exhibition sorts are selected before August 20. After this date, provided the plants have been properly cared for, buds can be taken as they appear.

This brings us down to the present time. From now on through September all buds should be taken as soon as they can be handled without bruising. The midseason sorts will be ready first, followed by the late varieties later in the month. First be sure the center

bud is in good condition, then remove those at each side of it and continue down the stem until all side buds and growths are removed. It is always best to start at the top of the plant and work down, rather than commence at the bottom and work up. Then, if by any chance the center bud is accidentally broken, one of the side buds can be left to make the flower. Extra care should be taken, because if the center bud is now destroyed any side shoot or bud will produce an inferior flower. After the plant is disbudded, all its strength is thrown into the development of the bud at its top. It therefore becomes necessary to watch closely the plants' requirements. Do not allow them to become dry at the roots or allow the suckers at the stool to overgrow and sap the strength from the plant before removing them. Another very important matter is to attend regularly to the spraying with insecticide to guard against the aphids working into the buds and ruining them.

FEEDING THE PLANTS.

After the buds are taken, the plants will be greatly benefited by an application of liquid manure every eight or 10 days, according to their needs. The question of feeding depends greatly upon the purpose for which the blooms are intended. The expert grower, whose principal object is to turn out blooms of enormous size for exhibition, lays his plans at the commencement of the plant's growing season, providing them with a rich compost to start out in, and gradually encouraging them by stimulation with such commercial fertilizers as he considers is best for the purpose he has in view. In other words, size of bloom is what he is after, and accordingly pushes his plants to the limit to obtain it. This high pressure cultivation makes the blooms very susceptible to adverse conditions at time of blooming, and very often during periods of extreme heat, when the petals are unfolding, a great many of them spoil unless they are very carefully handled. The grower of blooms for commercial cut flower purposes cannot afford to take such long chances with his stock; his principal requirement is for blooms of good keeping qualities that will stand handling two or three times before being offered to the customers. Therefore, to him, blooms of good average size, of fine color and keeping qualities are very much more valuable than extra large blooms that do not keep as well.

Commercial stock that has been given liberal treatment as regards soil fertility and mulching, and which is now in a good, healthy, growing condition, will not need any great amount of additional feeding. An occasional watering of liquid cow manure about every eight days, to aid in the development of the buds, will be of benefit to them. This should be made by putting a bushel of fresh cow manure in a barrel of water, allowing it to stand about 48 hours before applying it to the beds. Do not water when the soil is dry, but water with clear water first, allowing two or three hours to elapse before watering with the manure liquid.

The most particular pointers for every chrysanthemum grower to bear in mind in the care of his plants at the present time, is to follow up closely the work of taking the buds, make sure that the plants are securely supported and free of insects, and to keep up the close attention of the routine work such as watering, airing, etc.

C. W. JOHNSON.

Imported Plants for Christmas Replaced.

Paper by James McKenna, Montreal, Que., read at the twenty-first annual convention of the Canadian Horticultural Association, Ottawa, Ont., August 13, 1918.

I have been asked to prepare notes on plants for Christmas to take the place of Belgian azaleas. When I accepted I thought it possible to offer something of practical utility at this time, but I feel what I have prepared will fall short of your expectations and only have the effect of opening the question for discussion from which I hope to learn something myself.

Among the plants we usually grow for Christmas I feel that the cyclamen takes first place as a high-priced plant for a gift, so more effort ought to be applied to produce plants that will sell for \$5 or more. The poinsettia comes next, which ought to be grown into



John Lewis Childs, of Floral Park, N. Y., Guest of James A. Brown (at left) inspecting the Giant Redwoods Near Capitola, California.

specimens of, say, three plants in a seven-inch, three-quarter pot, bearing six to nine bracts on each pot, and not more than 12 or 20 inches high. These plants ought to sell from \$3 to \$5 each. Flat dishes and half-pots suitable for tables are always in demand, selling from \$1 to \$2 each. The begonias of the Lorraine type, with careful handling, can be grown into specimens to sell from \$3 to \$10 each, with trimming. In the Begonia semperflorens group the variety Chatelaine is also very useful. Cuttings struck during the late spring can be grown to sell from \$1 to \$2 at Christmas. The primula family comes next, of which the obconica is the best, and can be cheaply grown into plants to sell from \$1 to \$3 at the holiday season. Among the berried plants the Solanum capsicastrum is the most popular and can be profitably grown for 25 cents each in five-inch pots. They can also be grown to sell in an eight-inch, three-quarter pot for \$2.

The ardisia, if well grown, is very handsome, but, taking so long to grow into good specimens, will not bring a profitable price in any quantity. Hyacinths are also a useful plant and sell well if in the proper condition. Five bulbs in a six-inch, three-quarter pot ought to bring \$2; of course, the French grown bulbs are required. There are

some scarlet geraniums being grown this year for Christmas, with what results time will tell; and I think, if suitable red varieties are chosen and given the necessary attention, a sufficient quantity of bloom ought to be had on them to meet the demand for low-priced plants.

To supply the requirements of the high-class florists' trade at Christmas, baskets will be more in evidence than ever, and the grower must be prepared to supply suitable plants as accessories to the blooming stock. Nephrolepis in three and four-inch pots and pteris in two and one-half and three-inch pots are indispensable. Dracenas, crotons, marantas, etc., also poinsettias in three-inch pots, ought to be prepared in quantity.

This is about all I have to say on the subject allotted to me, and if I have given any pointers which will assist a single member in meeting his financial demands, and provoke the discussion that the subject deserves, I will be amply paid for the little effort I have taken in writing these few lines.

Prosperity Coming.

The president of the National City Bank of New York predicts a period of great prosperity at the close of the war; the most genuine and widespread prosperity ever known, and if it is well balanced and harmonious it will be indefinitely self-sustaining. Meantime, he urges patience and admonishes us to remember always that the present conditions are abnormal and temporary and to plan ceaselessly to get our business back to a normal basis.

"The United States will have a heavy national indebtedness," he is quoted by the Economist as saying, "requiring large tax revenues, but this indebtedness will be widely distributed among our own people, who will therefore receive the proceeds of the taxation back into their own pockets. Industrially the country will be more effectively equipped and its productive capacity greater than ever before; therefore the country need not seriously feel the increased taxation. Undoubtedly the period after the war will afford great opportunities for American capital and enterprise, and, of course, this means for American industries and American mechanics and wage workers."

Childs Among The Redwoods.

The accompanying illustration shows John Lewis Childs, of Floral Park, N. Y., in company with James A. Brown, of the Brown Bulb and Berry Ranch, Capitola, Calif., and the latter's two sons, resting beneath the Giant, the largest redwood tree in that section, and located within six miles of the Brown ranch. As one of the giants in the plant trade, the photograph of Mr. Childs taken in connection with this giant of the forest is interesting. The tree, 75 feet in circumference, is at present 310 feet in height, 75 feet having been broken off many years ago and is still lying on the ground. There are many other trees in this grove almost as large, according to Mr. Brown. He adds: "We are pretty well over the freesia season, but are still making some shipments, and although we have some bulbs left we are cleaning up as well as in any previous year, regardless of the fact that the crop was unusually heavy. We feel that we should do something of a patriotic nature, and in addition to flower seeds and bulbs we are preparing to increase our acreage of vegetable seeds if possible."

Ass'n of American Cemetery Sup'ts.

The thirty-second annual convention of the Association of American Cemetery Superintendents was held at Rochester, N. Y., September 11-13, with headquarters at the Powers hotel. The meeting was well attended, and the programme was well filled with papers upon subjects of timely interest. After the opening session was called to order the delegates were welcomed to the city by the mayor, and the address of President Rudd was listened to with attention. The morning session closed with the reports of the secretary-treasurer, reading of communications and the appointment of committees. The feature planned for the afternoon was an auto trip for inspection of the Holy Sepulchre and Riverside cemeteries, thence to the aster fields of James Vick's Sons. The entertainment committee's programme also included a drive through the city, followed by a visit to Brown Bros' nurseries at Brighton, N. Y., for luncheon, an inspection of Mount Hope cemetery and a tour of the park system.

Included in the papers were the following interesting topics: "The Cemetery Crematorium" (illustrated), by Hugo Erichsen, Detroit, Mich.; "Cemetery Gardening" (with views), by Henry S. Adams, Forest Hills cemetery, Jamaica Plain, Mass.; "Bird Lore and Sanctuaries," by Edwin R. Reiber, Webster, N. Y.; "Shrubs and Herba-shus Stuff," by John Dunbar, Rochester park system; "Cemetery Laws," by Hon. Eugene J. Dwyer, Rochester; "Accidents in Cemeteries," by Hon. C. W. Phillips, deputy compensation commissioner, Rochester; "Cemetery Landmarks," by Wm. F. Landes, Crown Hill cemetery, Indianapolis, Ind.; "Surfacing Avenues to Meet Modern Conditions of Travel," by James M. Driscoll, Hollywood cemetery, Brookline, Mass.; "The Superintendent of a Smaller Cemetery," by Ernest C. Schulz, Ilion, N. Y., and an address by W. H. Druckenmiller, of Pomfret Manor cemetery, Sunbury, Pa.

PRESIDENT RUDD'S ADDRESS.

Standing here in this beautiful and peaceful city of Rochester at the opening of this, our thirty-second annual convention, there comes to me, and must come to the hearts of all of you, blotting out for the moment all thoughts of our own petty affairs, the black cloud from devastated Belgium, from ruined Serbia and from bleeding France. It is right and proper that we should pause and give heed to this cataclysm which has destroyed half the world across the waters—to our part in it—what we are doing and what we are to do for the protection of our smaller helpless sister nations and the relief of our Canadian brothers and our Allies in Europe under the bloody burden they have borne so long and so steadfastly.

One hundred and forty years ago, in a declaration which rang throughout the world, our fathers stood for the right of every man to life, to liberty and to the pursuit of happiness—and we fought, bled and conquered for these rights. Eighty years later, we entered again and fought to a finish, one of the great wars in the world's history for these same world principles.

Today we are in the midst of a war surpassing beyond measure in horror and frightfulness anything known or dreamed of since the beginning of time—and in this war, too, we are fighting

for these same glorious principles declared in 1776. We are fighting that every humblest man on this broad earth, every woman and every little child shall have his life safe to him so long as he does no harm to his fellow, shall have his liberty guaranteed to him by the compact and agreement of all his brothers, and his right to seek happiness in his own way, unquestioned and unhindered.

I see today here among us the rebirth of the old American spirit and the building upon it of a new America—different and greater—nobler by far than all that has gone before. I see selfishness and greed and money worship dropping from us. I see a vast flood of patriotism rising from the depths within us, slow, sure, steady, restless as the flood tides of all the oceans of the earth, and that tide shall sweep on until it overwhelms and



W. N. Rudd, Morgan Park, Chicago.

Pres. Association of American Cemetery Superintendents.

destroys this outlaw pirate horde—until Kaiserism shall be known in this world no more; and then shall we restore to the German people themselves the right to life and to liberty and to the pursuit of happiness which has been taken from them by their masters in the attempt to enslave the whole world.

I know, my brothers, that I may speak for you who are here, and for those who are not here, in pledging to our nation's great leader, the understanding man in the whole world today, ourselves, all that we have and all that we are, to the prosecution of this war to its final triumphant finish, and we pledge to our brothers of the north and to our brothers of the Antipodes and to the broken peoples of Europe, that we shall stand shoulder to shoulder with them; that we shall not turn back, we shall not falter, nor swerve from the true course, till this work is done.

But, my friends, though the end is sure the way is to be long and dark. Sorrows and heartaches are in store for us all. Disasters and setbacks are certain. Unthought-of vital problems will confront us at every turn. Many

of our younger men are to leave us for the fighting—some, perhaps, not to come back to us again—but we older men have our own good fight to make—our own soldierly work to do. If these, our young men, are to fight at the front, successfully and unhampered, it is for us to see that there is no faltering, no failure at the rear. There will be no medals and no decorations and no plaudits of men for us; but here is our work, and it must be carried through with all the strength and steadfastness of purpose that is given to us.

The successful and economical carrying forward of all business enterprises at home is only a degree less important than the winning of battles abroad, and to this end we must take stock of ourselves and the enterprises placed under our charge. No chain is stronger than its weakest link, and our business chains must be scrutinized and tested, link by link, over and over again. Wise economies must be practiced everywhere, at all times. New and better methods must be studied and adopted. New difficulties and dangers must be anticipated and prepared for. The inevitable constantly increasing expense of operation must be met. Prices must be increased, not arbitrarily nor unjustly, but fairly and as conditions properly demand. The business concern that can and does continue to operate under prices prevailing in former years, acquires no merit, but simply confesses to all the world that former prices were exorbitant.

Many—perhaps all of us—are performing services at prices less than the costs of rendering them, sometimes with full knowledge of the fact, but with a conservative dislike to change long standing conditions; at other times from a careless neglect to ascertain what such services actually cost. The old plan of continuing to do things in a certain way because we always have done so, must be thrown overboard. The only acceptable reason for doing things in a certain way is because we have proved beyond a question that that way is the one best way. We are all to go home and study costs and keep on studying costs, till the war is over. Then, it is to be hoped, we shall have so formed that habit that it will abide with us till the end of our business lives.

One word more. Now is surely coming the test of the adequacy of our perpetual care protection. Let us hope that the edifices which we have reared and have so admired may not prove houses of cards. Should they fall under the stress of this storm, then we must clear away the ruins and rebuild on a better foundation, and in structure so strong that future storms can never possibly shake them.

We will now proceed to the work for which we are met here today.

Civilian Britain's War Duties.

Chancellor Bonar Law told recently of requirements to be followed by civilian Great Britain, especially as to the financial situation, that every assistance may be lent to winning the war. He said: "Lives must be lived more simply; personal household expenses must be reduced to a minimum; all surplus earnings over expenditures must be invested in war bonds. Subscriptions must be 25,000,000 sterling weekly." Chancellor Law is confident that patriotism of the nation will make the rationing of money unnecessary.

Writing Retail Ads.

PLAN SEASON'S CAMPAIGN EARLY.

When the hot months come, and the books showing the past year's business have been totaled and balanced, the florist has plenty of time on his hands for thought of what he can do next season. The advertising enthusiast figures up how much business his appropriation for the past year has brought him, for how much of the increase in his business publicity was responsible, and whether he shall spend more or less on advertising during the months to come. The man who is skeptical of the ability of advertising to do much for him and his business, calculates how well he has done without using much of it, and how much money he could have saved if he had used less. For there are still many in the retail business who maintain that, however great may be the results others derive from it, advertising does not pay in their own cases.

It cannot be denied that some businesses are built up and maintained on a prosperous basis without advertising expenditure. It cannot be denied, at the same time, that advertising has worked marvels in establishing some new concerns, in resuscitating some old ones, and in enlarging firms already exceedingly successful.

PLAN CAREFULLY AND THOROUGHLY.

The most important consideration in the decision of the argument pro and con, is that if a trial of retail advertising is to be made at all, it should be made with thoroughness and judgment. Therefore, plans should be laid carefully and deliberately, and sufficiently in advance to enable the advertiser to employ and co-operate all methods to the utmost advantage.

There is not, of course, the necessity of such early preparation in the case of the retail florist that there is in that of the national advertiser, who often makes plans a year in advance and writes copy three to six months ahead of time. The national advertiser must do this to allow time for the making and distribution of half-tones and electroplates from which his copy is printed, to maintain uniformity of schedule in various parts of the country, and to catch the magazines whose advertising forms close a month or six weeks ahead of their date of publication.

PREPARING COPY IN ADVANCE.

The local advertiser will, however, find it profitable to lay out his advertising schedule a month in advance, and write copy about two weeks in advance of publication. By following this method, you are enabled to co-ordinate newspaper publicity, window displays, circularization, etc., combining these various means in order to obtain the greatest results. An early start affords you time to think what you will feature at a given date, to order far enough ahead to obviate delays and mishaps, and to secure the assistance of newspaper and printer in various ways. These ways include the manufacture of cuts—the extent and advantage to which these may be employed will be shown in a later article of this series—the correction and alteration of copy, the printing of circulars or posters, etc.

HOW MUCH TO SPEND.

Probably no question vexes the intending advertiser who undertakes to

formulate his plans in advance, more than does the query, "How much shall I spend?"

If you have discussed the point with other advertisers, you have reached the conclusion, perhaps, that there are as many ways of computing the size of one's appropriation as there are advertisers. Beware of the man who lays down a hard and fast rule. The amount an advertiser should spend on newspaper advertising depends upon the nature of his business and of his clientele, upon how much he spends in other forms of publicity, such as circulars, folders, posters, etc., upon his location—city, suburban, or rural, downtown or residential, and upon the size and the length of establishment of his business.

During the year 1916, retail merchants of the city of Chicago spent \$8,000,000 in advertising in seven newspapers of that city. The percentage of income spent on advertising in the case of these retail merchants located in the same city varied considerably. The leading florists of the city varied widely in the amount and percentage of their expenditures.

One of the members of a widely known firm of florists in the city of Cleveland recently fixed the amount of advertising appropriation, based on his own experience and policy, at eight and one-half per cent of the gross receipts. To his firm this is evidently profitable, though to many other florists it will appear an excessive expenditure.

THREE PER CENT OF TOTAL SALES.

A wide canvass of retail merchants as a whole shows that a good policy is to appropriate an amount for advertising equal to three per cent of the preceding year's sales. Thus, if you closed your books June 30, and found sales for the 12 months previous to have been approximately \$10,000, you will do well to figure on spending \$300 in advertising during the present year. That is, if you have done as much business during the year just past as you have in any previous year. If, however, sales fell off last year, and you face the necessity of taking steps to build up your trade to equal the maximum, the amount of your appropriation should be increased to five per cent of your last year's sales. Suppose your sales of \$10,000 last year were \$4,000 behind your best year. During the coming year you spend five per cent of \$10,000, or \$500, on advertising. If you succeed in reaching the maximum of \$14,000 this year, you will have spent but three and a half per cent of the year's sales. If you surpass previous records and have total sales of \$16,500, you will have spent only the regular three per cent on advertising. This percentage covers all forms of advertising. Three-fourths, or 75 per cent of this, is appropriated to newspaper advertising and the remaining 25 per cent to circulars, folders, window displays, etc.

In dividing up the appropriation, calculation should be made of the special days, such as Christmas, New Year's, Easter, Mothers' day, etc., and an ample proportion of the amount to be devoted to newspaper space allotted for these occasions, the remainder to be spent in regular advertisements. Consideration of this division beforehand will obviate the necessity of either skimping or overrunning the appropriation at an awkward time.

San Francisco.

TRADE CONDITIONS GREATLY IMPROVED.

Business was very much improved here during the week just past. Nearly all the stores have been more or less busy on funeral work. The supply of large numbers of outdoor flowers is being gradually diminished. With few exceptions, sweet peas are practically out of the market and no more are looked for until the winter-flowering Spencers appear again. There has been a marked falling off in the rose supply also, although there is plenty of stock to go around. There are no American Beauties to mention coming into the market. Russell is out of stock also. Ophelia, Hadley and Shawyer are the three leaders with a limited supply of white roses. Ulrich Brunner is still hanging on. While the stem is all that could be desired, the flowers are getting smaller every day. However, it is the best fancy rose we have to offer. There is still an ample cut of Cecile Brunner, and practically none of it goes to waste. Carnations are in oversupply as usual, with very little demand. The quality of the stock being offered is also very mediocre. The first Princess of Wales violets of the season made their appearance during the week. The supply is limited and cleans up readily. The Lillium rubrum that are coming in are of the finest possible quality. They are in excellent demand at \$1.50 per dozen. Very few albums were grown in this vicinity this season. The supply of gladioli is still keeping up. Some fine stock is arriving and meets with a steady demand. Chrysanthemums are increasing in quantity every day. Never before have the stores made such displays so early in the season of the "queen of autumn." In former years, most of this stock was sent to distant points at this date, but owing to the great uncertainty of express facilities now prevailing, growers are not risking their stock in long distance shipments, but are sending it to this market. In yellow, we have Crocus and Monrovia as leaders, while Crystal Gem is the only white offered. The flowers are getting a little larger as the season advances and the stock is very clean. Gardenias are still plentiful, and in the absence of orchids, are good sellers. A few labiata were noted during the week and sold at once. Some fine lily of the valley is also coming to the market, but in limited quantities only. Dahlias are very plentiful and cheap. Many of the varieties being offered at present are poor keepers. There is a great assortment of color and grades. They are not much used, however, except in basket work. Zinnias are in steady supply and move fairly well. The cut of asters is now at its height. There are great quantities coming in daily. All grades are to be had and all sorts of prices are being paid, varying from day to day. Celosias and begonias are the principal pot plants noted, with an occasional store showing azaleas. Boston ferns are in large supply and move rapidly. Very few cyclamens have been seen as yet. There are plenty of greens and other decorative stock, including a fine supply of Adiantum Williamsii.

NOTES.

Many of the old guard among the nurserymen and florists in this state will learn with deep regret of the death of James O'Neill, at Haywards, last week. Mr. O'Neill was 91 years of age and had been a resident of this state for over 60 years. He was one of our pioneer nurserymen, and has been often

called the "Father of the California fruit industry," as he was probably the first grower of fruit trees on a commercial scale. He was a splendid old gentleman and was widely known and respected. He had retired from active business many years ago.

The E. W. McLellan Co., of which J. A. Axel is manager, is beginning to receive some good Russell roses from the firm's greenhouses at Burlingame. This stock has been very hard to get for quite a long time and the supply coming in is in brisk demand. The usual heavy cut from this firm's greenhouses will be available this season, together with the stock of American Beauties, which the company is growing at its branch range across the bay.

According to Angelo J. Rossi, manager of the coming dahlia show, all available space has been applied for. Many novel features are to be introduced by him this season, one of which will be a large exhibit of birds by the California Canary Association. Great interest is being manifested by the trade in the coming show, and it is already a foregone conclusion that it will be a great success in every way.

According to Frank R. Mills, of Palo Alto, trade has been good this summer with him. He is now cutting heavily of a nice grade of asters and expects to be shipping chrysanthemums at an early date. All his carnation houses are looking in great condition. He will be cutting *Cattleya labiata* next month. He expects the trade in nursery stock to be brisk and is preparing to handle a large number of trees and shrubs.

Eric James, of Elmhurst, is supplying the trade with some splendid stock of *Nephrolepis Harrisii*. He has a large supply of his usually splendid stock of cyclamens coming along for the holiday trade. His great concern at present is the fuel supply, but he reports that he has at last arranged for an adequate supply. He says out-of-town shipments have increased largely of late.

Percy Ellings, superintendent of the Lynch Nursery Co. at Menlo Park, says his firm will soon be in with a large cut of early chrysanthemums. He is trying out all of last year's novelties with the idea of determining their value as commercial varieties as grown here in cloth houses. He has several boxes of winter-flowering snapdragons, all looking to be in the finest condition.

John Aitken, of Menlo Park, who as a member of the Menlo Park Horticultural Society, and a large exhibitor at its shows, is spending a few days in this city preparatory to joining the army. He wants to serve Uncle Sam, and if he cannot enlist in this city, will go to Canada and join the forces there. We all hope he may be returned safely to our midst after the war.

William Kettlewell, of San Mateo, was a visitor this week to attend the meeting of the California Dahlia Society. As a member of the exhibition committee, he is one of the greatest supporters the society has. For many years he has been one of our leading growers and hybridizers of this flower. He will be a large exhibitor at the coming show.

One of the Japanese growers down the peninsula is in with a fine cut of *Chrysanthemums* *Chrysolora* and *Early Rose*. The former is very fine, and the *Early Rose* stock is well colored. This is the earliest date that these varieties have ever been received in this market. They are in excellent demand at good prices.

The American Florist Shop, in Polk street, which is owned and managed by Charles Stappenbeck, has had a very busy week with funerals and decorations. Mr. Stappenbeck keeps a very large stock of flowers and plants, and his store always presents a pleasing appearance.

Kenneth S. Murray, of Redwood City, will shortly be in with a fine cut of roses. He has a splendid stand of his new colored *freasias* coming along. These were very popular with his customers last season, and he has succeeded in working up a large stock of flowering bulbs for this winter's cutting.

H. Plath is bringing in extra good begonias so early in the season. His stock of *Primula obconica* is in fine shape and he is shipping large lots every week. His palm houses are all thrifty and clean, and he has an enormous stock from which to fill orders.

E. Lombardi, proprietor of the Anchor Floral Co., at 2001 Sutter street, has been making fine displays of chrysanthemums of late. He says funeral



The late Wm. F. Dreer.

trade has been good with him. He is of the opinion that fall business is going to be excellent.

John M. Daly, past president of the Menlo Park Horticultural Society, was united in marriage in this city last Sunday to Miss Bertha Lounsberry. They have our sincere wishes for a happy wedded life.

Milton Tonini, of the Bay Counties Seed Co., has received a fine lot of boxwoods at his new nursery on Franklin street. He reports advance orders for fruit trees as being ahead of last season.

G. N.

TORRINGTON, CONN.—R. C. Hart, well known as a gladiolus and dahlia specialist, died recently, aged 71 years.

LIMA, O.—A party consisting of John Rieman, Oliver Steinkamp and others, visited the establishment of Rolf Zetlitz recently.

PITTSFIELD, MASS.—John White, who was a prominent florist of this city, retiring a few years ago, died August 26, aged 77 years.

WILDWOOD, PA.—The employees of the McCallum Co., of Pittsburgh, enjoyed a corn roast at the home of Wm. Nigel, September 3.

MADBURY, N. H.—Lieutenant Robert Holmes, son of Eber Holmes, is reported well on the road to recovery from wounds received in France.

CAZENOVIA, N. Y.—The Cazenovia Greenhouses, operated by Mrs. H. Burden, will be closed during the winter at considerable loss, due to coal shortage.

OBITUARY.

William F. Dreer.

William F. Dreer, president of Henry A. Dreer, Inc., Philadelphia, Pa., died at Woodstock Vt., September 8, at 8:30 p. m. Mr. Dreer was active in business for nearly 50 years, and was still the guiding hand of the firm up to two years ago, when his health began to fail.

His father, Henry A. Dreer, the founder, died in 1873. Since that time, and before, William F. Dreer has had the responsibility of directing the affairs of a fast increasing seed, plant and bulb business, which is now entering upon its eightieth year, being established in 1838 and incorporated in 1892. His early training began directly upon leaving school at 18, when he was sent to Germany and served with one of the largest seed firms, thereafter going to Paris and continuing until qualified to handle and direct the affairs of an increasing business of many details.

In 1892 the firm was incorporated, J. D. Eisele, vice-president, and C. A. Strohle, director, assuming the responsibility of the plant department in full. Under this management that department grew to great proportions, well known to the trade. Mr. Eisele has been with the firm since 1876, thus serving a lifetime, hard and sincere. Mr. Tull, treasurer, has been with the house over 30 years, and is responsible for the management of the office.

J. Otto Thilow, secretary, came to the house in 1884. George D. Clark, director, who is in charge of the flower and bulb department, has been with the firm since 1895. George A. Strohle, director, has given 35 years of service in the plant department. Charles H. Mackubin, director, in charge of the vegetable and agricultural seeds, is also manager of the advertising department. He has been with the house 20 years.

William F. Dreer was always in close touch with the business, even up to two years ago, when he began to fail in health. He went to Woodstock in July, but shortly after arriving there he was stricken with acute Bright's disease. He died after much suffering. He will be buried, September 11, at Woodstock. Messrs. Eisele, Tull and Thilow will attend the funeral.

Odelle Edward Lansing.

Odelle Edward Lansing, for 25 years assistant chief botanist at the Field Museum at Chicago, was found dead at his home, September 10, circumstances indicating suicide from inhaling gas. He suffered an injury to his head several weeks ago in a fall, and relatives believe this may have caused temporary insanity, which led to the act. Professor Lansing was well known as an author and artist, his pen and ink sketches of flowers having been viewed by thousands who visited the museum, and in collaboration with Dr. Millsap, had nearly completed a book, entitled, "The Flora of Illinois." The deceased was 51 years of age. He came to Chicago when eight years of age, from his birthplace, Albany, N. Y.

PROVIDENCE, R. I.—Richard Higgins, for many years a florist in this city, with range and flower store on Academy avenue, died August 27, aged 47 years.

ELMIRA, N. Y.—The trade in this city is discouraged. Very few have secured their fuel supply, most of which is going to munition plants, and who are paying women workers \$28 per week or more.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue The American Florist has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

"In God's name, cheerily on, courageous friends,
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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MICHIGAN wild ferns for florists' use are a poor crop this season.

THE sale of wild migratory game birds is forbidden throughout the United States by a new federal law.

THE supply of farm and garden tools on sale in Great Britain appears to be considerably smaller than last year with the domestic demand appreciably heavier than in 1917.

Lilies and Water.

Do not overwater the growing Lilium giganteum plants. The leaves feel brittle when right. A few experiments will teach the grower how to tell when water is really needed.

Society of American Florists.

COMMITTEE ON PRODUCTION COST.

Following a discussion on present day cost of production the president was empowered to appoint a committee to collect statistics along these lines, in order that a production cost basis might be worked out, as a means of educating the grower to the prices he should receive for his product in order to make a living and to put his establishment on a proper plane as a business enterprise. I will appoint a committee, and draft them if necessary, but first of all, I am going to call for volunteers. If we can get a few active men in every state, who will be willing to make a record of cost statistics in their own line, and permit them to be used, it will render the work much easier.

Some of our very best cut flower growing establishments, and many of our retail establishments at the present time, are collecting, or have collected, such data. These statistics, of course, rightfully belong to the man or parties who compiled them, possibly with the expenditure of quite a little money and labor, and they may rightfully say "what we have collected is ours; let the 'other fellow' look out for himself." While this idea might prevail in normal times, these times are very abnormal, and every man is "his brother's keeper," to the extent of helping in some way to keep the "Ship of Business" afloat, while the boys are "Over There."

It will be necessary in order to get a comprehensive idea, as I see it, to collect statistics from every state. Cost of fertilizer differs radically in different sections of the country, as does labor, coal, etc., and other items that enter into the business. This phase of knowing the cost of a crop is not a new proposition in other lines, although florists, save in rare cases, have no knowledge of what it costs to produce a crop, and this is the first element of any successful business.

How many florists in different states will agree to collect statistics along these lines, and how many will agree to contribute statistics, they have already collected, on this most important subject?

I trust volunteers from every state will answer this, and then I will appoint a central committee, who will make suggestions just how the different work can be carried out.

Brother florists, if you really want to see our business brought to its proper legitimate plane, give us your aid in this movement, which as one florist in St. Louis, remarked to me, was the most vital subject he had ever heard brought up at any florists' convention.

CHAS. H. TOTTY, Pres't.

Gude Family Active War Workers.

The untiring efforts of William F. Gude, Washington, D. C., in the interests of the trade, both as representative of the Society of American Florists at the national capital and as president of the Florists' Telegraph Delivery, his splendid work in the coal conference which resulted in a modified ruling by the fuel administration in favor of the craft, as well as his unremitting watchfulness in the interests of all branches of the business and his achievements in combating unfair legislation, embargoes, etc., are too well known and appreciated to re-

quire further mention. It is not, therefore, surprising that we find the other members of the Gude family conspicuous in various kinds of war work.

Mr. Gude's eldest daughter, 20 years of age, is replacing two persons, having released the stenographer of the Gude Bros. Co. for war work, and substitutes in the public schools as a teacher. In addition, she acts as her father's private chauffeur on all occasions in the District of Columbia. Louise W. C. Gude, the second daughter, 17 years old, has entered upon a course of training in one of the capital's leading hospitals. Both young ladies are also active in Red Cross work. The youngest daughter, who was 8 years old August 29, is an enthusiastic worker in the sale of War Savings Stamps, and up to the present time has succeeded in disposing of several hundred dollars worth all by herself. Incidentally, on her birthday she finished knitting a sweater for a soldier on which no one was permitted to work but herself, and she is very proud of the fact that it was finished on her birthday and without assistance. Ernest F. Gude, who enlisted in the regular army October 8, 1917, has merited promotion to the rank of sergeant. He was 21 years of age in July. The other son, Granville, who is 15 years old, wants to get into the flying service as soon as he can, and in the meantime is taking care of an automobile truck, thereby releasing a chauffeur for the army.

Adolph Gude's interesting family are equally active. His son-in-law, Charles De Shields, is a lieutenant in the aviation corps, stationed at Little Silver, N. J., at present. Mrs. Marie De Shields, the eldest daughter, is prominent in Red Cross work. Lieut. Adolph Gude, the eldest son, is an advanced instructor in aviation and is now stationed at Houston, Tex. Two other sons, Edwin and Edgar, who have just reached the age of 19, have been in the navy for more than a year and are now yeomen, first class, stationed at Radio, Va., as wireless operators.

In addition to members of the Gude family, 21 of the firm's employees are wearing the uniforms of the army or navy, on land, sea, or "over there." William F. and Adolph Gude are doing their utmost to keep a nice, interesting florists' business alive and up to as high a standard as the exigencies of the war permit.

State Fairs.

The following is a list of coming state fairs with the names and addresses of the superintendents of the horticultural and horticultural departments as far as obtainable.

September 9-14, Syracuse—New York State Fair, Dr. Lumsden, Ithaca, superintendent of horticulture.

September 9-14, Louisville—Kentucky State Fair, Charles Scholtz, Jr., Louisville, vegetable; Prof. Albert J. Olney, Lexington, pomology; Wm. Robe, Versailles, superintendent of horticulture.

September 9-14, Huron—South Dakota State Fair, Geo. W. Gurney, Yankton, superintendent of horticulture and floriculture.

September 9-14, Milwaukee—Wisconsin State Fair, N. A. Roussen, Oshkosh, superintendent of horticulture.

September 9-14, Douglas—Wyoming State Fair, Anson Highy, secretary.

September 16-21, Yakima—Washington State Fair, M. L. Dean, superintendent of horticulture and floriculture.

September 23-28, Boise—Idaho State Fair, O. P. Hemmelschott, secretary, Boise.

September 24-28, Berlin—Connecticut State Agricultural Society Fair, L. W. Gwatkin, secretary.

September 28-October 5, Salt Lake City—Utah State Fair, W. C. Winder, supervisor of horticulture; Earl J. Glade, secretary; Boston building, Salt Lake City.

September 30-October 4, Trenton—Inter-State Fair, Prof. Arthur J. Farley, New Brunswick, superintendent of horticulture and floriculture.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv. For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—An experienced flower girl at once. State salary wanted.
Milady's Flower Shop,
Aberdeen, S. D.

Help Wanted—All around greenhouse man. State salary and experience in first letter.
Jos. Heini & Sons,
Jacksonville, Ill.

Help Wanted—Night temperature man; one who understands boilers; good wages to right party. Address
United States Cut Flower Co.,
Elmira, N. Y.

Wanted—Men or women, part or all time, to solicit orders for fruit and ornamental trees, roses, shrubbery, etc. Big demand; highest commissions; big specialties, free outfit.

C. H. Weeks Nursery Co.
Newark, New York State.

HELP WANTED

Saleslady for Montana store. \$100 per month to start. Address
Key 924, care American Florist.

HELP WANTED

Stock Clerk wanted for Seed Store. Must have at least five years experience and furnish good reference. State age and salary expected in first letter.
I. N. SIMON & SON
438 Market St., Philadelphia, Pa.

Help Wanted

Good gardener and florist for place in Iowa. State full particulars in first letter.

Key 925, care American Florist.

FOR SALE

Two steam boilers, \$125 each complete with grate bars.
Bench boards, \$18 per 1000 feet.
Cement Posts, 8c each.
Steam pipes, \$10 per ton.
Five-inch wire stakes, \$7.50 per 1000.
Ventilating sash with glass, \$1 each.
Ventilating machines, \$8 each; arms, 15c each; hangers, 7c each.

George Reinberg

162 North Wabash Ave., CHICAGO

Situation Wanted

By all-around grower, single; have 22 years' experience. Address

Key 927, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches.

FOR CUT FLOWERS: In two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

FOR SALE

Greenhouse Glass

Special Clean-up Prices

16x22 in.,	\$4.50	per box
16x18 "	4.50	" "
14x18 "	4.50	" "
14x16 "	4.50	" "
2x12 "	3.50	" "
0x12 "	3.50	" "
10x10 "	3.00	" "
8x1 "	3.00	" "
8x10 "	3.00	" "

—A few boxes of each size—

Rafters, 1 1/2 and 1 3/4 ch wrought iron piping, Garland iron gutters and Evans ventilating machines.

— WRITE FOR PRICES —

PETER REINBERG

30 East Randolph St., CHICAGO

Auction!

By order of the U. S. Court, we will on **TUESDAY, September 17, 1918, at 11 a. m., at 2219 Winnemac Ave., Chicago** sell at public auction all the assets belonging to

WILLIAM LANGHOUT, Bankrupt.

Consisting of: 50,000 Plants in Pots and Houses, growing for the holiday trade. 75,000 Freesia and Cylamen Seedlings, Poinsettia Cuttings, etc. 30,000 3 to 8 inch Flower Pots.
1 Nelson LeMoon Truck
1 Hudson Touring Car

We will also sell all the Office Furniture.

Circulars are being issued and can be had upon request. For full particulars call undersigned auctioneers.

CENTRAL TRUST COMPANY OF ILLINOIS, Receiver
Messrs. RINGER & WILHARTZ, Attys. for Receiver

SAMUEL L. WINTER TZ & CO., Auctioneers
1048 First National Bank Building, CHICAGO, ILL.

All Florists' Stocks and Supplies

Should be Shipped as Early as Possible.

There will be much congestion of freight and express this fall and all shipments will be subject to delay.

Move Seeds, Bulbs, Plants and Supplies

While the Conditions are Favorable.

CRAIG QUALITY STOCK

Order a selection of this choice stock at once and have it on hand when the rush comes. Last winter's transportation difficulties can be avoided this season by early shipping.

Our stock comprises the most popular florist plants, grown and finished at our Norwood greenhouses. Equal in many lines to the best we have ever offered. Send for our Price List.

ROBERT CRAIG COMPANY, Branch, Norwood, Pa. **4900 Market St., Philadelphia, Pa.**

"MORE AND BETTER KENTIAS

than ever.

Joseph Heacock Company
WYNCOTE - PA.
WRITE FOR PRICES"

Milwaukee.

TRADE CONDITIONS UNCHANGED.

While the supply of roses still was very plentiful during the week, gladioli and asters shortened up to such an extent that prices went up. Local business showed little improvement over the week previous.

NOTES.

The regular florists' club meeting was held September 5, with a very good attendance. One of the main topics of discussion was the organizing of a state florists' association and the probable results to be derived therefrom. President Kennedy and C. C. Pollworth gave a good account of the proceedings at the recent S. A. F. convention, which according to reports, was ahead of expectations.

Chas. Nitz, who for many years past had charge of the chrysanthemum section at the C. C. Pollworth Co.'s Wauwatosa plant, and produced the goods, has severed his connections with this firm, due to rheumatism. At the same time, a rose section foreman left, thus making things rather perplexing for Superintendent Kennedy for a time.

Mr. and Mrs. O. W. O'Leary, September 8, announced the engagement of their daughter, Hazel Marie, to Laurence Pollworth, son of Mr. and Mrs. C. C. Pollworth. Young Pollworth left September 9, for Camp Meigs, Washington, D. C., for duty in the quartermaster's corps.

While at work in the greenhouse, Wm. R. Schroeder, of the Schroeder Floral Co., had the misfortune to hurt one of his knee caps, which necessitated medical attention for a short time. He can get around now with the aid of a cane.

The Holton & Hunkel force was busy all day Sunday last getting their exhibition plants in shape for the state fair. Their Humboldt avenue range never was in such fine shape all around as at this time.

Walter, eldest son of Gust Baerman, was called to the colors, August 30. This is the third boy out of that family who has answered the call. He also was active in his father's business.

Cyclamen Giganteum

We offer to the trade our own carefully selected strain which for the past eight years has received our own personal attention, so we feel confident in saying that no better strain can be had anywhere. We have the following varieties to offer—

Glory of Wandsbek (Light and dark shades of Salmon)
Christmas Cheer (Blood Red)
Brilliant Red (Wine Red)
Pure White
White-Pink Eye
Daybreak (A lovely shade of Light Pink)
Victoria (White tipped with Pink fringed edge)
Rose of Marienthal (Rosy Pink)
Lavender (A beautiful shade)

Price, \$12.00 per 1000 Seeds, net.

Cash with order from unknown correspondents.

J. A. PETERSON & SONS
Westwood, Cincinnati, Ohio



SAVE COAL! Grow the New Improved Primula Malacoides

Of all the many varieties and strains of Primula on the market now there is not one of them compares, even favorably, with the **Rohrer Primula Malacoides**. Years of patience and hard labor have developed this one to perfection, both in growth and size of plant, color and production of bloom. A season, such as this, when coal is scarce and expensive, it is one of the most profitable, economical and popular plants for you to grow. The colors are most beautiful shades of Rose Pink, Light Lavender and Snow White. A cool temperature, 40 to 45 degrees, produces the best results. For September and October, the very:

	100	1000
Pink and Lavender , 2½ in. pots....	\$8.00	\$55.00
Pure White	8.00	75.00

Shipped Parcel Post, Special Delivery, anywhere in the U. S.
C. U. LIGGIT, 325 Bulletin Building, PHILADELPHIA, - PA.

Arthur Leidiger, president of the Edlefsen-Leidiger Co., mourns the loss of his grandmother, Mrs. Paulina Leidiger, who died September 2, aged 86 years.

Visitors: Fred Kersting, West Bend, Wis.

E. O.

BEACON, N. Y.—In an interesting article in a recent issue of the Fishkill Standard, Benjamin Hammond, well-known manufacturer of insecticides and greenhouse paint, tells of many things of interest to be seen by daylight in a trip from this city to St. Louis, Mo.

Fine Quality Beauties-Russell

Richmond, Hoosier Beauty, Milady,
Brilliant, Ward, White Killarney, Ophelia

'MUMS, CARNATIONS, SNAPS

Orchids, Gladioli, Valley, Lilies, Asters

PLUMOSUS SPRENGERI ADIANTUM
GALAX FERNS SMILAX GYPSOPHILA

PLANTS

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.	Kentia Forsteriana, made up, 5-in. pot, \$1 to \$1.25 each.	Begonia Chatelaine, 2½-in., \$5.00 per 100.
Kentia Belmoreana, 2½-in. pot, \$12 per 100.	Livistona Rotundifolia, 4-in., \$6 per doz.	Begonia Chatelaine, 3-in., \$10.00 per 100.
Kentia Belmoreana, 3-in. pot, \$20 per 100.	Livistona Rotundifolia, 5-in., \$9 per doz.	Begonia Chatelaine, 4-in., \$15.00 per 100.
Kentia Forsteriana, 3-in. pot, \$20 per 100.	Livistona Rotundifolia, 6-in., \$1.25 each.	Begonia Chatelaine, 5-in., \$25.00 per 100.
Kentia Forsteriana, 4-in. pot, \$6 per doz.	Phoenix Roebelenii, 5-in. pot, \$1 each.	Dracaena Massangeana, 4-in. pot, \$50 per 100.
Kentia Belmoreana, 4-in. pot, \$6 per doz.	Pandanus Veitchii, 4-inch, 50c each.	Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.
Kentia Forsteriana, 5-in. pot, \$12 per doz.	Pandanus Veitchii, 5-inch, 75c to \$1.00 each.	Crotons, 4-in., \$4.50 per doz.
Kentia Belmoreana, 5-in. pot, \$12 per doz.	Pandanus Veitchii, 6-inch, \$1.50 each.	Crotons, 5-in., \$9 per doz.
Kentia Forsteriana, 6-in. pot, \$2 each.	Pandanus Veitchii, 7-inch, \$2.00 each.	Crotons, 6-in., \$1 to \$1.50 each.
		Primula Obconica, 3-in., \$7.00 per 100.
		Baby Primula Malacoides, 2½-in., \$5 per 100.
		Rubber Plants, 5-in., 75c each.

2½-in. Own Root Rose Stock

Aaron Ward	\$ 7.50 per 100; 70.00 per 1000.
Killarney Brilliant	
White Killarney	
Milady	\$ 7.00 per 100; 65.00 per 1000.
Richmond	

3½-in. Own Root Rose Stock

White Killarney	\$ 11.00 per 100; 105.00 per 1000.
Ophelia	
Aaron Ward	
Sunburst	
Killarney Brilliant	\$ 10.50 per 100; 100.00 per 1000.
Milady	
Richmond	

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

Hoosier Beauty

BIG CUT NOW ON. SPECIAL LOW PRICES.

In lots of 100 or more, \$2.00 to \$8.00 per 100, depending upon length of stem.
This is very choice stock and is priced low to move quick an extra heavy cut.

BEAUTIES-RUSSELLS-COLUMBIA

Best Summer Roses—We are now cutting a large quantity.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Columbia, Hoosier Beauty, Ophelia and White Killarney.

CURRENT PRICE LIST

Choice Beauties from new plants \$1.00 to \$5.00 per dozen.

RUSSELL and COLUMBIA—Best in this market. Per doz

Good, extra long	\$2.00
Good, medium	\$1.00 to 1.50
Good, short50 to .75

HOOSIER BEAUTY, OPHELIA, SUNBURST, WHITE KILLARNEY—

	Per 100
Long stems	\$7.00 to \$8.00
Good, medium	5.00 to 6.00
Good, short	3.00 to 4.00

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

LILY OF THE VALLEY, per 100.....\$5.00 to \$6.00

ASTERS

Depending on quality.....per 100, \$2.00 to \$4.00

GREENS.

ASPARAGUS & SPRENGER, per 100.....\$2.00 to \$3.00

GALAX, green and bronze, per 1,000.....1.25

NEW FANCY FERNS, per 1,000.....2.00

ALL OTHER SEASONABLE STOCK AT MARKET PRICES

WRITE FOR OUR SPECIAL QUOTATIONS ON ROSES IN 1000 LOTS.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

BUSINESS IS IMPROVING.

Business is better this week than it has been for sometime, and a gradual improvement may be expected from now on. The out-of-town demand for stock the past week has been surprisingly good and the city trade has shown a new lease of life. Chrysanthemums are becoming quite a factor in the market, notwithstanding that Golden Glow and Smith's Advance are the only two varieties offered. So far this season no California chrysanthemums have made their appearance to compete with the local stock, and it is not likely that the future supply, owing to existing conditions, will be large enough, if any, to seriously affect the home-grown flowers. American Beauty roses are in good demand and continue to clean up nicely each day at satisfactory prices. Mrs. Chas. Russell and Columbia are quite plentiful, but are moving nicely, and there is no surplus in either of these two varieties offered. Champ Weiland, Ophelia, Hoosier Beauty and Midway are reaching the market in exceptionally fine condition, and are in good supply. Sunburst are in fair supply and a limited number of My Maryland and Mrs. George Shawyer are available. Mrs. Aaron Ward, Killarney Brilliant, Killarnev, White Killarney, Double White Killarney, Montrose, Hearst and Richmond comprise the other offerings in roses. Carna-

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

Cut Flowers and Greens

tions are reaching the market in large supply and are improving in quality with time. Gladioli are to be had in quantity, and the same holds true for asters, although the receipts of both are not anywhere near as heavy as they have been. Orchids are still on the short side, and there does not appear to be any too much lily of the valley. Lilies are good property and at times are scarce. Water lilies, calendulas, snapdragons and other miscellaneous stock is to be had, and give the retail florist a chance to vary his window displays at a small cost. The cold weather caused a sudden shortening up of the stock, with the result that out-of-town wholesale houses

found it necessary to draw on this market for their supply. Greens are in good supply, especially fancy smilax.

NOTES.

Jack Byers, who is with the American troops in France, writes that he met Louis Ancrola going into the front line trenches recently just as he was leaving them. Both of the young men were employed in the local wholesale market and have gone over the top several times.

Albert Koehler of the American Bulb Co. has the sympathy of the trade in the loss of his father whose death occurred last week.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

BIG CROP OF ROSES:

Russell--Weiland--Ophelia--Etc.

Lilies, Valley and a Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100
Specials		\$15.00 to \$18.00
Select		12.00
Medium		8.00
Short		4.00 to 6.00
RICHMOND		Per 100
Select		\$8.00
Medium		\$5.00 to 6.00
Short		3.00 to 4.00
MILADY		Per 100
Select		\$8.00
Medium		\$5.00 to 6.00
Short		3.00 to 4.00
Killarney		
White Killarney		Per 100
Killarney Brilliant	Select	\$8.00
My Maryland	Medium	\$5.00 to 6.00
Champ Weiland	Short	3.00 to 4.00
Sunburst	Select	8.00
Ophelia	Medium	6.00
	Short	4.00

ROSES, OUR SELECTION		Per 100
Asters		\$ 4.00
Carnations		\$ 3.00 to 5.00
Harrisil		1.50 to 2.00
Valley		12.50 to 15.00
Adiantum		6.00
Asparagus, per bunch		1.00 to 1.50
Boxwood, per bunch		50c to 75c
Ferns, per 1,000		35c
Galax, bronze and green, per 1,000		\$3.00
Leucothoe Sprays		\$1.00
Smilax, per doz. strings		.75 to 1.00
		\$2.50

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631

CHICAGO

Milady Roses

Positively the Finest Obtainable in Chicago Market.

In Excellent Supply at \$4.00 to \$15.00 per 100.

Columbia \$4 to \$20 per 100	Russell \$4 to \$20 per 100	Gladioli \$3 to \$5 per 100	Brilliant \$4 to \$12 per 100	Ophelia \$4 to \$12 per 100
Sunburst \$4 to \$12 per 100	Roses-Our Selection \$3 per 100	Asters \$2 to \$4 per 100	Valley \$6 per 100	Easter Lilies \$10 to \$15 per 100
Sprengerl Per bunch, 35c to 50c	Adiantum Fancy long, per 100, 75c to \$1	Ferns Per 1000, \$2.50	Galax Per 1000, \$1.25	Leucothoe Sprays 75c
	Plumosos Strings, 50c to 75c Per bunch, 35c to 50c		Adiantum California Extra fancy, per 100, \$1.50	

"We Have It" if it is Obtainable in the Great Chicago Market.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF Roses in All The Leading Varieties

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL. Per 100
Fancy\$8.00 to \$10.00
Good 5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.
White—KILLARNEY—Pink. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Medium 5.00
Short \$3.00 to 4.00

SUNBURST AND OPHELIA. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Good 5.00
Short 4.00

MINIATURE ROSES.
Baby Doll\$2.00 to \$3.00
Eleg 2.00 to 3.00
ROSES, OUR SELECTION 4.00
CARNATIONS. Per 100
Fancy\$3.00
Good 2.00

MISCELLANEOUS. Per 100
Valley\$3.00 to \$3.00
Lilies 12.50 to 15.00
Ferns, per 1,000 3.00
Smilax, per doz. strings 2.50
Adiantum 1.00
Galax (bronze and green), per 1,000 1.50
Asparagus Sprengeri, bunch50
Asparagus Plumosus, bunch50
Boxwood, per lb.35
Other Green Goods Market Rates.

Charles Thomas Johnson, eldest son of Mr. and Mrs. C. W. Johnson, 2242 W. 109th street, Morgan Park, has been promoted to first lieutenant, field artillery, United States army. Lieutenant Johnson was the first selected man to leave Morgan Park for Camp Grant, entering the 332nd field artillery in September, 1917. From private he rose to sergeant and was selected for the third officers' training camp, receiving his commission as second lieutenant June 1, 1918. At a recent examination Lieutenant Johnson was posted as being awarded the highest number of points. He is stationed at Camp Ft. Sill. Before entering the service, Tom, as he is known among his friends, was connected with the Mount Greenwood Cemetery Association. His friends there are delighted with the progress he has made since entering the service.

At Poehlmann Bros. Co.'s greenhouses at Morton Grove everything is in fine shape notwithstanding the scarcity of help and particularly noticeable is the splendid supply of crotons, cyclamens and rubber plants. Their pot chrysanthemums are in excellent condition and are attracting much favorable attention from all the visitors. August Poehlmann's son, Roland, who is now running the steam shovel will again attend school at Urbana entering upon his third year as one of Professor Dörner's students.

One of the most elaborate ceremonies ever connected with the unfurling of a service flag was held by the residents in the neighborhood of Maple Square and Waveland avenue, Saturday evening, September 7. One of the fifty stars in the flag was for Miss Anna Wattman, a nurse. She is a sister of Miss Ruth Wattman, of the Bassett & Washburn office force.

Mrs. Chas. W. McKellar, who cut her left hand severely in an electric washing machine recently, first mention of which was made in our last issue, is recovering and has had about 15 stitches removed. She considers herself lucky that none of the bones were fractured.

C. L. Washburn reports that Bassett & Washburn had an unusually heavy call for stock September 7 from out-of-town points which he attributes to the general shortening up of stock owing to the cool weather.

President Rudd, of the Association of American Cemetery Superintendents, and wife left Tuesday for Rochester, N. Y., where they will attend the annual meeting of the association, September 11-14.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies

30 East Randolph St.,

CHICAGO

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175

CHICAGO, ILL.

J. A. Budlong has built up a steady trade for Double White Killarney roses which are grown in quantity at the Budlong greenhouses and are none too plentiful as a rule in this market.

Allie Zech is back on the job at Zech & Mann's store after enjoying an auto trip through Illinois, Iowa, Missouri and Nebraska. Mrs. Zech accompanied him.

Wietor Bros. are cutting a good supply of roses, particularly Killarney Brilliant, Mrs. Chas. Russell and Sunburst which are the leaders here this week.

Phil Weinberg, formerly with Poehlmann Bros. Co., who is with the colors and at present stationed at Camp Funston, Kan., is home on a furlough.

The sale of the Then greenhouse stock and equipment was postponed from September 7 to September 17, on account of the low bids made.

At the adjourned meeting of the creditors of the J. D. Thompson Carnation Co., September 10, all bids for the property were rejected.

Peter Reinberg is having a good call for roses which he is cutting in quantity especially fancy Mrs. Chas. Russell and Champ Weiland.

The Chicago Flower Growers' Association is still handling large quantities of gladioli which have been a big item with it this season.

A. L. Vaughan & Co. are featuring a good supply of fancy gladioli in all the leading varieties which are in brisk demand this week.

Walter Stockloss of Poehlmann Bros. Co. is back from a two weeks' vacation part of which was spent in picturesque Wisconsin.

Vincent Neil of the American Bulb Co. has been notified that his brother Walter, who is with the colors, has arrived safely overseas.

Tim Cunneen with Percy Jones, Inc., tried to enlist in the Marines September

SOUTHERN WILD SMILAX

\$3.00 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet)..... \$3.50

NATURAL LOG MOSS

Per bag (100 square feet)..... \$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

ber 5, but was rejected owing to a fracture of the wrist.

The E. C. Amling Co. received its first shipment of Early Frost and Smith's Advance chrysanthemums this week.

P. J. Foley, of the Foley Greenhouse Mfg. Co., caught his prize fish on a recent trip, securing a 20-pound pickerel.

Mrs. Daisy Claussen, daughter of A. P. Bonvallet, underwent an operation at the Englewood hospital this week.

George Gobel is again on duty at A. T. Pyper & Co.'s store after spending a delightful vacation in Indiana.

Frank Nepper, son of Peter Nepper, is with the 6th Battalion, 21st Co., at Camp Syracuse, New York.

J. Fred Westenhoff has taken a position with Zech & Mann, entering upon his duties this week.

E. G. Hill, of Richmond, Ind., called on the trade here, particularly the growers, this week.

Miss Heskett, of Vaughan's Seed Store, is spending her vacation in the east.

Visitors: Martin Reukauf, with H. Bayersdorfer & Co., Philadelphia, Pa.; Henry Rahaley, of the Michigan Cut Flower Exchange, Detroit, Mich.; F. C. Goodman, of Kemble & Goodman, Mason City, Ia.

No Shortage Here - Heavy Supply A-1 Quality

COLUMBIA--RUSSELL

and Other Good Summer Roses.

NEW CROP OF CARNATIONS

STEMS LITTLE SHORT, BUT FLOWERS GOOD.

Yellow Golden Glow Chrysanthemums

If you want good stock and good treatment send your orders to us for everything and anything in Cut Flowers and Greens. We grow the Double White Killarney, positively the best to be found in this market.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO**

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

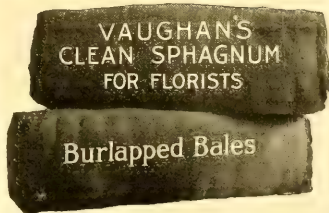
We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefit.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Randolph, September 5. President Lautenschlager in the chair. E. G. Hill, of Richmond, Ind., occupied the vice-president's place in the absence of O. J. Friedman. In the absence of Allie Zech, who had not returned from his auto tour, E. A. Ollinger officiated as secretary pro tem. The meeting was well attended, much interest being evident in the discussion of retailers' problems, scheduled for the evening. A paper on "Modern Flower Shop Methods", by A. Lange, was read, also another unsigned communication along similar lines. Mr. Lange's paper will be found elsewhere in this issue. A lively discussion followed the reading of the papers, George Asmus, Andrew Chronis, George Weiland, J. C. Craig, Duncan Robertson, T. E. Waters, E. G. Hill, C. W. Johnson, W. J. Keimel, Otto H. Amling, J. E. Pollworth, F. S. Webb and others participating. It was the general consensus of opinion that greater co-operation is needed in all our trade lines, with closer attention to credits and better prices for the stock. A knowledge of the cost of production was considered vital and Duncan Robertson said there is much room for improvement in the grading of stock, suggesting that this work can be done at the greenhouses rather than the salesrooms to the advantage of the florists in the reduced handling.

E. G. Hill thought the wholesalers were sometimes at fault in promoting the interests of untrustworthy beginners without means, against established retail men who pay their bills, often doing this on the plea that it is better to take a chance than let the stock go to waste, with the result that the irresponsible novice, having no intention to pay for the stock, undersells

CAR LOADS ARRIVING



**Wired Bales
Cheaper**

SPHAGNUM

MOSS AND GREEN SHEET MOSS

For Florists

For Nurserymen

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph St. NEW-YORK, 43 Barclay St.

VAUGHAN'S SEED STORE

Mention the American Florist when writing

the honest retailer and otherwise hurts his business by unfair competition. J. C. Craig suggested a method of overcoming trade difficulties by referring them to a committee composed of growers, wholesalers and retailers and was requested to prepare complete details of the plan for the October meeting, which he promised to do.

President Lautenschlager announced that he had been appointed chairman of the florists' division in the Fourth Liberty Loan campaign and suggested the offices of the E. C. Amling Co., 169 North Wabash avenue, as headquarters. This was approved and Mr. Lautenschlager urged the members to aid the various committees of the florists' division by every means possible in making the record of our trade the great success it deserves to be.



**No. 2
STICKERS
\$1.25 per 1000**

Use them on all your packages.

**No. 1 Stickers
2 in diameter
\$1.50 per 1000**

**The John Henry Co.,
LANSING, MICH.**

The September meeting, closing the series devoted to the problems of growers, wholesalers and retailers, it was thought desirable that some effort be made to solve the many puzzling ques-

F. L. WATKIN & Co.

NOT INC.

PHONES

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.	
Extra long stems.....	\$5.00
Stems 45 inches.....	4.00
Stems 30 to 36 inches.....	3.00
Stems 24 inches.....	2.50
Stems 18 to 20 inches.....	2.00
Stems 12 inches.....	\$1.00 to 1.50
Short stems.....	100, 4.00 to 6.00

MRS. CHAS. RUSSELL Per 100	
Special.....	\$25.00
Select.....	\$15.00 to 20.00
Medium.....	8.00 to 12.00
Short.....	4.00 to 6.00

ROSES.	
Richmond, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	3.00 to 4.00
Milady, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	3.00 to 4.00
Killarney Brilliant, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	3.00 to 4.00

ROSES—Continued		Per 100
Ophelia, special.....	select.....	\$10.00
" medium.....	select.....	8.00
" short.....	select.....	\$5.00 to 6.00
White Killarney, special.....	select.....	\$10.00
" medium.....	select.....	8.00
" short.....	select.....	\$5.00 to 6.00
Killarney, special.....	select.....	\$10.00
" medium.....	select.....	8.00
" short.....	select.....	\$5.00 to 6.00
Mrs. Ward, special.....	select.....	\$10.00
" medium.....	select.....	8.00
" short.....	select.....	\$5.00 to 6.00
Sunburst, special.....	select.....	\$10.00
" medium.....	select.....	8.00
" short.....	select.....	\$5.00 to 6.00
Cecile Brunner.....	select.....	3.00 to 4.00
Edgar.....	select.....	\$2.00 to 3.00
Baby Doll.....	select.....	2.00 to 3.00
ROSES, OUR SELECTION.....		4.00
Extra special roses billed accordingly.		

CARNATIONS.		Per 100
Fancy.....	select.....	\$2.00 to \$5.00

GLADIOLI		Per 100
Fancy.....	select.....	\$2.00 to \$4.00

ORCHIDS.		Per Doz.
Cattleyas.....	select.....	\$9.00

EASTER LILIES.		Per 100
Select.....	select.....	\$12.50 to \$15.00

MISCELLANEOUS.		Per 100
Asters.....	select.....	2.00 to 4.00
Gypsophila, per bunch.....	select.....	.75 to 1.00
Valley.....	select.....	\$5.00

DECORATIVE.		Per 100
Plumose strings.....	select.....	\$0.50 to \$0.75
Plumose.....	per bunch.....	.35 to .50
Sprenger.....	per bunch.....	.35 to .50
Adiantum, fancy long.....	per 100.....	1.00
Smilax.....	per doz.....	2.50
Ferns.....	per 1,000.....	2.50
Galax.....	per 1,000.....	1.25
Mexican Ivy.....	per 500.....	.75
Leucotoxia spray.....	per 75c.....	
Boxwood, per lb.....	25c; cases.....	7.50

tions confronting these trade lines and this work was assigned to a committee with George Asmus as chairman, his associates being W. J. Keimel, Otto Amling, George Weiland, J. E. Pollworth and T. E. Waters.

George J. Ball, of Glen Ellyn, exhibited a fine vase of his new aster, American, and the judges, E. G. Hill and C. W. Johnson, reported it as "A fine aster, recommended for its pure white color, fine form and distinct individuality."

Albert Berlin, 112 Rockford avenue, Forest Park, was proposed for membership.

Providence, R. I.

DEMAND CONTINUES VERY GOOD.

A heavy demand characterized the past week, floral work continuing to keep the stores busy. Stock has been plentiful. Asters are of good quality, and while gladioli are about over, a few make their appearance daily. Carnations continue to improve, and from appearances, chrysanthemums will soon be in evidence. The store windows have been kept filled with plants during the summer, and now with the advent of cooler weather, flowers will take their wonted place.

NOTES.

Ernest K. Thomas, secretary of the Rhode Island Horticultural Society, has called attention to the classes of special interest to amateurs and small growers at the exhibition of the society to be held at the Narragansett hotel in this city, September 12-13.

The stock of the floral department at the store of the Shepard Co., conducted by M. Engel, was sold at auction last week.

About 10 of the local florists spent an enjoyable day recently in a visit to the summer houses of James Hockey at Fall River.
H. A. T.

Boston.

FALL TRADE OPENS.

Early fall trade has started and business looks very encouraging. Patrons are returning from their summer homes, and plant orders are beginning to arrive. All retailers have started to freshen up and remodel their stores and arrange them with varieties of foliage plants. Roses are seen in quantities and the new crop is looking good. Chrysanthemums have begun to arrive. The first are Golden Glow and October Frost and they sell readily. Shipments of gladioli are arriving each day and clean up easily at a fair figure. Asters never were in better condition. The scarcity of lily of the valley and sweet peas has caused a large demand for swainsona for use in wedding bouquets.

NOTES.

From Thomas Roland's range at Revere, daily shipments of Ophelia and Ward roses and Golden Glow chrysanthemums are being received. From his Nahant houses he is sending a large assortment of crotons, dracaenas and ferns.

Large shipments of Amaryllis Belladonna spikes with from eight to 10 blossoms on each, a beautiful shell pink with a rich fragrance, are being received in the market twice a week from the Duncan estate at Arlington.

A. M. Davenport reports that he has 5,000 chrysanthemum plants for the trade in excellent condition, and the first will be ready to ship the latter part of September. He also has a good assortment of ferns and rubber plants.

Thomas F. Galvin's two stores report a good summer trade and are now well stocked up with fall plants. He has added to his delivery equipment a new and attractive Atlas car.

B. A. Snyder & Co., always hustling, have developed a large trade and the

grade of flowers they handle are among the best arriving in this city.

Welch Bros. Co. reports a very successful business, and their out-of-town orders are arriving better than anticipated.

Wm. Nicholson of Framingham, is shipping October Frost chrysanthemums and carnations.

Wm. Phelps, of Lexington, has started cutting delphiniums and Easter lilies.
S. K. G.

Fort Wayne, Ind.

IMPROVED MARKET LOOKED FOR.


With the fine supply of asters and gladioli that is arriving on the local market, trade should show a vast improvement within the next few weeks. Several heavy rains the past week have done much for the outdoor grown stock, and the cooler weather has brought greenhouse flowers up to a high standard for this season of the year. Roses especially are showing up better, with deeper color, and longer stems. Carnations are increasing in quantity, and are improving slowly in quality. The quantity of dahlias on the market is very negligible. Chrysanthemums, Golden Glow, and Smith's Advance, are attracting a great deal of attention and are used largely in decorative work.

NOTES.

Another greenhouse has been erected by the New Haven Floral Co. which is 232 feet in length, and will be devoted to the growing of blooming plants. This firm will also grow a large number of vegetable plants for winter and spring, after the chrysanthemum season is over.

Private George B. Doswell has just been transferred from Camp Benjamin Harrison, Indianapolis, Ind., to Camp Sheridan, Alabama, where he has been

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO

Long Distance Phones | Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady Sunburst

Shawyer

Ward Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

GLADIOLI

Rubrum

Valley Cattleyas

CHRYSANTHEMUMS

Good supply of Golden Glow.

Calendulas

ASTERS

GREENS.

Plumous Sprengeri

Galax, bronze Galax, green

Ferns

Adiantum Smilax

Cincinnati.

TRADE CONTINUES SATISFACTORY.

Business is good. All during last week the demand for stock in the market was active and steady and cleaned up everything in good shape. This week's market started off as well. Shipping business is good. Roses are much more plentiful. With the coming of cool weather, the cut began to harden up nicely and gave the blooms a chance to stand shipping well. The carnation cut is increasing in size and now they are an important factor in the week's business. Asters are very plentiful and are excellent in quality. Gladioli are still in a good supply. Easter lilies are not as plentiful as they were but still a fair quantity is available. Some excellent dahlias may be had. Chrysanthemums are coming into the market. Cosmos is now a regular offering. New wild smilax is in the market and is of a high quality.

NOTES.

Mrs. Dora C. Jones, wife of C. J. Jones, died last Friday after a brief illness. Mr. Jones has the sympathy of his friends in his bereavement over his loss.

E. G. Gillett has been having some choice asters and gladioli from the north. They have been selling very readily.

Frank & Sons, of Portland, Ind., are getting some excellent cuts of roses through by parcel post.

C. E. Critchell has been handling many fine asters from the north and New York state.

L. H. Kyrk and wife celebrated their thirty-third wedding anniversary, September 9.

The Bloomhurst Floral Co. is cutting excellent roses at this time.

H.

Rutherford, N. J.

Although the fall season has not yet fairly begun, there is much activity about the nursery and range of Bobbink & Atkins. Their large local trade always makes work and out-of-town orders keep coming in. There is a great and noteworthy variety of stock at this place, hardy herbaceous plants being always prominent. There is, of course, the usual fine stock of conifers and deciduous trees and shrubs. An exceptionally fine stock of Ficus elastica was recently noticed. Until a recent visit, we had little idea of the extent to which this firm has gone into the growing of garden roses. Some distance from their original nursery and offices, they have another nursery largely devoted to rose growing. They have there almost 15 acres of hybrid teas, all of their own budding and all in fine condition.

The Julius Roehrs Co. has recently purchased the entire stock of palms from the estate of the late Lemuel Ball, Wisconsin, Philadelphia, Pa.

A. F. F.

assigned to the First Casualty detachment, awaiting the formation of a division of field artillery.

The Doswell Floral Co. had the decorations for the booths at Robison park for Old Soldiers' day, September 8, consisting of large baskets of hydrangeas and gladioli, and a banking of many palms and ferns.

A. J. Lanternier & Co. have just purchased a new delivery truck, for their ever-increasing business. They have just received a large consignment of baskets and novelties.

The Red Cross auction will be held at the Court House September 10-14, the florists donating many hundreds of dollars worth of cut flowers and plants.

H. K.

Pittsburgh, Pa.

GOOD STOCK AND TRADE INCREASES.

Business during the past week showed considerable improvement, with stock of better quality helping considerably. Gladioli are diminishing in supply and the few being received are bringing good returns. The weather of the past few weeks has greatly improved all outdoor stock. Asters are now coming in very good and meet with ready sale. Many are as large as chrysanthemums and with long stems. Roses are in demand but receipts are principally in the shorter grades. Ophelia, Pink and White Killarneys, Sunburst and Columbia are the leaders. The last named seems to be a very good variety indeed and is much in demand. American Beauty is selling at better prices than at any time during the summer, and when good stock is offered there is no difficulty in making quick disposal. Some carnations of the new crop are coming in but do not meet with particular favor. Dahlias, which are expected at any time now, will be very welcome.

NOTES.

Earl Hunkel, of the cut flower department of the McCallum Co., has been ordered by his draft board to secure an essential position. He expects to go to the airplane factory at Swissvale. C. C. Phillips will be connected with the cut flower department during his absence.

The retail florists' association has had some very interesting meetings recently. At the last gathering the feature was a very instructive talk on "Costs", by Mr. Gibson. Those who fail to attend are missing much that is of value.

W. A. Clarke and family have returned from their summer home at Chautauqua Lake.

George Wessenauer has installed a new refrigerator in his Ambridge store.

M.

DAVENPORT, IA.—Burglars opened the safe of the Bills Floral Co., securing a \$50 Liberty Bond and about \$60 in cash.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Omaha, Neb.

NOTES.

A local florist who has an exceptionally good opportunity to observe the trend of the jewelry business at this time makes the following comment: "If people can afford to buy diamonds, they can afford to and will continue to buy flowers. I saw a woman buying \$1,300 worth of diamonds a few days ago. I saw another purchase \$130 worth. People may talk about the high cost of living at the present time, but there are many who are receiving double the wages they previously earned, and if the florists do not work out their end of the business and get their share, they are not properly looking after their interests. People who buy diamonds will also buy flowers."

Roy Wilcox, of J. F. Wilcox & Sons, Council Bluffs, has enlisted in the Rhæe Auto School at Kansas City, Mo., where he is now taking technical training for the army. This leaves four of the Wilcox boys at home to take care of the business, but some of these expect to be called for service.

The Jewish holidays brought a good demand to the local florists, the event being widely celebrated in this city with special services in the churches and entertainments in the homes. It is reported that more flowers were sold than on any similar occasion.

A. E. L.

Columbus, O.

GENERAL OUTLOOK ENCOURAGING.

The life of the gladioli season, which seemed about at an end two weeks ago, has been lengthened by copious rains, and there are still fine cuttings on display. Asters, also, on the point of being burned up, have been giving a new lease, and are now plentiful and of fine quality, being a great asset to florists at this period of naturally limited variety of stock. Roses are also very good. The few offerings of chrysanthemums are not arousing much interest at existing high prices. A bountiful crop is now assured. Carnations are coming in slowly, but are small and of short stem. There is a scarcity of pot plants. Business is good, the larger stores being enthusiastic over present trade and the outlook for the future. In less degree than growers, stores are handicapped by short help, and girls are being broken in to take the place of young men claimed by the draft. The fuel situation is brighter. Growers have been able to acquire a supply for some time ahead. The recent government order prohibiting the shipping of Ohio coal for steam use into Michigan, is making available a large extra quantity of steam sizes throughout this territory.

NOTE.

Two local growers had fine exhibits at the recent Ohio state fair, each winning a large number of prizes. The Fifth Avenue Floral Company received 30 ribbons, 17 of which were firsts. Among the large number of premiums secured by the Indianapolis Floral Company, was first on the best collection of 50 plants. This year's amateur exhibit was unusually good, especially in plants.

C. C. J.

BOSTON FLORAL SUPPLY CO., Inc.

347-357 Cambridge Street,

BOSTON, MASS.

MANUFACTURERS OF FLORISTS' SUPPLIES

Headquarters for Cycas, Baskets, Wire Designs, Wax Flowers, etc.

Rochester, N. Y.

DEMAND GENERALLY QUIET.

With the exception of a few busy days, trade during the past week was dull. The exposition and horse show failed to stimulate the demand as was the case last year, although a few of the stores had orders for baskets with horse show colors. Roses are very scarce and only a few in the choice varieties are available. Gladioli are still arriving in large numbers. Asters are selling well but the prices are low. The fall crop of carnations is coming in with quality improving. With a scarcity of flowering plants, baskets of cut stock are being used.

NOTES.

Miss Bensen has taken the position of bookkeeper at the H. E. Wilson store, succeeding Miss Harriet Conway who became Mrs. William Ringwood, of Pittsburgh, Pa., September 5.

George Kramer made his usual fine display at the peristyle at the exposition and at the entrances to the floral hall. The arrangements, however, were not as elaborate as last year.

H. E. Wilson arranged several good fall opening decorations for leading stores during the past week.

Chas. Sharp has been on the sick list for several days.

CHESTER.

Minnesota State Fair.

The flower and plant exhibition in connection with the Minnesota state fair this year, staged in the Horticultural building, was one of the finest in the history of the fair association. Premiums to the amount of \$1,390 were offered and the individual exhibits were noteworthy for the high quality of stock both in plants and cut flowers. St. Paul and Minneapolis were the principal contestants for the awards. August Swanson acted in the capacity of judge and rendered excellent service, the staging being in the capable hands of Professor LeRoy Cady, superintendent of horticulture.

In the class for original designs, were represented a Liberty Bell and two service flags—patriotism, first, last and all the time. Among the table decorations some novel ideas were seen and keen rivalry displayed in the entries.

In all classes, Holm & Olson, St. Paul, took 38 firsts and four seconds out of 42 entries.

Prizes were awarded as follows:

Decorative plants, 100 feet—Holm & Olson, 1st; Swanson, Inc., 2nd; Chicago Avenue Greenhouses, 3rd.

Decorative plants, 50 feet—Holm & Olson, 1st; Chicago Avenue Greenhouses, 2nd.

Decorative plants, 25 feet—Holm & Olson, 1st; Chicago Avenue Greenhouses, 2nd.

Blooming plants, 100 feet—Swanson, Inc., 1st; Holm & Olson, 2nd; Chicago Avenue Greenhouses, 3rd.

Blooming plants, 50 feet—Holm & Olson, 1st; Chicago Avenue Greenhouses, 2nd; Swanson, Inc., 3rd.

Blooming plants, 25 feet—Holm & Olson, 1st; Chicago Avenue Greenhouses, 2nd.



IN CHICAGO

KENNICOTT BROS. CO.
WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.

J. E. POLLWORTH, Sec'y and Gen'l Mgr.

SOUTHERN WILD SMILAX

\$3.00 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Collection of ferns, 100 feet—Holm & Olson, 1st; Swanson, Inc., 2nd; Chicago Avenue Greenhouses, 3rd.

Collection of ferns, 50 feet—Holm & Olson, 1st; Chicago Avenue Greenhouses, 2nd.

Collection of ferns, 25 feet—Holm & Olson, 1st; Chicago Avenue Greenhouses, 2nd.

Collection of caladium, 25 feet—Holm & Olson, 1st.

Collection of coleus, 25 feet—Holm & Olson, 1st; Chicago Avenue Greenhouses, 2nd.

Specimen kentia—Holm & Olson, 1st; Swanson, Inc., 2nd; Chicago Avenue Greenhouses, 3rd.

Specimen phoenix—Holm & Olson, 1st; Swanson, Inc., 2nd.

Specimen, any other variety palm—Holm & Olson, 1st; Chicago Avenue Greenhouses, 2nd.

Specimen pandanus—Holm & Olson, 1st.

Pair of bay trees, pyramidal—Holm & Olson, 1st.

Standard bay trees—Holm & Olson, 1st.

Specimen Boston fern—Holm & Olson, 1st; Chicago Avenue Greenhouses, 2nd; Swanson, Inc., 3rd.

Aster blooms, 100—Holm & Olson, 1st; Swanson, Inc., 2nd.

Aster blooms, 50—H. S. Swanson, 1st; Holm & Olson, 2nd; Swanson, Inc., 3rd.

Aster blooms, 25—Holm & Olson, 1st; H. S. Swanson, 2nd; Swanson, Inc., 3rd.

Collection gladioli—Holm & Olson, 1st; W. E. Fryer, 2nd.

Perennial collection—Holm & Olson, 1st; W. E. Fryer, 2nd.

Nursery exhibit—Holm & Olson, 1st; H. F. Baker, 2nd.

Russell roses—Chicago Avenue Greenhouses, 1st; Holm & Olson, 2nd; Swanson, Inc., 3rd.

Kaiserin roses—Holm & Olson, 1st; Chicago Avenue Greenhouses, 2nd.

Pink roses—Holm & Olson, 1st; Chicago Avenue Greenhouses, 2nd; Swanson, Inc., 3rd.

Yellow roses—Holm & Olson, 1st; Chicago Avenue Greenhouses, 2nd; Swanson, Inc., 3rd.

Bride's bouquet—Holm & Olson, 1st; Chicago Avenue Greenhouses, 2nd; Swanson, Inc., 3rd.

Corsage bouquet—Holm & Olson, 1st; Swanson, Inc., 2nd; Chicago Avenue Greenhouses, 3rd.

Window box—Holm & Olson, 1st; Chicago Avenue Greenhouses, 2nd.

Original design—Swanson, Inc., 1st; Holm & Olson, 2nd; Chicago Avenue Greenhouses, 3rd.

Table decoration—Holm & Olson, 1st; Swanson, Inc., 2nd; Chicago Avenue Greenhouses, 3rd.

Wreath—Holm & Olson, 1st; Swanson, Inc., 2nd; Chicago Avenue Greenhouses, 3rd.

Collection phlox—Holm & Olson, 1st; H. F. Baker, 2nd.

Cut flower basket—Holm & Olson, 1st; Chicago Avenue Ghrs., 2nd; Swanson, Inc., 3rd.

C. R. F.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale Cut Flowers
Growers of

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St.,
CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing

Wholesale Flower Markets


Chicago.

CURRENT PRICE LIST.

		Per doz.
Roses, Beauty, specials.....	\$5.00@	\$8.00
" " 48-in.	4.00@	4.00
" " 36-in.	4.00@	3.00
" " 30-in.	4.00@	2.50
" " 24-in.	4.00@	2.00
" " 18-in.	4.00@	1.50
" Mrs. Chas. Russell	1.00@	4.00

100

" Hoosier Beauty	4.00@	10.00
" Killarney Brilliant	4.00@	10.00
" Columbia	4.00@	25.00
" Killarney	4.00@	10.00
" White Killarney	4.00@	10.00
" Richmond	4.00@	10.00
" My Maryland	4.00@	10.00
" Mrs. Geo. Shawyer	4.00@	10.00
" Milady	4.00@	10.00
" Sunburst	4.00@	10.00
" Mrs. Aaron Ward	4.00@	10.00
" Hadley	4.00@	10.00
" Ophelia	4.00@	10.00
" Double White Killarney	4.00@	10.00
" Mrs. Moorefield Storey	4.00@	10.00
" Champ Weiland	4.00@	10.00
" Stanley	4.00@	10.00
" Tipperary	4.00@	10.00
" Francis Scott Key	4.00@	10.00
" Cecile Brunner	2.00@	3.00
" George Elgar	2.00@	3.00
" Baby Doll	2.00@	3.00
" Nesbit	2.00@	3.00
" Our Selection	2.00@	3.00
" Carnations	2.00@	3.00
" Cattleyas	9.00@	10.00
" Daisies	1.00@	2.00
" Lillian Harriell	10.00@	15.00
" Valley	6.00	
" Ferns	per 1000	2.50
" Gladioli	3.00@	8.00
" Asters	2.00@	4.00
" Chrysanthemums	per doz.	2.00@ 4.00



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

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We have a large supply of some varieties, but others only in limited quantity. If you need plants order them today. The plants are of a good size and in good condition.

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Philadelphia.

DEMAND AND SUPPLY BOTH LIGHT.

Business the past week has not come up to expectations, the demand being very light. There has, however, been no great overstocks, plenty of short new crop roses, but not any too many of the higher grades. Maryland is one of the best pinks, and Ophelia is coming a good color as is Russell. There are very fair American Beauties, which the cool nights help to improve. Asters are the most plentiful flower, but are distinctly on the wane, and will be succeeded the coming week by the dahlia, which recent rains and cooler weather have greatly improved. Some very good stock is now being offered. Gladioli are still in the running, late plantings furnishing excellent flowers. Larkspurs and blue eupatoriums are the best flowers in their color. Golden Glow chrysanthemums are now seen in all the stocks but most of the flowers are undersize, probably too many grown to a plant. Plenty of Easter lilies are seen—how they will be missed later on after the chrysanthemums go out. Cattleyas are still very scarce, selling at record prices.

EARLY CLOSING.

Anticipating the depletion of the forces in cut flower stores, there is a movement on foot looking to early closing of all shops at six p. m., so as to conserve light during the winter months. This is being agitated by Chas. H. Grakelow, with the idea, that if the trade shows a disposition to assist the government they will, or may, fare better in the classification of the coming draft. The central stores of the retail districts are not averse to this, but those with shops in the business centers of the residence districts say 50 per cent of their business is done after six p. m. when the streets are full of people, who, employed during the day, do their shopping at night, or step in while going to and from places of amusement. Early closing to the class of stores would mean a great hardship, putting many of them out of business. If this were a rule affecting all branches of trade it would compel those engaged during the day to make their purchases at the noon hour in the large department stores.

NOTES.

Chas. D. Ball, one of the oldest palm growers in the country, and one of the most successful, is especially proud of his war stock, which although grown with half his usual working force, is in every particular quite up to the pre-war period. Kentia Belmoreana and Fosteriana are seen in all sizes from seed bed up to 12-inch pot specimens, single and made up. With the exception of early August shipments, his stock subject to many regular and advance orders, is sufficient to fill all the houses, which considering the labor and fuel difficulties, is certainly an achievement. Chas. D. Jr., who has a college degree in chemistry, is now in France in the chemical warfare service laboratories doing his bit in fighting the Hun.

Nelson T. Geiger, on 13th street above Walnut, keeps up a very effective window display, which although business is light these days, amply re-

EDWARD REID

Good Summer Roses, Asters, Gladioli, Easter Lilies. All seasonal Flowers.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, Sept. 11. Per 100		
Roses, Killarney	2.00@	8.00
" Mrs. Chas. Russell	4.00@	12.00
" Ophelia	3.00@	8.00
" Richmond	2.00@	8.00
" Sunburst	2.00@	8.00
Lilium Giganteum	8.00@	10.00
Gladioli	2.00@	8.00
Carnations	1.00@	2.00
Rubrum	5.00@	6.00
Asters	2.00@	4.00
Dahlias	2.00@	4.00

BOSTON, Sept. 11. Per 100		
Roses, Beauty	12.00@	25.00
" Killarney Queen	4.00@	6.00
" White and Pink Killarney	8.00@	12.00
" Double White Killarney	4.00@	8.00
" Killarney Brilliant	2.00@	8.00
" Hadley	4.00@	12.00
" Mock	2.00@	8.00
" Mrs. Chas. Russell	4.00@	12.00
" Taft	2.00@	6.00
" Milady	2.00@	8.00
" Ward and Hillandson	2.00@	8.00
" My Maryland	2.00@	12.00
Carnations	1.00@	2.00
Easter Lilies	8.00@	12.00
Valley	6.00@	10.00
Gladioli	1.00@	4.00

BUFFALO, Sept. 11. Per 100		
Roses, Beauty Special	\$25.00@	\$30.00
" Fancy	15.00@	20.00
" Extra	10.00@	15.00
" 1st	5.00@	10.00
" Killarney	3.00@	8.00
" My Maryland	3.00@	8.00
" Sunburst	3.00@	6.00
" Ward	2.00@	4.00
" Ophelia	3.00@	6.00
" Russell	6.00@	10.00
" Shawyer	3.00@	6.00
Lilies	8.00@	10.00
Cattleyas	40.00@	50.00
Asters50@	2.50
Carnations	1.00@	1.50
Asparagus Sprengerii35@	.50
Ferns	per 1,000	2.00
Smilax	20.00
Sweet Peas25@ .50
Calendulas	1.00@	2.00
Delices	1.00
Gladioli	1.00@	3.00

pays him. Good use is made of green and golden privet arranged tastefully with the cut flowers in vases—gladioli, single tuberose, water lilies in low jardiniere and lotus. A bronzy, green velvet cloth is used, which makes a very good setting in the bottom of the window.

James M. Thoirs, across the river in Camden, was almost swamped one day last week with work for the funeral of a superintendent of the New York Shipbuilding Co. It taxed his depleted force to the utmost to get it all out.

The Robert Craig Co. is sending out quantities of ferns of the Boston type, for which there appears to be a great demand. A number of houses of chrysanthemums at their 49th street place, are looking exceptionally fine.

C. U. Liggit spent the week end with his family at Atlantic City. He never experienced such an insistent

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These baskets can be had in various colors, as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of.....\$4.50

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BERGER BROS.

Roses, Orchids, Peonies, Gladioli, Asters

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

demand for florists' plants from growers as during the past two months.

L. J. Seiger arrived in town, September 7, with a large sheaf of orders and left on another trip September 9. Mr. Craig says this will be a very heavy shipping week.

CC. POLLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and Florists' Supplies.
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The Wholesale Supply
House of America...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

Mention the American Florist when writing

Jack Duetscher, now a sergeant of the military police, was home for a few days the past week. He is looking well and expects to "go over" in a week or two.

Henry A. Dreer, Inc., have a water lily display in one of their large windows, which attracts great attention. Flowers are received daily.

The common blue eupatorium, which can be cut now with stems over a foot in length, is a good outside cut flower, it being a beautiful shade.

WITH THE WHOLESALEERS.

Carl Cortis, when he has finished the coat of white, will have the Jos. Heacock Co.'s store in splendid order for the season's business. The stock of roses at Roelefs never looked better. Labor troubles, for the present at least, have been overcome. Palm stocks are moving at an increasing rate to get deliveries made while the weather permits.

Edward Reid is glad to see the government taking such energetic measures to win the war. He is an active member of the home guard and while always on the job and keeping his business to the front, stands ready at any moment for military service.

"Not a great deal doing the past week," was the report at the Leo Nielsen Co.'s market. The supply of flowers was also light. It is expected that dahlias will be handled in quantities from now on, and will give an added impetus to trade.

"From the way orders are coming in," said Paul Bayersdorfer, of H. Bayersdorfer & Co., "the retailers all over the country must be anticipating good business for the coming season, as we are unusually busy at this time."

Easter lilies, roses and gladioli are features with the Berger Bros. Business was quiet the past week.

K.

GUST. RUSCH & CO.



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All Seasonable Cut Flowers
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1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Sept. 11. Per 100

Roses, Beauty, special	20.00@25.00
" " fancy	10.00@20.00
" " Mrs. Chas. Russell	8.00@12.00
" " Killarney	4.00@ 8.00
" " Hadley	4.00@15.00
" " Sunburst	3.00@ 6.00
" " Wards	2.00@ 3.00
" " Ophelia	3.00@ 8.00
Carnations	1.00@ 3.00
Cattleyas	each \$0.75@1.50
Valley	6.00@ 8.00
Lilium Rubrum	5.00@ 6.00
Easter Lilies	10.00@12.00
Suapdragons	4.00@ 6.00
Asters	1.00@ 3.00
Gladioli	1.00@ 3.00
Dahlias	1.00@ 2.00
Calendulas	1.00@ 2.00
Sweet Peas	.50@ .75
Asparagus, string or bunch	.35@ .50
Adiantum	1.00
Smilax	.15@ .20

MILWAUKEE, Sept. 11. Per 100

Roses, Killarney, W. Killarney	\$2.00@8.00
" " Ward	2.00@ 6.00
" " Mrs. Chas. Russell	2.00@20.00
" " Ophelia	2.00@ 8.00
" " Columbia	5.00@20.00
" " Hoosier Beauty	2.00@ 8.00
Carnations	1.00@ 2.00
Sweet Peas	.50@ .75
Cattleyas	per doz. 9.00
Lilies	15.00
Asters	2.00@ 3.00
Gladioli	2.00@ 3.00

St. Louis, Sept. 11. Per 100

Roses, Hadley	\$2.00@4.00
" " Killarney	2.00@ 4.00
" " White Killarney	2.00@ 4.00
" " Hoosier Beauty	2.00@ 5.00
" " Russell	3.00@10.00
" " Sunburst	2.00@ 6.00
" " Ward	2.00@ 3.00
" " Mrs. Sawyer	2.00@ 6.00
" " Ophelia	2.00@ 6.00
Ferns	per 1,000 1.75
Carnations	1.00@ 1.50
Gladioli	1.50@ 5.00

McCALLUM CO.

Florists' Supplies

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Philadelphia Wholesale Florists' Exchange

Roses, Gladioli, Asters.

Up-to-the-Minute Service. Satisfaction Guaranteed.

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Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

PITTSBURGH, Sept. 11. Per 100

Roses, Beauty, special	20.00
" " fancy	10.00@20.00
" " extra	8.00@12.00
" " No. 1	4.00@ 8.00
" " Hadley	4.00@15.00
" " Killarney	2.00@ 8.00
" " Sunburst	1.00@ 4.00
" " Mrs. Aaron Ward	2.00@ 4.00
Cattleyas	75.00@100.00
Easter Lilies	8.00@10.00
Lilium Giganteum	10.00@12.00
Adiantum	1.00
Asparagus Sprengeri, bunch	.35@ .40
New Crop Green Galax	per 1000 \$1.25
Asters	1.00@ 4.00
Gladioli, per dozen	2.00@ 6.00

New York.

HOLIDAY HELPS BUSINESS.

There was an improvement in business during the latter part of the past week, due in a way to the celebration of the Jewish New Year, September 7. A much better quality of tea roses is now arriving, and they go fairly well, but there is a flood of short stock that is hard to move. A fair quality of new crop carnations is now on the market and they sell at 75 cents and \$1 per 100. There is yet a surplus of asters, and the best go cheap. There is little change in the orchid and lily of the valley situation. The crop of Cattleya gigas is off and the smaller varieties go at about \$1 per flower. There is a slow but steady increase in the supply of chrysanthemums.

September 9.—There is a good supply of stock on the market this morning and a fair amount of business. Prices on special roses are stiffening. The best carnations are now factors at \$1.50 and \$2.00 per 100. Cattleya labiata is the only orchid on the market in any considerable quantity, wholesale prices ranging at the rate of 50 cents to \$1 per flower. The new draft continues to be viewed as a serious proposition for all branches of the trade.

NOTES.

Bernard M. Baruch, chairman of the war industries board, has recently written an article for a woman's magazine on "Wartime Thrift." Before Mr. Baruch was called to his present position, he is said to have made an enormous fortune in Wall street speculation. Like a number of other men of his class, he wants the florist industry put out of business. There is nothing new in what he writes; in one form or another, it has all been previously said or written, but we copy one extract:

"I can illustrate by a comparatively small industry which is almost wholly in the field of luxury. We have in the United States about 20,000 men who work in greenhouses. These 20,000 men are almost all engaged in raising hothouse flowers. (A few are engaged in raising early hothouse vegetables.) Now if we go on consuming hothouse flowers, this 20,000 of man power will not be available for war work. But if we will put intelligence and the spirit of patriotism into thought on the subject, we shall stop using these luxuries which we can get along without, and this 20,000 man power will be released, to go out on the farms and raise wheat for our soldiers, or to go into the factories and make shells, guns, airplanes, and the like." We fail to understand why a man occupying the high position of Mr. Baruch, should single out the florist industry for attack. Granted that it is in the field of luxury, there is no other luxury that affords so much unalloyed pleasure with no remorse or after regrets as the use of flowers: "The banquet has its hour, its feverish hour of mirth and song and wine," but the flowers on the board do not intoxicate or provoke revelry. They are mute appeals to man's better nature. A business of war that possibly Mr. Baruch has overlooked, is the nursing back to health—in many instances but a small measure of it—the thousands of maimed bodies and temporarily disordered minds that have passed through the hell of war. The ladies of the National League for Women's Service, by their distribution of flowers in the base hospitals, have abundantly proved that flowers can be more than a luxury. And these flowers are the freewill offerings of the florists and the good ladies who distribute them. When the chairman of the war industries board can convince the people of this country that the enormous waste and extrava-

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY, - - NEW YORK

gance in the expenditure of money that has been going on in other ways has been stopped, he will be in a better position to criticize the use of flowers.

Though the business embarrassment of Alexander McConnel is a matter for regret, it is gratifying to note that his assets will be ample to pay all that he owes, and that the present condition has been brought about by events over which he had no control. In all the talk that is heard of large fortunes being made through the war, there is no record of any of them being made by florists, but on the other hand, they are enduring a fair share of its hardships. Near to the oldest of the retail florists of this city, Alexander McConnel has had a long and honorable career. As a citizen, business man and as a personal friend, he has won the respect and esteem of thousands of people in this city and elsewhere, which will not be weakened by temporary adversity.

Albert Schanzer, who was well and favorably known in the retail trade of this city as a designer and decorator, is now in the American army in France. His last work before leaving for camp was with the Van Praag Floral Co., of Fifth avenue and 40th street, and Mr. Rossow of that company has recently received a letter telling of his safe arrival "over there."

The Colonial Florist, Broadway and 157th street, is a heavy buyer in the wholesale district and has frequent sale days when he makes a specialty of pushing some particular line.

M. Andreopoulos, one of the "Garden Florists" of 2556 and 2883 Broadway, left for a United States army camp, September 3, having been called in the selective draft.

Traendly & Schenck are now handling fine stock of the Mock, Ophelia, My Maryland and other roses.

A. F. F.

New York Florists' Club.

The club met in its rooms in the Grand Opera House building on the evening of September 9, President Schenck in the chair. This was the first meeting after a vacation of two months, and there was a good attendance. President Schenck, in opening the meeting, expressed his gratification of such a representative gathering of all branches of the trade. He requested those present to speak to the absent ones when opportunities occurred, requesting them to keep up their interest and attend regularly.

A noteworthy feature of the meeting was the presence of Mrs. J. Clark Curtin and Mrs. Edward McVicker, of the National League for Women's Service. These ladies have been active in the work of collecting flowers in the wholesale district and distributing them among the sick and wounded soldiers who are in the government hospitals located in this city and vicinity. Mrs. Curtin was first introduced and made an extended address, relating many touching incidents which had occurred in the course of their many visits for the purpose of distributing the flowers donated by the florists. She also read



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Trade Directory

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American Florist Co.

440 S. Dearborn St., Chicago

a number of letters which had been received from soldiers, expressing warmly their thanks for the floral gifts. Mrs. McVicker, who is president of the League for Women's Service, next made an address of thanks to the club, and concluded by presenting a service flag containing 15 stars for members in the service, reminding the members that it was something to be highly prized.

Another important and interesting feature of the meeting was the address, with many stereotyped views, of F. R. Newbold. The views were from the battle front and were graphic portrayals of the devastation of war, a country

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NEW YORK CITY

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NEW YORK

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William Mackie

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.

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WHOLESALE FLORIST

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3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
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Wholesale Flower Markets

NEW YORK, Sept. 11. Per 100

Roses, Beauty special	25.00@30.00
" extra and fancy	8.00@10.00
" No. 1 and No. 2	3.00@ 5.00
" Columbia	1.00@12.00
" Francis Scott Key	2.00@25.00
" Prima Donna	.50@ 6.00
" Alice Stanley	.50@ 6.00
" Mrs. Geo. Sawyer	.50@ 6.00
" Double White Killarney	1.00@ 8.00
" Killarney	.50@ 3.00
" Queen	.50@ 6.00
" Brilliant	.50@ 6.00
" Aaron Ward	1.00@ 5.00
" J. L. Mock	1.00@10.00
" Ophelia	1.00@ 8.00
" Mrs. Chas. Russell	2.00@15.00
Cattleya Orchids, special	50.00@100.00
Rubrum	1.00@ 2.00
Lilies, Longiflorum and Formosum	3.00@ 6.00
Lily of the Valley	4.00@10.00
Adiantum Croweaum and	
Hybridum	.50@ .75
Asparagus Plumosus, doz. bchs.	1.50@ 3.00
Smilax, doz. strings	1.00@ 2.50
Gladiol	.50@ 2.00
Bouvardia, white	4.00@ 5.00
Asters	.25@ 1.50
Dahlias, per doz.	.15@ .25
Chrysanthemums, per doz.	1.00@ 1.50
Carnations	.50@ 2.00

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

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Phones, 3310-11-12 Farragut

Henshaw Floral Co.

(Incorporated)

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Trade Directory

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440 S. Dearborn St., Chicago

Telephones: 4422 Farragut D. J. Pappas, Pres.
4423**United Cut Flower Co., Inc.**

WHOLESALE

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Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 8 o'clock
every morning.

Desirable wall space to rent for advertising.

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The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-

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M. C. FORD121 WEST 28TH STREET
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Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
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Wholesale Commission Florist

106 West 28th St., New York

Consignments Solicited.

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THE FLORISTS' SUPPLY HOUSE of AMERICA

Be on the safe side. Right now is the time to order **Bayersdorfer Supplies.** Add them to your display and increase your business. Baskets in great variety of exceptional coloring and finish. **Porto Rican Mats, Crepe Paper.** A splendid line of **Metallic and Wax Flower Designs.** All the standard staples.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

shot to pieces, so to speak—ruined buildings, farms and orchards. A standing vote of thanks was tendered the ladies and Mr. Newbold.

President Totty and ex-President Vincent of the S. A. F., and Joseph A. Manda gave talks on the recent convention. Edward Hanft, New York, was proposed for membership. A letter was read from Prof. White, calling attention to the meeting of the Horticultural societies and floral clubs at the state fair at Syracuse on the afternoon of September 11. A letter was also read from J. P. Jones, an assistant director for the Fourth Liberty Loan, relating to the club's co-operation.

The floral exhibits were creditable. John Lewis Childs, Flowerfield, N. Y., represented by L. S. Hendricks, exhibited 21 vases of gladioli. Prominent varieties were Mrs. Francis King, Scribe, a handsome mottled pink; Rosy Spray, pink; Fascination, salmon pink; and the well known America and Europa—awarded a silver medal. John Scheepers & Co., New York, exhibited "giant everbearing raspberry," La France; preliminary certificate; also, vase of Gladioli Acedanthera. Vote of thanks. George Schlager, Brooklyn, N. Y., exhibited Catleya Moire, Silver medal. Charles H. Totty Co., Madison, N. J., exhibited their new pink rose, Premier. The committee pronounced it promising and will see it again. Richard Vincent Jr. & Sons, White Marsh, Md., exhibited a vase of Dahlia King of the Autumn; also vase of Dahlia Futurity. Vote of thanks. Highly commended.

A. F. F.

St. Louis.

TRADE CONTINUES QUIET.

Trade in general is still slow, with now and then a gentle spurt, caused by some big funeral. Routine business is very poor, but with the seasonable weather we have been having it should show some improvement. Stock of all kinds has been easily equal to the demand. Asters have been very plentiful, but not of extra good quality. Carnations are coming in, but in small quantities and poor stock. Roses are plentiful, Columbia and Russell leading in quality. Lilies are plentiful, with a fair call. Chrysanthemums arrive in occasional shipments, but the local cut has not yet shown on the market. Outdoor stock is still arriving in small quantities, and within a week dahlias should make a bid for the limelight. Smilax is scarce. In other greens, the market is well supplied.

NOTES.

The publicity committee is arranging to have the various charitable organizations make all of their requests for donations of flowers to a central committee of the publicity committee, who have received the hearty commendation and co-operation of the Red Cross, Y. M. C. A. and K. of C. organizations. The idea is that any florist being approached for a donation of flowers for these organizations refer them to the publicity committee, who will ascertain from headquarters if the request is bona fide, and will then arrange to get the flowers for the



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person requesting them. It is not the intention to confine this to the organization mentioned, but to all requests for flowers. If all retail florists co-operate, it will work out fine, and at the end of a year will save all of us something.

Leo, Von Graffen, who has been with the Windler Wholesale Floral Co. a number of years, expects to work on one of the new munitions works being built here. Before being with the Windler Co., he was a structural iron worker.

Walter Weber, who was very sick during convention week, is feeling fine again and has a big time in store for the members of the florist club at their next meeting, which will be held at the H. J. Weber & Sons place.

In the coming registration, about 50 per cent of the florists' club membership will have to register. No doubt it will take a number of the regulars for the army.

J. J. W.

Washington, D. C.

J. E. Baker, now in France in the military service of the United States, in a letter to his former employer, a prominent local florist, says: "The florist business here is nothing compared to what I saw at your store. All funeral wreaths and designs are made of wax and other artificial flowers. One never sees designs made of fresh flowers. They have a very large rose that looks something like the American Beauty, while the lily of the valley is as common as the daisies back home. While on the Belgian frontier, I saw an English Tommy reading a Washington paper, and when he had finished looking at it, he let me have it. Among other things that interested me, was your advertisement. I cut it out to send to you to show how far it had traveled."

Robert Hilton Lacey, son of R. J. Lacey, well-known florist of Anacostia, writes that he has been slightly wounded, his helmet saving his life, but he will have a scar to show that he met a Hun bullet. He is in the hospital, but expects to be back on the firing line soon. He adds: "The best treatment I have received in France has come from the Red Cross, and they do everything in their power for the soldiers. Do not pay any attention

to the stories about graft in the Red Cross. It has done too much for us to let any such rumors hurt them in our eyes."

C. L. L.

Rochester Exposition Flower Show.

The flower show at the Industrial Exposition proved, as usual, to be an attractive feature. The pillars and side walls were draped with evergreen, making an excellent background for the exhibits. At the right entrance was a heart-shaped bed of blood-red asters, Heart of France, exhibited by James Vick's Sons which made a striking picture. Next to this was another display by the same firm consisting of phlox, gaillardias, buddleias, helianthus, larkspur, cornflowers, etc., also a fine collection of annuals, cosmos, salpiglossis, poppies and daisies. A large American flag, in which 6,000 asters were used, was at all times surrounded by an admiring crowd.

George T. Boucher's display consisted of crotons, ferns, palms, etc., arranged around one side of the hall. He also showed numerous vases of gladioli and asters. The park department exhibit of ferns, palms and tropical plants, together with groups of tuberous rooted begonias, Begonia Vernon, gloxinias, etc., was also very effective. Arthur Newborn displayed his customary collection of baskets, bunches, etc., which were well staged.

Hart & Vick featured an oval bed of white asters, edged with ferns. They also showed wonderful specimens of celosias and numerous vases of gladioli, gaillardias, asters and helianthus. Jacob Thomann & Sons had a good offering of gladioli, celosias, solanums and tritomas. L. J. Bryant, of Newark, N. Y., had an excellent showing of gladioli, among the outstanding being Liebesfuer, Goliath, Schwaben, Rochester White, Mrs. Pendleton and Mrs. King.

At the horse show, Hart & Vick furnished the floral effects. The plain jumps were made of arbor vitae, with high baskets of hydrangeas and red and pink gladioli on each side. At the raised "hunter jumps" were beds of pink and white asters flanking the sides. An aeroplane from the United States aviation school flew over the field and dropped bouquets which added to the scene.

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Miss Louise W. Daugherty, Proprietress.

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FREY & FREY,

1338 O Street, LINCOLN, NEB.

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The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C. President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1919.

D. J. BUSHNELL, St. Louis, Mo., is visiting his old home in Berkshire county, Mass.

THIS year's production of onion seed, from official report, is double that of 1917.

ONE French steamer has been delayed. French bulbs may not come in till early October.

GREAT BRITAIN is said to have prohibited the importation of sweet pea and nasturtium seeds.

A. H. SMITH, of the S. F. Leonard Seed Co., Chicago, is spending his vacation in New Mexico.

CALIFORNIA retailers are said to be offering mostly retail seed packets on a basis of 10 cents each and over.

LIEUT. JACK EARL, son of Howard M. Earl, of Philadelphia, Pa., has been mentioned in cables for bravery at Frismette.

PRESIDENT WILSON, in a proclamation September 2, fixed \$2.20 as the minimum price for the 1919 wheat crop at primary markets.

LATE advices from Italy indicate that the seed crops, both flower and vegetable, have suffered severely from unfavorable weather conditions.

WE are in receipt of the proceedings at the thirty-sixth annual convention of the American Seed Trade Association, held at Chicago, June 18-20.

THE government seed distribution has been reduced from \$3 million to 40 million packets. Regular distributions will be made of vegetable seeds, but flower seeds will be distributed only on request.

ONE California seed grower paid early in the season over forty thousand dollars for cotton sheets to be used in drying seeds. Such a lot of sheets three years ago would have cost only about ten thousand dollars. At this writing the value of the same stock is about sixty thousand dollars.

EDWARD S. LEONARD, secretary of the S. F. Leonard Seed Co., Chicago, has the sincere sympathy of a wide circle of friends in the death of his wife, September 5. Mrs. Leonard was operated upon for appendicitis some six weeks ago and it was felt until near the end that youth and a good constitution would carry her safely through the ordeal. Two children survive.

VISITED CHICAGO: Howard M. Earl, of W. Atlee Burpee & Co., Philadelphia, Pa., and Alex Forbes, Newark, N. J., returning from California; A. J. Brown and wife, Grand Rapids, Mich.; C. S. Clark, Wakeman, O., and family, enroute to Milwaukee, Wis., by auto; N. B. Keeney, LeRoy, N. Y.; George C. Thompson, of Northrup, King & Co., Minneapolis, Minn.; Joseph Schilder, Chillicothe, O.; John W. Tracy, Department of Agriculture, Washington, D. C.

American Seed Trade Association.

President F. W. Bolgiano has announced the appointment of special committees as follows:

Legislative—J. M. Lupton, chairman; Chas. D. Boyles, Geo. S. Green, Watson S. Woodruff and John Smith.

War Service—John L. Hunt, Howard M. Earl, C. C. Massie, Kirby B. White and W. G. Scarlett.

Standardizing Field Seeds—C. C. Massie, chairman; H. G. Hastings, W. D. Ross, August Mangelsdorf and C. R. Reed, supplemented by Leonard H. Vaughan, Adolph Corneli, A. J. Brown and Geo. D. Clark.

Postal Laws—W. F. Therkildson, chairman; E. C. Dungan, Luther A. Breck, F. C. Stokes and Edgar Gregory.

Experiment Stations—L. L. Olds, chairman; H. A. Simmers and H. L. Holmes.

Resolutions—C. N. Keeney, chairman; J. P. Coon and Chas. Hollenbach. Customs and Tariffs—J. C. Vaughan, chairman; E. L. Page, Alex. Forbes, A. Lee Don, F. B. King, A. E. Reynolds and Lem W. Bowen.

Oriental Farm Labor—Waldo Rohmert, chairman; E. O. Pieper, L. W. Wheeler, Frank Leckenby and R. P. Steckler.

Bodger's Novelties.

In a pamphlet recently issued, calling attention to their new asters, zinnias and cosmos of the 1918 crop, John Bodger & Sons Co., Los Angeles, Calif., present illustrations from photographs showing the natural size of several of their introductions. Bodger's Giant zinnias, as shown with a diameter of six inches, give evidence of being an exceptionally fine strain, while another of equal attractiveness is the new Double Giant Picotee, described as being a remarkable and distinct class, first produced by the above firm in 1916 from flesh color, with each petal distinctly tipped with dark chocolate. From this variety during the past season have been produced flowers of striking appearance, all tipped with various shades of dark, resembling picotee carnations, orange, flesh, lemon, pink and cerise. The new double giant quilled zinnia, Bronze King, also a very handsome flower, is said to be quite distinct, the blooms large and full, bronze in color, and the petals all quilled.

Of the new asters, Bodger's Mammoth Non-Lateral Branching is referred to as quite a distinct class. The plants grow about two feet high, with a low branching habit, the flowers of full and immense size, borne on non-

lateral stems. The petals are curled and incurved, giving the appearance of a cross between Ostrich Feather and Plain Branching, which makes them very attractive. American Beauty, purple, which was raised and selected from the American Beauty Carmine Rose, was a Bodger introduction last year, and, in addition to other good qualities, is made all the more valuable by the difference in color. American Beauty Carmine Rose, a grand variety which has, it is said, proved to be all that was claimed for it, has large, full flowers with incurved petals, on stout stems from 15 to 20 inches in length, with a longer flowering season than any other aster.

Among the offerings in new double-crested cosmos are: Pink Beauty, soft pink; Crimson King, dark crimson; White Queen, pure white; The Bride, very delicate pink, and White Lady, pure white, outer petals fringed and unusually pretty. As described, these are what are commonly called double, but are not fully double, being double crested, having double centers and a row of petals around the base of the flower, which makes them effective. They are also shy seeders.

FERTILIZER demand during the past year has been heavy in nearly all sections, except in certain potato growing districts where their use decreased somewhat owing to lower market prices for the crop and inadequate transportation facilities.

THE monthly crop report, for August, of the United States department of agriculture, forecasts the condition of the bean crop in six states as indicating a yield of 19,487,000 bushels, as compared with 19,791,000 bushels on the corresponding date in 1917.

TOLEDO, O.,—Clover made a 25 to 35 cent advance September 7, closing at \$19.65, gaining 15 cents for the week. Cash timothy was steady, selling at \$4.70. September closed at \$5.00, October \$4.95, December \$4.95, March \$5.05 and April \$5.05.

REPORTS on the winter wheat crop by the United States department of agriculture, from a forecast made August 1, indicate a yield of 15.3 bushels per acre as compared with the 10-year average of 15.7 bushels. The total estimated yield is 555,725,000 bushels.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish,
Correspondence
Solicited.

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Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALADY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

MICHELL'S NEW CROP FLOWER SEED

Cyclamen Seed
Distinctive Giant Strain

Duke of Connaught, Crimson.....	100	1000
Excelsior, White with red base.....	\$1.25	\$10.00
Grandiflora Alba, White.....	1.25	10.00
Princess of Wales, Pink.....	1.25	10.00
Salmon Queen, Salmon Pink.....	1.50	12.00
St. George, Delicate salmon, foliage marbled.....	1.50	12.00
Mixed Colors.....	1.00	9.00

Asparagus Plumosus Nanus
Greenhouse Grown Seed

1000 Seeds.....	\$3.10	10,000 Seeds.....	\$25.00
5000.....	13.75	25,000.....	58.25

Also all other seasonable Seeds, Bulbs,
Plants and Supplies.

Send for our Wholesale Price List, if you
haven't a copy.

HENRY F. MICHELL CO.
518 Market St. PHILADELPHIA, PA.

BAMBOO CANE STAKES

	Size	Number to bale	Price Per bale
NATURAL,	6 ft.	2000	\$21.00
"	6-9 ft.	600	7.00
"	9-12 ft.	400	8.50

Prices ex warehouse New York.

Terms—Net cash 30 days.

McHUTCHISON & CO.
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THE J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
Rocky Ford, Colorado

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Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

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Get the benefit of our 60 years' experience.

All seasonable varieties.

Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

I. N. Simon & Son

Garden Seeds

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Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,

Contract Seed Growers
LOS ANGELES, CALIFORNIA

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

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and ORANGE, CONN.

R. C. MCGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO

CABLE ADDRESS: "MCGILL-SEED"
SAN FRANCISCO

CALIFORNIA

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

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Cable Address: "KELWAY, LANGPORT."

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Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

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Specialties: Pepper, Eggplant, Tomato,
Vine Seed and Field Corn.

Correspondence Solicited.

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TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

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GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters,
Cosmos, Mignonette, Verbena in variety.
Correspondence Solicited.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

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Flower, Vegetable and Farm

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LONDON, - - ENGLAND

The Premier British Wholesale
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75 YEARS UNRIVALLED REPUTATION

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, MILFORD, CONN.
Wisconsin and Idaho.

Henry Fish Seed Co.

Bean Growers for the
Wholesale Seed Trade
CARPINTERIA, CALIF.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

THE potato patch of King George in front of Buckingham Palace, London, promises to be a great success.

HIGHTSTOWN, N. J.—About 1,800 helpers will be needed to assist the potato growers in this vicinity to harvest 18,000 acres now ready to be dug.

CHICAGO.—As a result of being caught stealing onions from the farm of Clarence Van Arco on Harlan road, Francisco Amedo received two bullets in the shoulder.

WAR gardens planted by the children of the United States are estimated to have saved 50,000 cars for the use of the railroads and added \$50,000,000 to the value of crops.

CHICAGO high school pupils, numbering more than 20,000, are at work in the fields harvesting crops, and will continue at their labors until all vegetables and grains are under cover.

A FARM for every returning soldier after the war, made possible by reclamation of 150,000,000 acres of land, is a plan of the Department of the Interior, living wages to be paid by the government to apply against a first payment.

Food worth \$15,500,000 from approximately 100,000 acres was produced in Indiana by city and country gardeners this year, according to a survey completed by the Purdue University staff. The value of last year's products was \$5,500,000.

Prices of Indoor Fruits and Vegetables.

Chicago, September 10.—Cucumbers, 2-dozen box, 80 cents to \$1.00; celery, crate, 35 to 50 cents; head lettuce, 2-dozen 75 cents to \$2.00; radishes, per 100 bunches, \$1.00 to \$1.50; tomatoes, 4 baskets, 40 cents to 50 cents.

New York, September 9.—Celery (state), per bunch, 15 to 50 cents; cucumbers, 50 cents to \$1.50 per basket; mushrooms, \$1.50 to \$3.00 per basket; tomatoes, per carrier, 50 cents to \$1.50; lettuce, per package, 25 cents to \$1.25; radishes, per 100 bunches, 50 cents to \$1.00.

Vegetable Markets.

With a lighter movement prices ruled firmer with a tendency to recover and gains were noticed in the more important lines during the period September 3-9. The moderate declines of the preceding week in potato quotations improved somewhat, although the markets were irregular. Minnesota stock ranged \$2.45-\$2.50 at Chicago, an increase of 15 cents. New Jersey Giants ruled steady at \$2.60-\$3 per 100 pounds, but strengthened slightly at Philadelphia, Baltimore and southern markets. California shipping points declined unevenly. Sweet potatoes made a good recovery especially in eastern markets. The general range of Big Stem Jerseys for jobbing sales was \$6.75-\$7.50 per barrel, while at Chicago and several

midwestern markets prices ranged from \$7.25-\$8.25 per barrel. Alabama stock was steady and Virginia again declined at shipping points. Onion prices were generally in a downward direction although the markets as a whole averaged fairly steady. Eastern yellows ranged from \$2.25-\$2.65, but were weaker at New York. Western yellows were firm at Chicago at \$2.65-\$2.80, and weaker in Kansas City and Pittsburgh. During the week, eastern cabbage markets declined. Danish seed stock lost fully \$15 at Rochester, N. Y., and general declines occurred in consuming markets. Total shipments increased nearly 200 cars.

Burpee's New Cannery.

The management of the seed farms of the W. Atlee Burpee Co., Philadelphia, Pa., is installing a plant for the canning of tomatoes, located in one of the buildings on what formerly was the Malone farm, about two miles west of Doylestown, the structure having been altered and concrete floors and new timbers put in to accommodate the machinery, according to the Doylestown Daily Democrat.

The plant, which has been equipped with the latest modern machinery, will be used to can the by-product (or pulp) of the many acres of tomatoes, which are gathered for seed. The pulp formerly was either thrown away or used for fertilizer, and the cannery does away with the old system which allowed the pulp to ferment, causing a foul odor at the time of the year when the work was in progress.

The canning process is very simple. The machinery gathers up the tomatoes, and they are passed through the revolving screen where they are

washed, and then sorted on a table, sent to a centrifugal pulper which separates the seeds and skin from the pulp, and are dropped into a 1000-gallon copper coiled vat where the pulp is boiled down to about half its original content, and drawn out to the filling machine, fed to the cap machine where to the cap, where they pass through several jets of live steam to kill any bacteria and to heat the cans.

The cans used at present are enamel lined, gallon size, and the product will be used for catsup, and highgrade canned tomatoes according to quality. On account of the different varieties of tomatoes grown for seed, particular care will have to be exercised to do each variety separately.

The daily capacity of the plant is 7500 gallons. The filler can be set for 26 cans per minute, but it is thought the average will be about 10 to 13 a minute.

F. F. Rockwell, manager of the Burpee farms, has had his force of men working day and night in order to get the plant ready in time for this season's canning. Mowry Ross has had charge of installing the machinery.

Fatal Comparison.

Election Agent—"That was a good long speech our candidate made on the farming question, wasn't it?"

Farmer—"Oh, aye, it wasn't bad; but a couple o' nights good rain 'ud 'a done a sight more good."—British Farm and Home.

CHAS. H. TOTTY
MADISON, NEW JERSEY
WHOLESALE FLORIST

Spring Stock

Write for List of
Soft Wooded Plants.

GEO. A. KUHLE, Wholesale Grower,
PEK N. ILL.

Geraniums

Nutt, strong 2-in., per 100.....\$2.00
Viand, strong 2-in., per 100.....2.00
Ricard, strong 2-in., per 100.....2.00
Draecena indivisa, good thrifty
stock for growing on, 2-in., per
100 2.00
ELMER RAWLINGS, Allegheny, N. Y.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

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Telephone Main 2762.

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SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzel, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

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DUTCH BULBS

ARE NOW
AFLOAT!
WRITE US.

We can make prompt shipments from Chicago or New York on these Narcissus Bulbs.

Order now for COUNTER SALES or for early forcing.



EMPEROR. Mammoth Bulbs.

DAFFODILS

AMERICAN
GROWN

	Per 100	Per 1000
Emperor, Mammoth.....	\$2.75	\$25.00
Emperor, large, round bulbs....	2.50	21.00
Principes Maximus, fancy grade..	1.75	15.00
Bicolor Empress, fancy grade....	3.00	27.50
Bicolor Grandis (Grandee).....	2.25	20.00
Obvallaris (Tenby Daffodil) fancy	2.00	18.00
Sir Watkin, fancy grade.....	2.50	23.00
Barri Conspicuous, fancy grade..	1.50	12.50
Jonquilla Rugulosus.....	1.25	11.00
Poeticus (Pheasant Eye), fancy..	1.00	9.50
Poeticus Ornatus, fancy grade..	1.25	11.00

PAPER WHITES

12 and 13 cts. up
End of Sept.



FREESIAS

IMPROVED PURITY

Size	Per 1000
1/2 to 5/8 in., first-class . . .	\$6.25
3/8 to 1/2 in., regular grade . .	4.00

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COLD STORAGE LILIES

GIGANTEUM

	Per case
7 to 9 in. (200 to case).....	\$20.00
10 to 11 in. (180 to case).....	27.00

SPECIOSUM ALBUM

	Per case
8 to 9 in. (200 to case) ..	\$18.00
9 to 11 in. (140 to case).....	17.00

SPECIOSUM RUBRUM

	Per case
9 to 11 in. (140 to case) . .	\$14.00
10 to 11 in. (125 to case) ..	15.00
11 to 13 in. (90 to case).....	15.00

AURATUM

	Per case
8 to 9 in. (160 to case).....	\$11.00
11 to 13 in. (75 to case).....	13.00

VALLEY PIPS

DUTCH GROWN. Per 1000, \$27.50

CALLAS

	Per 100
1 to 1 1/4 in.....	\$4.50
1 1/4 to 2 in.....	7.00

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

Mention the American Florist when writing

FREESIA Purity Mammoth

size, also 5/8 and up.

Freesia refracta alba, 5/8 inch.

Sweet William, single, mixed, fine strain.
Cyclamen Seed. Finest American grown from the very finest strains.

Prices on application.

J. M. THORBURN & CO.

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NEW YORK CITY

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R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips, Growing Crops Given Personal Attention.

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Seed Packets for 1919 Should be Ordered at Once

We make all Packet sizes.

Larger bags for counter and package trade up to two pound or more.
Catalogue Envelopes. Return Envelopes. Coin Envelopes.

THE BROWN BAG FILLING MACHINE CO.
FITCHBURG, MASS.

Mention the American Florist when writing.

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing

EDGAR F. HURFF SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Mon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

VISITED CHICAGO: C. H. Perkins, of Jackson & Perkins, Newark, N. Y.

The white pine blister rust has been completely eradicated in 68 out of 71 localities where outbreaks have been located in the past six years, through efforts of the United States department of agriculture and state authorities.

STARK CITY, LA.—At a meeting of the Wm. P. Stark Nurseries, Inc., recently, the name was changed to Neesho Nurseries Co., the officers being as follows: J. J. Hazen, president and general manager; C. E. Buehner, vice-president and treasurer; P. M. Ransom, secretary.

Gardeners' Convention Postponed.

Acting on the recommendation of some of its members, the executive committee of the National Association of Gardeners has voted to postpone its annual convention, which was planned to be held in Cleveland, O., September 24-26, in order that the association may comply with the recent request issued by the director of the railroads to avoid all unnecessary travel and respond to the general appeal to invest in War Savings Stamps by investing the savings of convention expenses, and to hold the convention in Cleveland at the conclusion of the war.

In postponing the annual national meeting for the duration of the war, the executive board urges that gardeners' local conferences be frequently held to discuss ways and means by which the gardeners can aid in speeding the war.

In announcing the convention's postponement, President Robert Weeks instructed that the secretary and treasurer publish their financial reports at the close of the fiscal year, December 1, and that the secretary also publish a report of the association's activities, including its service bureau and the work of the various committees during the year.

M. C. EBEL, Sec'y.

Arnold Arboretum Lecture.

At a meeting of the New York Florists' Club, to be held in its rooms in the Grand Opera House building in that city, October 14, the feature will be an illustrated lecture on "The Arnold Arboretum, the World's Greatest Tree Museum," by Edward I. Farrington, Weymouth Heights, Mass. The speaker will go through the Arboretum from end to end, showing pictures of the different groups of trees and shrubs as they are found along the way, picking out the most interesting and describing them, as well as telling something of their history and the cultivation required. Through his articles which have appeared in the leading horticultural publications and newspapers, Mr. Farrington is well known and his lecture on this interesting subject should prove a treat to all who hear him.

Birds' Place in City Parks.

Besides the enjoyment of having birds present in parks, there is the economic value of having them as enemies of plant pests. They help to police the parks by reducing the insects that feed on foliage and are peculiarly important because the beauty and utility of parks largely depend on preserving the vegetation. Such changes as may be made to attract birds to parks may also enhance the beauty or interest of the park itself, as in fountains and martin houses and other artistic nest boxes. Feeding stations may have slightly designs and be worked in as part of other park structures, and their presence adds not alone to the benefit of the birds, but to the pleasure and interest of thousands of lovers of nature. They are particularly pleasing to children and instill the lessons of bird protection as opposed to the practices of bird destruction sometimes indulged in.

The value of such stations is attested by Theodore Wirth, superintendent of Parks, Minneapolis, Minn. He says:

"For the past five or six years we have maintained a number of feeding stations in various parts of our park system, with very satisfactory results. I give a list of the birds which stay with us over winter. The permanent winter birds found in the vicinity of our parks are the chickadee, bluejay, white-breasted nuthatch, downy and hairy woodpeckers, and screech-owl; winter visitors, the redpoll, tree sparrow, and junco; irregular winter visitors, the evening grosbeak, Bohemian waxwing, and snow bunting. It is safe to say that a large number of these species are staying in the parks on account of the food supplied them. The feeding of the wild birds in the parks is a great success and will be continued."

Summer food should also be supplied in the form of berry-bearing shrubs, and the fall planting of these should be arranged for during the summer season. Those interested should send to Washington for Department of Agriculture Bulletin 715, "Attracting Birds to Public and Semi-Public Reservations."

Park Presidio Dahlia Show.

The second annual dahlia show of the Park Presidio Association was held at San Francisco, Calif., August 24-25. It was the first show of the season and was largely attended. Pelicano, Rossi & Co., of San Francisco, made a very comprehensive display of Dahlia Dr. Harry Tevis and several other new seedlings not yet in commerce. This exhibit was not for competition, and was awarded honorable mention. F. C. Burns, of San Rafael, Calif., made a fine display of all his new varieties, which showed great cultural perfection. This exhibit also received honorable mention. Pride of California, Richard Lohrman's sensational red, was largely in evidence and splendidly grown. Golden Gate park also made an attractive display which was for exhibition purposes only. Following is a list of the awards:

Best collection—L. T. Pockman.
Largest bloom—P. D. Durbrow, first; A. Hayden, second.
Best cactus collection—Alexander Simpson, first; L. T. Pockman, second.
Best collection, decorative—Alex. Simpson, first; L. T. Pockman, second.
Best collection, peony flowered—H. M. Smith, first; O. A. Harker, second.
Best collection, show varieties—Philip Werner, first; A. H. Bean, second.

Best collection, pompon—A. H. Bean, first; H. M. Smith, second.
Best collection, collarette—Alexander Simpson, first; L. T. Pockman, second.
Best red—H. T. Henning.
Best yellow—A. H. Bean.
Best pink—Philip Werner.
Best hybrid cactus—L. T. Pockman.
Best dahlia originating in California—P. D. Durbrow.
Collection of all classes not in competition—Special prize for excellence to J. W. Denis.

G. N.

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best winter flowering Heather. Well rooted cuttings, \$3.00 per 1000, n. t. less than 500 sold. Out of 2 inch pots, \$14.00 per 100, \$135.00 per 1000. Cash with order pl. ase.

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Giant English Grown

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Excelsior. White with red base. Extra large flowers.

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English Varieties, Mixed—100 seeds, \$1.10; 1000 seeds, \$9.00.

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DELPHINIUMS , assorted.....	5c
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SNAPDRAGON ".....	5c

HARDY SHRUBBERY:—Extra heavy, field grown, given plenty of room for development, each plant a specimen, dug and packed carefully.

	2-3 ft.	3-4 ft.
500 LONICERA Frag.	10c	13c
800 " Morrowi	10c	13c
300 " Grandiflora	10c	13c
100 " Bella Albida.....	10c	13c
500 " Tart. Red.....	12c	15c
200 " Tart. White.....	12c	15c
2000 PHILADEL. Coronarius	10c	13c
400 " Grandiflora	10c	13c
300 ELDER , cut leaved.....	10c	12c
300 FORSYTHIA Suspensa	10c	12c
1500 " Verdissima	8c	10c

DAISY , Shasta	4c
" English	5c
SEDUMS , assorted.....	5c
RUBECKIA , Purple	5c
COREOPSIS Lanceolata.....	4c
VERONICA Spicata.....	5c
3000 FORSYTHIA Intermedia. 8c	10c
2500 SNOWBERRY Red	8c
1500 " White	10c
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WEIGELIA , assorted.....	10c
SPIREA Van Houttei	8c
" Opulifolia	10c
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15-24 2-3 ft.	
ALTHEAS , assorted.....	8c
15-18 13-24 in.	
SPIREA , A. W.....	12c

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3000 " Pyramidalis.....	18-24 in.	32c
7000 " ".....	15-18 in.	22c
1000 " Hoveyi	15-18 in.	35c
1000 " ".....	12-15 in.	25c
1000 " American	2-3 ft.	30c
1000 " ".....	18-24 in.	22c
1000 " ".....	15-18 in.	12c
500 " Globosa	10-12 in.	45c
500 " ".....	8-10 in.	35c
600 " Tom Thumb.....	10-12 in.	25c
600 " Pumila	15-18 in.	40c
1000 " Siberian	15-18 in.	25c
200 " Verbaeana	15-18 in.	35c

Ball and burlap extra at cost of same.

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100 " Plumosa	3-4 ft.	\$1.00
200 " ".....	2-3 ft.	.75
200 " ".....	18-24 in.	.50
200 " ".....	15-18 in.	.35
200 " ".....	12-15 in.	.25
500 " Plumosa Aurea.....	2-3 ft.	.75
500 " ".....	18-24 in.	.50
700 " ".....	15-18 in.	.35
100 JUNIPER Irish.....	18-24 in.	.30
600 " ".....	15-18 in.	.25
400 " Sabina	15-18 in.	.50
80 " ".....	18-24 in.	.80
100 " Stricta	2-3 ft.	.90
100 " ".....	18-24 in.	.70
150 " ".....	15-18 in.	.50

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Kentia Belmoreana—2½-inch, heavy, \$10.00 per 100; 3-inch, heavy, \$20.00 per 100.

Ferns—Cyrtomium Falcatum, 2½-inch, \$3.50 per 100, \$30.00 per 1,000; Aspidium, 2½-inch, \$3.00 per 100. Birds Nest Fern, 2½-inch, \$8.00 per 100; 3-inch, \$15.00 per 100.

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Ferns. Cyrtomium Falcatum, 2½-in., \$3.50 per 100, \$30.00 per 1,000; Aspidium, 2½-in., \$3.00 per 100; Bird's Nest Fern, 2½-in., \$3.00 per 100; 3-in., \$15.00 per 100. The Storrs & Harrison Co., Painesville, O.

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Hydrangea, French type; Hamar Vibraye, Chantard and E. Mouliere, 5-in., 3 to 4 branches, \$30.00 per 100. 4-in., 2 to 3 branches, \$20.00 per 100. Heavy field grown for tubs, 7 to 10 branches, \$40.00 per 100. The Storrs & Harrison Co., Painesville, O.

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Primula obconica, 2½-in., \$4.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

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White Killarney	4.00	35.00
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Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint, and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

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Seeds. Flower and vegetable. All seasonal varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

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Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

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Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routsahn Seed Co., Arroyo Grande, Calif.

Seeds. Specialties in onion, carrot, beet, radish and parsnip. R. C. McGill & Co., San Francisco, Calif.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brazilian Seed Growers' Co., San Jose, Calif.

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Seeds, flower, vegetable and farm. Wholesale only. Kelways, Llanport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds: all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

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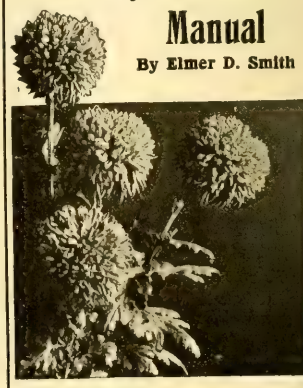
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Vol. LI.

CHICAGO AND NEW YORK, SEPTEMBER 21, 1918.

No. 1581

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OFFICERS—BENJAMIN HAMMOND, Beacon, N. Y.,
President; WM. J. KRIMEL, Elmhurst, Ill., Vice-
President; PROF. E. A. WHITE, Cornell Univer-
sity, Ithaca, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR, Doylestown, Pa., Presi-
dent; WM. GRAY, Bellevue Rd., Newport, R. I.,
Secretary. Next annual exhibition, June 1919.

Parcel Post Solves Shipping Trouble.

Shipping Expense Reduced and Special Delivery Feature Eliminates Delay.

Packing and Wrapping Important.

The parcel post offers to solve—in fact, has solved—the problem of the successful shipping of cut flowers to all parts of the country that have heretofore been possible to reach only by express. This new service was at first thought to be impractical, mainly on account of the limitations in size and weight of packages. When the width and girth of a box was raised to 72 inches and the weight to the third zone (a distance of 600 miles) to an allowance of 20 pounds many shipments were thus rendered possible. The greatest advantage, however, was the special delivery feature, which, after train schedules were known, enabled shippers to make any train desired by having the packages in the depot a short time before the scheduled time for departure. An order of 100 pounds, packed in five boxes of 20 pounds each, covered by the special and other necessary postage, is nearly always carried on fast train time without delay, at much less expense than when sent by express.

The accompanying illustration is of a package made ready for this service by the Leo Niessen Co., Philadelphia, Pa. Corrugated strawboard boxes are used exclusively. These are lined inside, more or less heavily, depending on the severity of the weather, with newspapers, finishing next the flowers with a white sheet of a sort of parchment paper. Roses are now all received from the growers in wrapped or banded bundles of 25 flowers. This avoids handling and consequent bruising of the flowers and greatly facilitates the work of packing and unpacking. These are all shipped in the original packages, being bound in or tied with a series of tape stitches through the bottom of

the box. Carnations in bunches and other flowers are also fastened in the same way. With a large bagging needle, this is easily and quickly done, and thus secured there can be no possible shifting of the contents. The edges of the side linings are then folded over the top, making a complete protection.

In warm weather broken ice is used in the boxes; in fact, even in winter, where they are packed rather closely and have a long journey before them, a little ice placed either in the center in an enclosure made with two strips nailed across, using tin washers on the outside of the box, or at times the ice is shaken in amongst crumpled newspaper over the stems. If the journey is a long one, oiled paper is used as the first box lining. The many thicknesses of paper in the box appear sufficient to absorb the water from the ice as it melts. Heavy thicknesses of paper outside and inside the box in hot weather act to both keep out the heat and conserve the action of the ice.

Outside layers of newspapers are placed on a sheet of stout brown fibre paper that will stand all ordinary handling. This paper is quickly gauged to an inch by the experienced wrapper, so that it will fold evenly with no bulky corners or projections to catch or tear with rough handling. The box is then tied with a light manilla rope, large enough so that it will not cut the paper.

The printed stickers, large address label and inscriptions are important. With these conspicuous distinguishing marks in blue and red, there is no question as to the contents of the box and the necessity for immediate delivery. The special and other stamps are always placed under the special delivery label, which is deep blue in color, with white letters, as is the notice "Do Not

Crush—Cut Flowers—Perishable—This Side Up," and on the large white address label are in red, while "Handle With Care" is in white on a red label. The tag envelope contains the invoice, with the parcel post and tax, which cannot be ascertained until after the box is tied up and weighed. A separate slip, showing these charges for each box, is filed with the cashier who furnishes the stamps.

The rapid deliveries made in this way are much appreciated by out-of-town customers, many of whom, under the old system, had been obliged to cancel regular orders and do the best they could with local supplies.

The weights and prices for postage are as follows: 50 pounds to all zones; 70 in first and second zones. Postage, first two zones—1 cent pound plus 4 cents; third zone, 3 cents pound plus 4 cents; fourth zone, 4 cents pound plus 3 cents; add 1 cent revenue for every 10 cents of postage. A 10-cent special delivery stamp insures immediate delivery on arrival at destination. Postal maps showing zones from all central points are furnished free on request by the department at Washington.

Government Expert Tells of Possibilities

The coming carrier is the parcel post, in fact, it has already arrived, and to the extent of its present limitations, is giving a service on all first class mail routes that can scarcely be improved upon.

Mark J. Mullin, who has grown up with this service since its introduction in January, 1913, delivered an address before the Philadelphia Florists' club, at its May meeting, giving a short history of this progressive movement and the plans of the department for its enlargement. It was made possible by the great success of the rural free delivery, which was established in 1896. This branch of the service employs 44,000 carriers, who cover daily routes aggregating 2,000,000 miles. They enable farmers to get the daily papers, and thus keep up with the news. They furnish means of education through the correspondence schools to men who could not have acquired it in any other way.

Eleven pounds was the parcel post weight limit at first. This later rose to 20, and is now 70 pounds, with a length and girth package measure of 84 inches. This weight is for first and second zones. Other zones are limited to 50 pounds. C. O. D. packages for perishable articles such as cut flowers are not accepted for delivery beyond the second zone, as they might be refused. Insurance on packages includes only safe arrival at destination, but with no time limit. Recovery could be made if error or carelessness in the service was proven, in which case the employee at fault would have to pay. Carrying charges are being gradually reduced, as it is found possible. The business is growing faster almost than the department can keep up with it. Owing to the great congestion on the railroad lines, particularly during the past winter, the parcel post service was obliged to handle much of the business of the express companies who placed one embargo after another, refusing for days at a time all light packages which then came to them. All were accepted for parcel post delivery, nothing at any time being refused. If it had not been for this new

department, the business of the country would have at such times been brought to a standstill.

AUTO SERVICE.

A new auto service is now being introduced. There are at present autos that leave Philadelphia at 3:30 a. m., go through Baltimore, and reach Washington 8:30 p. m. A similar service leaves Washington for Philadelphia. They traverse a part of the country away from railway stations, reaching fourth class post offices, small villages and farmers along the way. Schedules showing time of arrival at adjacent villages are furnished, so that the farmer can have his shipments ready and hang out his call card. The packages are weighed, and stamps furnished, all of which is a great convenience, which by the great increase in the business is apparently being much appreciated.

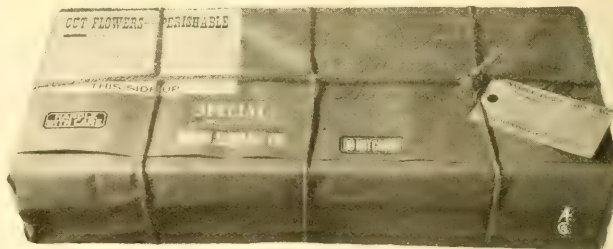
Many shorter routes have been established, as from Oxford to Philadelphia, farm products being collected in the morning and delivered to consumers in Philadelphia the same afternoon. All superfluous handling and middle profits are thus avoided. The danger of bad accounts was also done away with by the C. O. D. feature. New auto routes are constantly being surveyed. If roads are satisfactory and there is business enough in sight, a new car is put in operation.

It developed at the meeting, that a Philadelphia-Dovlestown route, would be of great service to florists. Mr. Mullin said he would have it surveyed immediately, and if conditions were found favorable, it would be at once put in operation. There were a number of such routes now in existence, although this auxiliary service, using for the most part one and one-half ton trucks, was only established January 1 last. There is a route to New York, another to Atlantic City, and before long it is expected to traverse the entire state of Pennsylvania from Philadelphia to Pittsburgh.

Foliage in Design Work.

General effectiveness is what counts most in all floral arrangements. While the order is being considered, much stress is oftentimes laid on the flowers to be used, their quality, length of stem, quantity, etc., the final words generally taking the form of the promise, that "it will receive our personal attention and will surely be something handsome." "Just leave it to us—we are sure you will be pleased with it", is another and better expression, as it opens the way to whatever is found most advantageous at the time. Many persons, when they order, specify all roses, but when they see a piece finished, a crescent wreath, for instance, of galax, with a large, well arranged center of white, yellow or pink roses, covering about one-third, the balance of the form rounded out perfectly with the bronze foliage, they admire and accept it as being more artistic and are willing to pay the same price as for the all flower design, which would have taken twice as much stock.

There is nothing new or novel to most of the trade about the use of galax leaves in design work, but the "artists" were very chary about taking hold of them at first. In the early days of their struggle for recognition prizes were offered in the advertising columns of THE AMERICAN FLORIST by those interested in their introduction, for the best methods of arranging them. Cut flowers were comparatively scarce in those early days, so that the economy, as well as the novelty of the galax gradually brought them to the front, which place they still hold with many of the trade. Prepared magnolia leaves have made a strong bid for popularity on account of their lasting qualities. Made up wreaths or other designs of the prepared magnolia will keep indefinitely, which makes them especially valuable for stock to be made up in advance of any rush period.



PACKING AND WRAPPING FOR PARCEL POST.

Box Properly Tied and Labeled for Shipment by the Leo Niessen Co., Philadelphia, Pa.

Mr. Mullin urged all who used the service to communicate with their local central office, on any matter that pleased or displeased them, as the government was very anxious to make this the best department of its kind in the world. Plans for the betterment of the service in any particular line of business, such as weight and sizes of packages as are used by florists, if presented by a number of men or an association, would receive most careful consideration.

The prepared sago palm leaves, now so generally used, were quite a while in getting an entree. The first specimens had a very artificial look, with their varnishy painted surfaces, but by experience and gradually learning the requirements of the trade, the treatment is such that the leaf is now so almost perfect in its imitation that it is difficult to tell them apart when made up. The prepared leaf can be had in much larger sizes than that ordinarily cut from the greenhouse.

There are still a number of artists who taboo anything of an artificial nature; leucothoe sprays and galax, in both green and bronze, and the fresh green magnolia leaves form the foundation of most of their work. Well made wreaths of any of the above fresh materials, and there is an art in their making, will, with the addition of almost any flower, work up from a pleasing to a most elegant and artistic design.

There are a number of ferns that are useful; an all adiantum wreath of cuneatum, farleyense, or the Glory fern is very satisfactory when decked with flowers. *Cyrtomium falcatum*, in its glossy leaf appearance, is rich looking and dresses up beautifully. There is much good material to be obtained from the highly colored foliage of such plants as the croton, pandanus, dracena, Begonia Rex and other like plants. A wreath of croton leaves is especially showy and attractive. Sprays or branches also give color and distinction to the base of any large design. Pandanus Veitchii crowns, or plants cut off from three to four-inch pots, are conspicuous in form and color for large wreaths. *Dracena Sanderii*, with its spray like stems or branches, gives much the same effect. The smaller leaves of the Rex begonias are very rich looking, while there is nothing better to add an air of dainty elegance, than cut stems of *Cocus Weddelliana*.

Woods foliage, such as the laurel, pin oak and pine, are especially useful and could be made much more of than is the usual practice. A well made wreath of fresh laurel is effective in itself, as is also that of the green oak leaves, the latter in the fall of the year, when they acquire their glorious sunset tints, being especially suitable for the funeral of an elderly person. Ivy leaves are also not to be forgotten, as a well made wreath of leaves and short stocky sprays is very attractive. The addition of violets, pansies, irises or other purple flowers and good quality purple ribbon, make this very appropriate for the person of three score years and ten or over.

As a rule foliage, especially of the distinctive kind, is not given the importance it deserves. Considering the expense and its effectiveness, as against the same value of cut flowers, the foliage will be found the most economical as well as better, in striking effects produced. In a large cluster of almost any kind of flowers, a spray or two of crotons, a Pandanus Veitchii head or crown, a begonia leaf or two or other foliage of this character, will relieve the sameness and take the place of more expensive stock, particularly when flowers are scarce and high. *Cibotium fronds* make an elegant backing for a select spray, as do large fronds of *Pteris argyrea*, whose silvery foliage works in beautifully with flowers of any color.

A great advantage with foliage is that it can be kept in stock for quite a long time, while the life of cut flowers is so short. As a window piece for show purposes, work of this character is much less expensive than if made of all cut flowers. It is, I believe, more effective, and when the flowers are gone much of the foliage can be used over again. Small plants of ferns, pandanus, begonias, cocus, etc.,



FOLIAGE IN DESIGN WORK.

Wreath of Small Plants and Variegated Foliage.

by having the soil washed from the roots, and wrapped with a little sphagnum, are more easily handled and will keep much longer than if cut off. There is also an originality about arranging flowers in this way that gives character and distinction, making them particularly noticeable in a general collection, where they stand out and attract attention on account of these unique features.

What Is Advertising?

Advertising is the power of an idea multiplied. But how multiplied? By its continued use it becomes a force, more or less unconscious, yet at the same time, growing in its purpose so that when the article or material you desire is needed, the manufacturer or dealer's name who handles or makes the object comes to you instantly. When you can create this thought in the public mind you are advertising in the true sense, and also getting proper results from the efforts made.

Publicity and advertising go hand in hand, and therefore the advertiser who thinks in terms of publicity, enters into a channel of broad business thoughts, as without advertising, business is merely moving with the tide, but in these days of strenuous efforts we must move faster if we expect to keep up

with the new stride now necessary to assist in doing our share, so that the returns to United States revenue coffers will put the florist business on the level to which it is justly entitled.

To those progressive florists, who pause and reflect before entering into an advertising campaign, whether it be large or small, I say, go to it now stronger than ever, regardless of the thought of not being able to get flowers enough to sell. If you create the demand for flowers, you will find material to sell.

Be progressive and optimistic in your thoughts and actions, and the rest comes easy. Also, in these days of strife, we must learn the new curriculum and use instead of the three R's: in the days of old, the three C's: cool, calm and collected, and being in this mood, and using the modern weapon "Advertising" to help your business, flowers ought to be in greater demand than ever, providing you stick to it. Make up your mind this season to try it out and stick to it persistently and success will crown your efforts.

By using our slogan, "Say it with flowers," whenever and wherever possible, on all advertising of every character, whether stationary, newspapers or otherwise, the accumulateness will bring you the desired effect.

HENRY PENN,
Chairman National Pub. Campaign.

THE CARNATION.

Planting In Permanent Quarters.

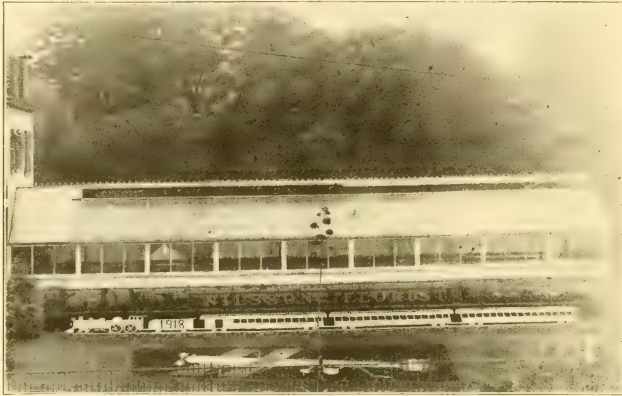
It is now time that all the carnation plants were in their permanent quarters, and any planting still to be done, should be finished up without further delay. The plants do not derive any benefit from being left in the field after September 1; on the contrary, just as soon as the nights begin to get cooler,

factor connected with these plants at the present time is to make sure that the soil in the benches is in the proper condition, which means that the surface should be level and even, so that when watering all parts will take the water freely. We always like to get to the point with our newly planted carnation beds where the soil takes the water freely. The plants then respond with a rapid, vigorous growth. A good plan is to examine the soil to see if it is in the same condition underneath as on

given another topping, but do not carry it to the extreme. Go over the plants and nip back the shoots that have begun to stretch out so that the plants will be of uniform size. Another very important part of the work just now is to get the plants into the rings or supports so that the branches do not lay on the soil to get diseased and rot.

Do not neglect the spraying with nicotine to check the appearance of aphids. They increase very rapidly and quickly infest the plants, unless the spraying is attended to regularly.

C. W. JOHNSON.



AEROPLANE AND TRAIN IN CARPET BEDDING.

At Establishment of William Nilsson, Woodlawn, New York.

the wood commences to get hard and woody, and the longer they are left outside, so much longer they will be to recover after planting inside. Also, when the planting is done very late, it takes the plants half the winter to get into full production.

It is best to follow slightly different methods in planting at this time than those advised for July or early August planting. Do not shade as heavy—just enough to break the direct rays of the sun and prevent serious wilting, is all that is necessary. The slower root action also means extra care in watering so as not to flood the soil and cause it to become sour. The best plan is to water sparingly at the start, then when the roots show that they are starting out again, give a more thorough watering. Less syringing should also be given; on very few days will it be found necessary to give more than one syringing, which ought to be done between 9 a. m. and noon to give the atmosphere a chance to become reasonably dry before night.

It will be necessary to be more particular to guard against draughts until the freshly planted plants become established. Keep the doors and side ventilators closed for a week or so directly after planting. Very few carnation growers now advocate side ventilation for their houses, having found out by experience that the plants do best without it, especially when the top ventilation is ample.

Follow the same plan of keeping the soil open by frequent scratching of the surface as practiced with early planted stock. This will also keep a check on the weeds. The plants which have been inside a month or more are now becoming well established. A very important

the surface. Some soils appear to be damp enough on the surface, while underneath it may be very dry. This makes a wet collar around the stem of the plants, causing stem-rot.

It is yet too early to let the plants come into bloom. Slow growing varieties with the habit of Rosette or Matchless should not be topped back after this date, but with the quick growers that have fine foliage, unless they are plenty large enough and there is a demand for the flowers, they still can be

Easter Lilies.

Paper by William C. Hall, Montreal, Quebec, read at the twenty-first annual convention of the Canadian Horticultural Association, Ottawa, Ont., August 12-16, 1918.

Whenever I see an Easter lily, I shall always be reminded of the spring of 1918, and of the hard work we had to bring our lilies into bloom for that occasion, but when the holiday was passed, we had the satisfaction of knowing that we had flowered and disposed of all our stock at good prices, although not at any greater profit than at other seasons. The thought came to us that if the great war should cease, and peace come this year, we would double our planting of lilies for next Easter. At that time, though, the war looked as if it might go on for several years, and at the present time, taking all conditions into consideration, we think it possible that peace might come. We think it possible, but dare not think it probable. We would increase our growing of these plants, for, if peace should be declared, we believe that the following Easter season would be the greatest ever known. It is not for me to explain why it would be so, but from the lily point of view, the common sense of the grower says so.

But fate is against us. The necessities of war decree that no bulbs be shipped to us from Japan. This order may be modified, but it must be modified at once so that the Japanese may have time to get the bulbs ready for shipment. It is true that we may get the Harrisii bulbs from Bermuda, but at the best of times they were of very doubtful value, being so full of disease, and now with the import of Japanese



B. HAMMOND TRACY AND MRS. TRACY.

At Cedar Acres, Wenham, Mass., on Their Silver Wedding Anniversary, August 16, 1918.

bulbs prohibited, Bermuda will be scoured for stock, and we may be sure of getting all kinds of bulbs that will not be fit for forcing.

Then there is the question of fuel. This was serious last year, and it will be much harder to obtain coal this season. Perhaps we will have no lilies for next Easter. Can we do without them? We have got along very well without the Belgian plants, such as the azalea for Christmas, but I am afraid that we will miss the lily at Easter.

We have always grown *Lilium giganteum* for this holiday. It makes a very stout and sturdy plant, the foliage is dense and handsome, and gives a goodly number of flowers of very good substance. It will stand hard forcing and can be held back for a long time while in bud, but the *giganteum* variety needs a lot of room, and possibly that is why the big growers plant multiflorum, which is not so heavily leaved. The *Formosa* lily is a grand lily for the florist who retails his own stock; its flowering season covers several weeks, as the flowers do not open all at once. While the *giganteum* shows some disease, we have entirely discarded the Bermuda lily (*Lilium Harrisii*) on this account.

Where an extra fine lily is wanted, you must plant a large sized bulb, but these latter take longer to force into flower. I am sure that a 10 to 11 *giganteum* will take two weeks longer to bloom than the 7 to 9 size. A few years back we could get good bulbs of 7 to 9 size that gave us six to 12 flowers, but a 10 to 11-inch bulb is now required to produce such a large number of flowers. The 7 to 9-inch is a popular size, as they average three to six flowers when they are good. The 6 to 7 size is very useful for boxing to grow on for cutting purposes only.

To produce really good lilies for the Easter market, a temperature of at least 60° must be maintained. In starting the bulbs, a temperature of 65° is necessary. A great many lilies are ruined by not starting the bulbs in a warm place, and in allowing the temperature to drop to 50° and lower shortly after a growth has been made, resulting in those very dwarf plants that we very often see offered. Over-watering will have the same effect. The *giganteums* need heat, well maintained. When the buds are well formed and bent down, they will stand retarding. Some of the young buds will be lost in holding them back, but more are lost when extra heavy forcing is resorted to.

Lilies like a fairly heavy soil. We use old carnation soil with a little old cow manure added. We plant in 6-inch standard pots. A few grown in 5-inch pots come in handy for shipping, but our best lilies are grown in 6-inch. Lilies need careful watering and the atmosphere of the house should be very moist at all times. We syringe at least once a week with a weak solution of nicotine. We discard all plants promptly that show signs of disease, and figure on losing 10 to 20 per cent that way.

In order to get fine shapely plants with dark green foliage, we keep moving the plants, giving them more and more room, and this is where the wholesale growers get ahead of us from the profit point of view. They plant in 5-inch pots and place them practically pot to pot, and the plants stay that way until marketed. The best are sold as pot plants, and the rest are cut. The big growers are not



FOLIAGE IN DESIGN WORK.

Wreath of *Nephrolepis* Norwood.

so particular about the foliage being perfect right down to the top, and they receive just as much per bloom as the small grower who gives his plants some room and who consequently has less bloom per square foot.

Decatur, Ill.

Henry Gerstenkorn, florist and landscape gardener, has formed a partnership under the name of Henry Gerstenkorn & Co., with H. Mueller, of the H. Mueller Manufacturing Co., one of the largest brass goods firms in the United States with branches at Port Huron, Mich., and in Canada. The florist business, which has grown to nearly double its original proportions under Mr. Gerstenkorn's able direction, has been removed to a 12-acre tract, offering much needed room, and will be known as the South Side Drive Nursery. It is situated on rural route No. 6. A contract has been let for additional houses, but due to shortage of material, these may not be built this fall. The labor shortage is also a matter of concern. Mrs. Gerstenkorn, who has been of inestimable assistance to her husband, has, we regret to learn, lost her eyesight completely.

BURLINGTON, IA.—T. J. Nolan, formerly with the King Construction Co., North Tonawanda, N. Y., has taken a position with the Burlington Willow Ware Shops of this city.

Boston.

TRADE CONTINUES TO SHOW IMPROVEMENT.

Business is improving each day and everywhere rapid strides are being made to make this season one of our best, considering the condition of our country. All lines of the trade are working together, trying to keep the business intact, with the growers closing parts of their greenhouses and limited to 50 per cent of coal supply and retail stores employing ladies to fill the places of the men. Therefore it is all the more important that everyone should put his shoulder to the wheel and cooperate. The heavy frost the past week has ruined the outdoor flowers, causing quite a shortage at the market and the advance in prices is very noticeable. Carnations are arriving better each day and \$2 a hundred is a good price. Chrysanthemums are good, selling for \$1.50 and \$2 a dozen. Asters are on the wane and \$1 a hundred is a good price. There is a large demand for cosmos and coreopsis, and these clean up easily each day. *Clematis paniculata* sells well at 50 cents a bunch and is very attractive arranged in baskets and vases.

NOTES.

Carbone Inc. had two very attractive window displays the past week. Large crotons and aspleniums and shallow bowls arranged with nerines, grown by Thomas Roland, in one, and in the other *Amaryllis belladonna*, light blue

delphiniums and Humboldtii bouvardia in artistic baskets and vases.

Welch Bros. Co. has remodeled its store on Devonshire street and enlarged the salesroom. Business at this house has been excellent, and if it continues, will go ahead of last year.

Houghton & Gorney continue to have very attractive windows. Mr. Gorney is away on a vacation and the buying is being done by Ernest Whitney. The firm reports business good.

The dahlia and gladioli exhibition at Horticultural hall is attracting a great deal of attention and some new and rare specimens are being shown for the first time.

At Penn's store on Tremont street there was an attractive display of dahlias and crotons. Business has been very good the past week.

S. K. G.

Buffalo.

LIMITED SUPPLY AND FAIR SALES.

The demand for all flowers has been fair with a limited supply. Roses are good and with the exception of one or two days the receipts have been sufficient to meet requirements. Asters are now varied, both as to supply and quality, several heavy rains having a bad effect. Gladioli, hardy hydrangeas, cosmos, calceolarias and snapdragons are filling in to good advantage in the sale of boxes. There has been a good call for funeral work. Weddings and social events are thought of but seldom seen.

NOTES.

The trade in this city was pleasantly surprised September 12, when Joseph Streit and his family paid a visit to their old home here. It is needless to say Joe used his portion of gas in his car, for the first day he visited all of his friends from Palmer's downtown to Charlie Sandiford's and many times at Charlie Neubeck's. He visited his "old home" at Anderson's on Elmwood avenue and made a personal inspection of each valve and tap, benches, etc., and was satisfied that he did a good job and that they are holding up well. Joe will be found on McClellan avenue, Detroit, for another year.

The political bee likes flowers. The late W. F. Kasting was a nationally known official, W. A. Adams has been in the game and now S. A. Anderson has the republican nomination for county treasurer, which is about equivalent to election in Erie county. He will be a good man in the office, insuring a business administration.

W. J. Palmer & Son had a good wedding order last week at the summer home of one of this city's "400." Outdoor flowers were used in quantity. Mr. Palmer and his family are at Lake Muskoka, where they will remain until about September 20.

The display of roses and other flowers at Delaware, South and Humboldt parks have been finer this year than ever before and great praise is due Messrs. Elbers and Fitzwilliams.

L. H. Neubeck is receiving some fine gladioli from his greenhouses at Williamsville. Chas. Sandiford is also showing fine stock of this flower.

William Sievers, the enterprising florist of Genesee street, has his new store about completed.

Edward Stroh is seldom seen in this city, his time being taken up with his range at Attica.

BISON.

CLEVELAND, O.—The Jos. M. Stern Co., florists' supplies, has moved to more commodious quarters at 223 Huron road.

COLUMBUS, O.—The Rock Floral Co. has discontinued business, the stock being purchased by Joseph Katona of Oentangy Park.

Milwaukee.

TRADE CONDITIONS IMPROVE.

The local demand has shown considerable activity, and with the shortening up of good stock conditions were more satisfactory all around the past week. The nights have been cool and an oversupply of good cut flowers will not be likely for some time to come.

NOTES.

Frank Sylvester, who for the past few years has rendered valuable services at the J. M. Fox & Son (Inc.) cut flower department, and whose parents still are in the florists' business in Oconomowoc, Wis., has resigned and will enter a more essential profession. Being in draft age, he thought it advisable to make the change voluntarily.



S. A. Anderson, Buffalo, N. Y.
Republican Nominee for County Treasurer.

The Hummel & Co.'s greenhouses, shed, tools, etc., located at 54th and Pabst avenue, have been purchased by Rud. Preuss & Sons, who are wrecking the place at this time, preparatory to adding them to their North Milwaukee range next spring. Hummel & Co. will continue their store at Reservoir and Third streets.

The A. F. Kellner Co., who had the decorations for the fall openings at Gimbel Bros. and T. A. Chapman Co., claim that hooverizing among the department stores is very pronounced this fall.

News of the death of Arthur H. Schroeder will be found in this week's obituary column.

E. O.

Pittsburgh.

GOOD STOCK MOVES FREELY.

Trade has been very good the past week. Flowers are of much better quality, and when the customer can get good stock, there is always good business. Asters are coming in large quantities and are of very good quality. The longer stemmed flowers are very much in demand at good prices and the short stems are sold for funeral work. The first dahlias reached the market this week. They are the finest we have ever seen and are very much sought. From now on, daily shipments are expected. This city has been a good market for the dahlias, and most all of the stores have beautiful displays while they are in season. American Beauties are more in demand than at any time this season. There is no large amount being received and prices have ad-

vanced. Specials are selling at \$4 per dozen. Lilies are only coming in limited numbers and clean up well each day at \$15 per 100. The quality is very good. Some small gladioli are now coming and have a good call at fair prices. Greens of all kinds are very plentiful. There are a few orchids on the market, but they meet with very little demand.

NOTES.

Each week at the luncheon of the retail florists' association there is always some interesting topic. September 10 Mr. Gibson talked on the "costs" of the retail florist. He gave some facts which many florists did not know and which are amazing. He keeps a complete record of everything that goes into an order, and by his special system he can tell exactly how much profit there is on every sale. There is something different at each meeting, and all florists should attend. They will reap many benefits.

Geo. McCallum left September 15 for Municipal pier, Chicago, where he will complete his military training. He enlisted in the naval reserves last May.

The flower shop in the Grand Opera house reports they are doing a very nice business for a new location.

Ziegert & Co., of the East End, had an order for a blanket of lavender asters recently.

Edw. Blind, of West View, is cutting heavy on lilies and Ophelia roses.

Al. Lorch has purchased a new auto truck.

Visitor: Milton Alexander, New York.

M.

Morris County Gardeners.

The Morris County Gardeners' and Florists' Society is doing business at the same old stand. Conditions with all are the same as are general throughout the country. Many of the younger members are at the front and some are in the training camps, and those of us at home are enthusiastically doing our bit. "Win The War" is our slogan, and then, we hope for better and happier times. Win we must.

We will have no annual flower show this year. All our patrons, as well as ourselves, are working directly for Uncle Sam. Last year, we gave all our proceeds of the flower show to the Morristown and Madison Chapters of the Red Cross—something over \$700. This year the money will go to them before it gets to us as a society. At our November meeting, we will have a patriotic display of flowers, fruits and vegetables in an adjoining hall, just as a reminder that we are in existence—no entrance fee, no competition, just an evidence of a patriotic spirit.

We had a grand exhibit from the school gardens in Madison, September 7. There were 80 classes, well filled, and high grade. Ribbons, red, white and blue, were donated by our society. Arthur Herrington, superintendent of the gardens, deserves great credit, as also do the children.

E. REAGAN, Sec'y.

Rochester, N. Y.

BUSINESS SHOWS MARKED IMPROVEMENT.

Cool, crisp weather has quickened the pulse of the fall trade materially and business has taken on a new aspect. The sale of ferns and palms for indoor use has commenced and counter trade shows an increase. Asters have deteriorated, the frost of last week having affected them and roses have been at a premium it being hard to secure enough to take care of the demand. Carnations are improving and the demand is increasing. There are some sweet peas arriving but the quality is poor. Harrisii lilies are excellent.

Joseph Werdein, formerly with E. Wilson, is now engaged in war work at the Symington ammunition plant.

Edwin P. Wilson and wife have returned from an enjoyable motor trip. Henry Murrell, of Irondequoit, is cutting excellent carnations.

J. B. Keller Sons have purchased a new delivery truck.

CHESTER.

Wisconsin State Fair Flower Show.

The Wisconsin state fair, held during the week of September 9, was, from the florists' standpoint, a success in one way and a failure from another. Due to a moderate appropriation from the fair board, the Horticultural building was transformed from a mere hall to a place which was in keeping with the purposes it was intended for. The ceiling and sides were ornamented with wild smilax, the center of the building was occupied by a water fountain containing goldfish, while at the further ends were two large apple trees adorned with large tempting fruits. Four neat, white pergolas were placed around to good effect, one being taken by a ladies' orchestra of five, who helped to give the whole the right effect. Three large, made-up baskets of evergreen, ornamented with American flags, gave the overhead finishing touches.

While the display of plants was about equal to that of 1917, the interest taken in the cut flower and design classes was not what it should have been. We cannot understand why the local retailers do not take more interest in this project, if only from the standpoint of publicity. There are few occasions where that can be so thoroughly obtained at so small a cost. Nic Zweifel, Milwaukee; James E. Mathewson, Sheboygan, and A. Martini, Lake Geneva, judged the professional classes, while James Livingstone acted in a like capacity for the amateurs. Premiums were awarded as follows:

Collection of greenhouse plants—C. C. Pollworth Co., Milwaukee, 1st; Holton & Hunkel Co., Milwaukee, 2nd; Aug. F. Keller Co., Milwaukee, 3rd; Erwin J. Hamme, Wauwatosa, 4th.
Display of palms covering not less than 50 square feet—Holton & Hunkel Co., 1st; C. C. Pollworth Co., 2nd; Aug. F. Keller Co., 3rd.
Display of ferns covering not less than 50 square feet—Holton & Hunkel Co., 1st; C. C. Pollworth Co., 2nd; Aug. F. Keller Co., 3rd; Erwin J. Hamme, 4th.
Display of foliage plants covering not less than 50 square feet—C. C. Pollworth Co., 1st; Holton & Hunkel Co., 2nd; Aug. F. Keller Co., 3rd.
Display of plants in bloom to cover not less than 25 square feet—Holton & Hunkel Co., 1st; Aug. F. Keller Co., 2nd; Erwin J. Hamme, 3rd.
Specimen nephrolepis—C. C. Pollworth Co., 1st; Holton & Hunkel Co., 2nd; Keller Co., 3rd.
Specimen palm—Aug. F. Keller Co., 1st; Holton & Hunkel Co., 2nd; Pollworth Co., 3rd.
Most artistically arranged floral wreath, not less than 21-inch frame—Ernst Eberhardt, Cedarburg, Wis., 1st; Erwin J. Hamme, 2nd.
Most artistically arranged basket of cut flowers—Ernst Eberhardt, 1st; Erwin J. Hamme, 2nd.
Best 25 red carnations—C. C. Pollworth Co., 1st; Erwin J. Hamme, 2nd.
Best 25 light pink carnations—C. C. Pollworth Co., 1st; Erwin J. Hamme, 2nd.
Best 25 white carnations—C. C. Pollworth Co., 1st.
Best 25 rose or dark pink carnations—C. C. Pollworth Co., 1st.
Best 25 pink roses—Holton & Hunkel Co., 1st; C. C. Pollworth Co., 2nd.
Best 25 white roses—C. C. Pollworth Co., 1st; Holton & Hunkel Co., 2nd.
Best 25 red roses—Holton & Hunkel Co., 1st; C. C. Pollworth Co., 2nd.
Best 25 any other color roses—Holton & Hunkel Co., 1st; C. C. Pollworth Co., 2nd.
Best 25 Easter lilies—Holton & Hunkel Co., 1st; C. C. Pollworth Co., 2nd.
Best 12 chrysanthemums—C. C. Pollworth Co., 1st.
Best display of asters—Erwin J. Hamme, 1st; Ernst Eberhardt, 2nd.
Best vase of asters, one dozen, any color—Erwin J. Hamme, 1st.
Display of not less than 200 gladioli blooms—Ernst Eberhardt, 1st.
Display of not less than 150 gladioli blooms—Ernst Eberhardt, 1st; J. F. Fitchette, Janesville, Wis., 2nd.

E. O.

OBITUARY.

The Late William F. Dreer.

In the death of William F. Dreer, September 8, at his summer home in Woodstock, Vt., as recorded in our last week's issue, page 397, there passed the head of the house of Henry A. Dreer, Inc., Philadelphia, Pa., which business was founded in 1842. Succeeding to the management on the death of his father, which occurred in 1873, and president of the company since its incorporation in 1892, Mr. Dreer had by untiring energy, together with the assistance of earnest and skillful heads of departments, carried the business forward and so increased its importance that it is now one of the largest in its great diversity of stock, not only in this country, but in the world.

Wm. F. Dreer was born in Philadelphia, November 11, 1849. His father had been raised a cabinetmaker, but on the advice of a friend decided to engage in the seed business, and with a partner opened a small store in 1838 at 59 Chestnut street. In 1842 he bought out his partner and continued the business under his own name. The present location, 714 Chestnut street, was taken in 1863, and the adjoining property added some 10 years ago. Desiring that his son, William, should acquire a thorough knowledge of the business, he sent him for a year's experience with Bernari & Sons, Germany, and a like term with Vilmorin, Andrieux & Co., Paris, France, which experience was of great use to him in later years. As the business grew plants were added to seedlings in greenhouses in West Philadelphia were soon found to be too small and the present extensive grounds at Riverton, N. J., were purchased, which, with the immense ranges of glass and similar additions at their Riverview extension, made this one of the largest horticultural establishments and the name of Dreer a household word throughout the country.

William F. Dreer was always to the front in all craft activities. He was a life member of the Pennsylvania Horticultural Society, and for three years its treasurer. His firm was always a large exhibitor at world's fairs, S. A. F. trade exhibitions, local shows, and in every way has been foremost in advancing the interests of horticulture. He also took an interest in social affairs, being a trustee of the German, later called the Lankaran, hospital for 25 years. Of late years Mr. Dreer spent his winters in California, where he also looked after the large seed interests of the firm. He was married in 1885 to Miss Anna Williams, who, with an adopted daughter, Mrs. H. M. Hessenbruch, survive him; also three sisters, Miss Augusta Dreer, Mrs. Tower and Mrs. Greble.

The funeral and interment were held September 11 at Woodstock, being attended by all his heads of departments: J. D. Eisele, vice-president; Herbert C. Tull, secretary-treasurer; J. Otto Thilow, store manager; George D. Clark, of the seed and bulb section, and Chas. H. McKubbin, of the vegetable and advertising departments.

Mr. Dreer retired from active management in the business two years ago. It will be continued on the lines as laid out by him and the present directors, each of whom is a specialist in his department.

Arthur H. Schroeder.

Arthur H. Schroeder, associated in business with his brother, William R. Schroeder, well known as a carnation specialist, Milwaukee, Wis., died September 9, aged 35 years. Although not a florist by profession, he devoted all of his time to the greenhouses since the inception of the Schroeder Floral Co., successors to the Mueller & Schroeder

Co., about seven years ago, and the results were most gratifying. On September 9, in the afternoon, while at work, he complained of not feeling well and retired to the shed for a rest, where he was found a little later sleeping the eternal sleep, caused by heart failure. He is survived by several sisters and brothers, with whom he made his home at 774 Sixth street. Interment was at Forest Home cemetery.

E. O.

Wisconsin State Florists' Association.

Realizing that under the present strenuous conditions co-operation by means of organizing is far better than competition, 45 florists answered the call sent out by a committee of the Milwaukee Florists' Club to attend a meeting September 10, at Blatz hotel, in that city, to organize a Wisconsin State Florists' Association. Due to the fact that it was state fair week most of the outsiders availed themselves of the reduced railroad fares to be on hand for a double purpose. It might be stated that several outsiders wrote that, due to the shortage of help and other difficulties, they were sorry that they could not attend and take an active part. President Kennedy and other officials of the local club were asked to officiate until regular officers had been elected. H. V. Hunkel, who had worked out a constitution and by-laws, read the same, after which they were taken up singly and accepted or revised. While the most paragraphs were accepted as read, several of them brought out a most lively discussion, which proved that there was a real life behind the whole project, which, without doubt, will bear good fruit in the near future.

The election of officers, which was very spirited, and by no means a landslide for any one candidate, concluded with the following results: C. C. Pollworth, Milwaukee, president; James E. Mathewson, Sheboygan, vice-president; Gust J. Rusch, Milwaukee, treasurer; H. J. Seal, Milwaukee, secretary. Directors: R. D. Haentze, Fond du Lac, three years; Fred Rentschler, Madison, two years; Wm. Zimmermann, Milwaukee, one year. It was also voted to hold the annual meeting on Tuesday during state fair week in Milwaukee; also, one other meeting in one of the small cities upon invitation. The following is a list of those present, most of whom agreed to join:

J. H. Boelter, Appleton.
A. J. Brown, Ripon.
R. A. Brux, Racine.
Tom Greibler, Milwaukee.
R. D. Haentze, Fond du Lac.
Walter Halliday, Milwaukee.
Alb. Hare, Milwaukee.
G. F. Heitman, Milwaukee.
Fred H. Holton, Milwaukee.
H. V. Hunkel, Milwaukee.
G. H. Hunkel, Milwaukee.
Charles Kamp, Milwaukee.
Aug. F. Keller, Milwaukee.
W. A. Kennedy, Milwaukee.
F. Kesting, West Bend.
J. J. Kolb, Beaver Dam.
M. R. Lasso, Racine.
Art Leidiger, Milwaukee.
D. L. Lery, Milwaukee.
Richard Lietz, Milwaukee.
James Livingston, Milwaukee.
Fred Manke, Milwaukee.
Henry Marquardt, Milwaukee.
A. Martini, Lake Geneva.
J. E. Mathewson, Sheboygan.
Chas. Menger, Milwaukee.
R. E. Miller, Racine.
Eugene Oestreicher, Milwaukee.
Louis Otto, Neenah.
R. E. Pamplin, Oshkosh.
C. C. Pollworth, Milwaukee.
A. C. Rathjens, Jefferson.
G. Rentschler, Madison.
J. Rindfleisch, Beloit.
Hugo Rudolph, Manitowish.
Gust J. Rusch, Milwaukee.
L. Russo, Madison.
W. A. Schefer, Platteville.
O. A. Schroeder, Beaver Bay.
W. G. Schuch, Chilton.
H. J. Seal, Milwaukee.
Otto Selvester, Sec. Oconomowoc.
J. G. Taylor, Oshkosh.
G. Vatter, Marinette.
Philip W. Well, Milwaukee.
Wm. Zimmermann, Milwaukee.
Nic Zweifel, Milwaukee.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time. Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST

440 S. Dearborn St., CHICAGO

"In God's name, cheerily on, courageous friends,
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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Personal.

Invitations are out for the wedding of John Furrow and Miss Emily Hughes, of Guthrie, Okla., September 23. The happy young couple will spend their honeymoon in Chicago, where they will be the guests of C. L. Washburn and wife at Hinsdale.

Coal Profiteering.

Philadelphia, Pa., September 12.—Announcement was made today that the Logan Coal Company of this city has been directed by the fuel administration to pay \$25,000 to the Red Cross as a fine for alleged profiteering. In addition, the company is required to give to the Red Cross all its profits between September 15 and October 1, refund to all purchasers of smelting coal the difference between the government price and the prices which it charged and deliver to a state institution, with which it made a two year contract, coal at the government price set prior to its conviction by the fuel administration for profiteering, regardless of any increase in price that may come during the life of the contract.

Christmas Buying.

It is an important matter in commerce and sentiment that the Council of National Defense has decided not stringently to restrict Christmas buying in 1918. Through co-operation of the Chamber of Commerce of the United States, by the intervention of which the business world, the Association of Commerce participating, has presented the true factors and merits of the problem, the Council of National Defense has decided that by the terms of the agreement between the government and business, "if faithfully and loyally put into effect throughout the country there will be made possible a continuance of the holiday custom without endangering the national interests thereby."

By conditions of the understanding, unnecessary loss will not be suffered by countless interests, and a time-hallowed practice, no less precious in war, will be conserved and in a sense legitimized within the boundaries of moderation, indulged under restrictions imposed by the stern economies of the times and the patriotic employment of national wealth.

National Publicity for Flowers.

It is pleasing to note that our Washington representative, W. F. Gude, has, as the result of a personal interview with General Crowder, been able to set at rest the widely circulated rumor that the florists' business was to be classed as non-essential, and, further, to convey to us the assurance of the General that there has been no idea of so classing it. This assurance carries with it the endorsement of our own views, and the views of all right-minded people, that the products of the florist are most essential in these times of gloom and unrest. But the general public, somehow, has absorbed the idea that flowers are, or ought to be, tabooed, and we are almost daily called upon to contravert this idea expressed in some form or other. How are the florists to disabuse the public mind of this idea, which is to a very considerable extent undermining their business? Individually our craftsmen can do practically nothing. Collectively they can do, and are doing a lot. Every contributor to our publicity campaign fund is helping in an organized effort to educate the public mind to the fact that flowers are even more of a necessity in times of war than in times of peace—there are more uses for them.

The great, good-natured American public is quick to absorb ideas built upon sentiment, provided such ideas are presented in the right way. Our committees have realized this, and, consequently, have met with success in the publicity work which they have accomplished since the beginning of the year, work made possible by the liberal contributions of men in the trade whose broad-mindedness has taken them out of their own surroundings and enabled them to see things as they are. These men are staunch supporters of our publicity campaign, their subscriptions for the major part extending over a period of four years—and many have duplicated and triplicated their subscriptions as they have noticed the excellent results.

It is scarcely credible that with the good results of our work before the trade there can yet remain so many florists who can solace themselves with what they, perhaps, like to term "reasonable doubt", and withhold their sup-

port from this work in consequence. And what a little they are asked to do! Ten cents a day, even, set apart for this fund would make a yearly subscription of no mean order. Very many subscribe less, and their contributions are greatly esteemed by the committees. We are in immediate need of about \$6,000 to complete our \$50,000 fund for this year. The committees have gone as far as it was possible to go with the funds at their disposal, but it is urgently necessary that they go this little bit further. No matter where you are located, Mr. Nonsubscriber, your business is helped. There is nothing local about this movement—it is national in every sense of the word. Helping this work is helping yourself. If you doubt it, write this office and we will cheerfully explain.

JOHN YOUNG, Sec'y.

Flowers Replace Candy.

There are a number of florists in Washington, D. C., who are of the opinion that the campaign being carried on by the United States food administration for the conservation of sugar is increasing the demand for cut flowers and pot plants. Various societies are preaching against the use of candy, as a wartime saving, and urge the giving of flowers instead of candy as gifts. Even with this assistance available, the florists, however, seem to be rather slow to take advantage of the opportunity thus offered them for pushing their lines. It needs little more than the bringing to the attention of the people in each community to bring about the change in purchases from candy to flowers.

THE AMERICAN FLORIST correspondent at the capital recently came across a card which stated "The Boys 'Over There' Need Sugar—Will You Conserve to Aid Them? The Next Time You Desire to Present Her With a Token of Your Esteem, Make It Flowers, Instead of Candy." He would like to suggest, as a part of a national campaign for the substitution of flowers for candy, as a conservation measure, the inclusion in every advertisement used by florists of some reference to the campaign, and offers the following for ad purposes:

"Candy is always an acceptable gift, but do you realize that each pound of candy means the consumption of sugar sorely needed by our boys 'over there'? 'Say It With Flowers,' instead. The substitution of flowers for candy means the conservation of sugar. Our sugar supply is dwindling to the extent of limiting individual supply to two pounds per person per month. When you want to make a gift in keeping with wartime economies, give flowers."

B. F. L.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last address.]

September 21-22, New York.—Dahlia exhibition at the Horticultural Society of New York, Bronx Park. George V. Nash, secretary, Bronx Park, New York City.

October 12-26, Los Angeles, Calif.—California Liberty Fair. Charles L. Wilson, superintendent of exhibits.

November 5-8, Des Moines, Ia.—Mid-west Horticultural Exhibition. J. S. Wilson, Des Moines, chairman of committee on flowers; Francis Sestier, Des Moines, vegetables.

November 6-8, New York.—Exhibition of Chrysanthemums by the American Institute of the City of New York and the Chrysanthemum Society of America in the Engineering Society building, 25-35 West 39th street. Wm. A. Bagelson, secretary. Board of managers, 524 West 23rd street, New York.

November 19-22, Chicago.—Illinois First Great Apple Show. A. M. Augustine, Normal, Ill., executive secretary.

State Fairs.

The following is a list of coming state fairs with the names and addresses of the superintendents of the floricultural and horticultural departments as far as obtainable.

September 16-21, Yakima—Washington State Fair. M. L. Dean, superintendent of horticulture and floriculture.

September 23-28, Boise—Idaho State Fair. O. P. Hendershott, secretary, Boise.

September 23-28, Salem—Oregon State Fair. M. L. Jones, Brooks, superintendent of horticulture; A. C. Masters, Roseburg, superintendent of floriculture.

September 24-28, Berlin—Connecticut State Agricultural Society Fair. L. W. Gwatkin, secretary.

September 28-October 5, Salt Lake City—Utah State Fair. W. C. Winder, supervisor of horticulture; Earl J. Glade, secretary; Boston building, Salt Lake City.

September 30-October 4, Trenton—Inter-State Fair. Prof. Arthur J. Farley, New Brunswick, superintendent of horticulture and floriculture.

October 7-12, Richmond—Virginia State Fair. W. C. Sanders, secretary and manager, Richmond.

October 30-November 4, Shreveport—State Fair of Louisiana. W. R. Hirsch, secretary.

November 11-16, Phoenix—Arizona State Fair. W. Ward Davies, superintendent of agriculture, Phoenix; Mrs. Ernest W. Lewis, Phoenix, superintendent of floriculture.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Ads., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—An experienced flower girl at once. State salary wanted.

Milady's Flower Shop,
Aberdeen, S. D.

Help Wanted—Night temperature man; one who understands boilers; good wages to right party. Address

United States Cut Flower Co.,
Elmira, N. Y.

Wanted—Men or women, part or all time, to solicit orders for fruit and ornamental trees, roses, shrubbery, etc. Big demand; highest commissions; big specialties, free outfit.

C. H. Weeks Nursery Co.,
Newark, New York State.

For Sale—Retail flower store near Robey L. station. Steam heat and hot water the year around. Cheap rent. Address

John Welsh,
4703 N. Robey St., Chicago.

Situation Wanted

By all-around grower, single; have 22 years' experience. Address

Key 927, care American Florist.

HELP WANTED

Saleslady for Montana store. \$100 per month to start. Address

Key 924, care American Florist.

Help Wanted

Good gardener and florist for place in Iowa. State full particulars in first letter.

Key 925, care American Florist.

HELP WANTED

Stock Clerk wanted for Seed Store. Must have at least five years experience and furnish good reference. State age and salary expected in first letter. I. N. SIMON & SON

438 Market St., Philadelphia, Pa.

FOR SALE**Greenhouse Glass****Special Clean-up Prices**

16x22 in.,	\$4.50 per box
16x18 "	4.50 " "
14x18 "	4.50 " "
14x16 "	4.50 " "
12x12 "	3.50 " "
10x12 "	3.50 " "
10x10 "	3.00 " "
8x10 "	3.00 " "
8x10 "	3.00 " "

—A few boxes of each size—

Rafters, 1½ and 1¼ inch wrought iron piping, Garland iron gutters and Evans ventilating machines.

— WRITE FOR PRICES —

PETER REINBERG

30 East Randolph St., CHICAGO

FOR SALE

Two steam boilers, \$125 each complete with grate bars.

Bench boards, \$18 per 1000 feet.

Cement Posts, 8c each.

Steam pipes, \$10 per ton.

Five-inch wire stakes, \$7.50 per 1000.

Ventilating sash with glass, \$1 each.

Ventilating machines, \$8 each; arms, 15c each; hangers, 7c each.

George Reinberg

162 North Wabash Ave., CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2½x5¼ inches.

FOR CUT FLOWERS: In two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 600, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

All Florists' Stocks and Supplies

Should be Shipped as Early as Possible.

There will be much congestion of freight and express this fall and all shipments will be subject to delay.

Move Seeds, Bulbs, Plants and Supplies

While the Conditions are Favorable.

AMERICAN BEAUTIES

Extra fancy stock. We are particularly strong on medium and long lengths. Prices range from \$2.00 to \$5.00 per dozen, according to length of stem.

Hoosiers--Russells--Columbia

Best Leading Roses—We are now cutting a large quantity.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Columbia, Hoosier Beauty, Ophelia and White Killarney.

CURRENT PRICE LIST

☛ 'Mums. Best shipping varieties ready October 1.

RUSSELL and COLUMBIA —Best in this market. Per doz	
Good, extra long	\$2.00 to \$2.50
Good, medium	1.25 to 1.75
Good, short	.50 to 1.00

HOOSIER BEAUTY, OPHELIA, SUNBURST, WHITE KILLARNEY—

	Per 100
Long stems	\$5.00 to \$10.00
Good, medium	5.00 to 6.00
Good, short	3.00 to 4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

LILY OF THE VALLEY , per 100	\$5.00 to \$6.00
CARNATIONS , per 100	\$2.00 to \$3.00
LILIES , per 100	15.00

GREENS.

ASPARAGUS & SPRENGERI , per 100	\$2.00 to \$3.00
GALAX , green and bronze, per 1,000	1.25
NEW FANCY FERNS , per 1,000	2.50

ALL OTHER SEASONABLE STOCK AT MARKET PRICES

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

☛ WRITE FOR OUR SPECIAL QUOTATIONS ON ROSES IN 1000 LOTS.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK IS IN SHORT SUPPLY.

Stock in general is in short supply this week and some of the dealers are experiencing considerable trouble in filling all their orders in full on certain items. The cold weather had much to do with the sudden shortage of stock and it is expected that a few warm days will relieve the situation considerably. Mrs. Chas. Russell and Columbia are cleaning up early every day at very satisfactory prices, which holds good for roses in general which are exceedingly scarce compared to two weeks ago. American Beauty roses are in fair supply, but there is no surplus to speak of, although there is plenty to go around if one is willing to pay a reasonable price. Gladioli are in fair supply, but the receipts are considerably smaller with a good demand for what are arriving. Asters are none too plentiful and command a good price. Dahlias are seen in limited quantities, but find ready buyers. Carnations are selling better this week and have improved wonderfully in quality during the cold spell. Orchids are in short supply and in brisk demand at \$12 per dozen. Chrysanthemums are arriving in larger numbers but are moving fast at good prices. Snapdragons are to be had in limited supply. Lilies are somewhat scarce and will probably be all through the chrysanthemum season for several of the lead-



Peter Reinberg, Chicago.

Democratic Nominee for Re-election as President of the Board of County Commissioners.

ing growers have decided to cut down their planting until the bulk of this stock has been moved. Lily of the

valley is in fair supply and while there is no great shortage no orders are being left unfilled. Water lilies are still a factor in the market. Calendulas and other miscellaneous stock is to be had but the receipts of outdoor flowers not already mentioned have fallen off to a large extent. An early frost, according to some of the dealers, would probably find the greatest shortage of stock ever experienced in this market at this time of the season.

NOTES.

Peter Reinberg was renominated president of the county board on the democratic ticket at the primaries September 11. He received more votes than all his opponents combined, which was a most agreeable surprise not only to himself but his large circle of friends throughout the county.

Poehlmann Bros. Co. is cutting a magnificent supply of American Beauty roses in addition to all other seasonable stock including choice lilies. Orchids are in exceedingly brisk demand at this establishment and are commanding high prices.

A. Kinyon and wife, of South Bend, Ind., were welcome visitors this week. Mr. Kinyon returned home after seeing Mrs. Kinyon safely aboard a train bound for Greeley, Colo., where she will spend the winter.

Mrs. Horton, of the Bassett & Washburn office force, is again on duty after enjoying a well-earned vacation.

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Randolph 631

CHICAGO

Milady Roses

Positively the Finest Obtainable in Chicago Market.

In Excellent Supply at \$4.00 to \$15.00 per 100.

Columbia \$4 to \$25 per 100	Russell \$4 to \$25 per 100	Gladioli \$3 to \$5 per 100	Brilliant \$4 to \$12 per 100	Ophelia \$4 to \$12 per 100
Sunburst \$4 to \$12 per 100	Roses-Our Selection \$4 per 100	Asters \$2 to \$5 per 100	Valley \$5 to \$6 per 100	Easter Lilies \$12.50 to \$15 per 100
Sprengerl Per bunch, 35c to 50c	Adiantum Fancy long, per 100, 75c to \$1	Ferns Per 1000, \$3.00	Galax Per 1000, \$1.25	Leucothoe Sprays 75c
	Plumosus Strings, 50c to 75c Per bunch, 35c to 50c		Adiantum California Extra fancy, per 100, \$1.50	

"We Have It" if it is Obtainable in the Great Chicago Market.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

BIG CROP OF ROSES:

Russell--Weiland--Sunburst--Etc.

Lilies, Valley and a Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL	Per 100		
Specials	\$15.00 to \$18.00		Per 100
Select	12.00		
Medium	8.00 to 10.00		
Short	6.00		
RICHMOND	Per 100		
Select	\$8.00		
Medium	\$ 5.00 to 6.00		
Short	3.00 to 4.00		
MILADY	Per 100		
Select	\$ 8.00 to \$10.00		
Medium	5.00 to 6.00		
Short	3.00 to 4.00		
Killarney			
White Killarney	Select	Per 100	
Killarney Brilliant	Medium	\$8.00	
My Maryland	Medium	\$5.00 to 6.00	
Champ Weiland	Short	3.00 to 4.00	
Sunburst	Select	8.00	
Ophelia	Medium	6.00	
	Short	4.00	
ROSES, OUR SELECTION			Per 100
Asters	\$ 3.00 to 5.00		\$ 4.00
Carnations	2.00 to 4.00		
Harrisii	12.50 to 15.00		
Valley	6.00		
Adiantum	1.00 to 1.50		
Asparagus, per bunch	.50c to 75c		
Boxwood	per bunch, 35c		
Ferns	per 1,000, \$3.00		
Galax, bronze and green, per 1,000	\$1.00		
Leucothoe Sprays	.75 to 1.00		
Smilax	per doz. strings, \$2.50		

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF

Roses in All The Leading Varieties

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL. Per 100
Fancy\$8.00 to \$10.00
Good5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.
White—KILLARNEY—Pink. Per 100
Extra Special\$8.00
Select7.00
Fancy6.00
Medium5.00
Short\$3.00 to 4.00

SUNBURST AND OPHELLA. Per 100
Extra Special\$8.00
Select7.00
Fancy6.00
Good5.00
Short4.00

MINIATURE ROSES. Per 100
Baby Doll\$2.00 to \$3.00
Elgar2.00 to 3.00
ROSES, OUR SELECTION4.00
CARNATIONS. Per 100
Fancy\$3.00
Good2.00

MISCELLANEOUS. Per 100
Valley\$6.00 to \$8.00
Lilies12.50 to 15.00
Ferns, per 1,0008.00
Smilax, per doz. strings2.50
Adiantum1.00
Galax (bronze and green), per 1,0001.50
Asparagus Sprengeri, bunch50
Asparagus Plumosus, bunch50
Boxwood, per lb.35
Other Green Goods Market Rates.

George Schumer, son of Peter Schumer, well known grower of Evanston, and a member of the Chicago Flower Growers' Association, was the first man from there that was wounded in France. He is at Camp Stewart, Va., recovering from shrapnel wounds, which hit him on the head and back. He was under fire 70 days before he was wounded and claims to have killed at least three of the enemy before they got him. His friends here hope for a permanent and speedy recovery.

Fred Hoerber is more than pleased with the conditions of the stock at Hoerber Bros.' greenhouses at Des Plaines now in charge of his brother, John Hoerber. He visited the range last week when he gave it a thorough inspection and was particularly enthusiastic over the roses which never were in such excellent shape as now.

One of the local dailies announced September 16 that Pat O'Malley, who has been a Clark street saloonkeeper for 30 years, will open a loop flower shop. He has signed a lease for a store and will build greenhouses at once. Mr. O'Malley is out of the city at present, so the writer was unable to verify the above information.

Wietor Bros. are cutting more heavily in roses so far this month which are noted splendid Killarney Brilliant and Sunburst. American Beauty roses are included in the shipments but find such a ready demand that there is hardly any surplus.

August Albert, with H. W. Buckbee, Wockford, spent several days here this week on business. He reports trade as good and that his firm will have its usual supply of chrysanthemums amounting to 17,000 to cut from this season.

Kyle & Foerster are well pleased with trade so far this month which compares most favorably with that of last year. Their regular offerings consist of a complete line of stock in all the new and standard kinds.

D. E. Freres has been giving the Grossberg-Tyler-Finnermann Co. a lift off and on during the past two weeks and his friends all agree that he has lost none of his ability in conducting a wholesale establishment.

George Kaspar, of the Batavia Greenhouse Co., received word from his brother, William J. Kaspar, who is in the quartermaster's department at Jacksonville, Fla., that he has been promoted to corporal.

The Chicago Flower Growers' Association received a shipment of single violets this week from Carl Erhardt of

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies

30 East Randolph St.,

CHICAGO

Mention the American Florist when writing

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175

CHICAGO, ILL.

Park Ridge, which to the writer's knowledge was the first to reach the market this season.

George W. Jacobs, of Canton, visited Poehlmann Bros. Co.'s greenhouses at Morton Grove this week. He reports business as good and has everything in readiness for a brisk fall and winter season.

Percy Jones, Inc., is experiencing an exceedingly brisk demand for cut flowers from out-of-town points this week which has been taken good care of notwithstanding the general scarcity of stock.

Leo Koropp, son of the well-known manager of the Ohio Floral Co., was gassed in France recently and is confined to one of the American hospitals over there, where he is slowly recovering.

Zech & Mann are handling a fine supply of roses in all the leading varieties, including Mrs. Chas. Russell and Columbia. Asters and gladioli are still quite an item here and clean up early.

A. Lange decorated General Pershing's portrait for the birthday parade of school children at the War Exposition, September 13, and showed a duplicate of the picture in his store window.

George Poehlmann, manager of the packing department at Poehlmann Bros. Co.'s wholesale store, has the sympathy of the trade in the loss of a granddaughter this week.

Allan Gerhling, formerly with Bassett & Washburn, who is with Co. G, 122nd Infantry, now stationed at Camp Green, N. C., writes that he has been promoted to corporal.

Bassett & Washburn will grow one house of Columbia roses next season, the stock of which arrived this week in splendid condition from the E. G. Hill Co., Richmond, Ind.

SOUTHERN WILD SMILAX

\$3.00 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet)..... \$3.50

NATURAL LOG MOSS

Per bag (100 square feet)..... \$1.75

E. A. BEAVEN, VERGREEN, ALABAMA

Mention the American Florist when writing

A. L. Vaughan & Co. are offering gladioli in quantity, which are in exceedingly brisk demand, owing to the general shortage of stock in this market.

W. J. Keimel, of Wendland & Keimel, and John Michelsen, of the E. C. Ameling Co., are visiting the growers in and around Richmond, Ind., this week.

H. C. Blewitt and son, Harry, of Des Plaines, and William Timme returned last week from a delightful and successful fishing trip at Crystal Lake.

Raymond Ziska, of Joseph Ziska & Sons, has been accepted for military service and expects to be called to the colors in the near future.

J. A. Budlong reports a strong demand for chrysanthemums, especially Golden Glow, which is seen in quantity at this establishment.

A. T. Pyfer & Co. are handling a good supply of roses and other seasonable stock which are in brisk demand and clean up early.

O. A. & L. A. Tonner report business as good with a splendid demand for out-door stock especially gladioli and asters.

A. L. MAUGHAN & Co.

NOT INC

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.		ROSES—Continued Per 100		CARNATIONS. Per 100	
Extra long stems.....	\$5.00	Ophelia, special.....	\$10.00	Fancy.....	\$2.00 to \$4.00
Stems 48 inches.....	4.00	" select.....	8.00	GLADIOLI Per 100	
Stems 30 to 36 inches.....	3.00	" medium.....	\$5.00 to 6.00	Fancy.....	\$3.00 to \$4.00
Stems 24 inches.....	2.50	" short.....	3.00 to 4.00	ORCHIDS. Per Doz.	
Stems 18 to 20 inches.....	2.00	White Killarney, special.....	\$10.00	Cattleyas.....	\$12.00
Stems 12 inches.....	\$1.00 to 1.50	" select.....	8.00	EASTER LILIES. Per 100	
Short stems.....	100, 4.00 to 6.00	" medium.....	\$5.00 to 6.00	Select.....	\$12.50 to \$15.00
MRS. CHAS. RUSSELL Per 100		" short.....	3.00 to 4.00	MISCELLANEOUS. Per 100	
Special.....	\$25.00	Killarney, special.....	\$10.00	Asters.....	2.00 to 4.00
Select.....	\$15.00 to 20.00	" select.....	8.00	Gypsophila, per bunch.....	.75 to 1.00
Medium.....	8.00 to 12.00	" medium.....	\$5.00 to 6.00	Valley.....	\$3.00
Short.....	4.00 to 6.00	" short.....	3.00 to 4.00	DECORATIVE.	
ROSES.		Mrs. Ward, special.....	\$10.00	Plumous strings.....	\$0.50 to \$0.75
Richmond, special.....	\$10.00	" select.....	8.00	Plumous.....	per bunch .35 to .50
" select.....	8.00	" medium.....	\$5.00 to 6.00	Sprengeri.....	.35 to .50
" medium.....	\$5.00 to 6.00	Sunburst, special.....	\$10.00	Adiantum, fancy long.....	per 100 1.00
" short.....	3.00 to 4.00	" select.....	8.00	Smilax.....	per doz. 2.50
Milady, special.....	\$10.00	" medium.....	\$5.00 to 6.00	Ferns.....	per 1,000 2.50
" select.....	8.00	Cecile Brunner.....	\$2.00 to 3.00	Galax.....	1.25
" medium.....	\$5.00 to 6.00	Elgar.....	2.00 to 3.00	Mexican Ivy.....	.75
" short.....	3.00 to 4.00	Baby Doll.....	2.00 to 3.00	Leucothee sprays.....	75c
Killarney Brilliant, special.....	\$10.00	ROSES, OUR SELECTION..... 4.00		Boxwood, per lb.....	25c; cases 7.50
" select.....	8.00	Extra special roses billed accordingly.			
" medium.....	\$5.00 to 6.00				
" short.....	3.00 to 4.00				

No Shortage Here—Heavy Supply A-1 Quality

COLUMBIA--RUSSELL

and Other Good Roses.

NEW CROP OF CARNATIONS

STEMS LITTLE SHORT, BUT FLOWERS GOOD.

Yellow Golden Glow Chrysanthemums

If you want good stock and good treatment send your orders to us for everything and anything in Cut Flowers and Greens. We grow the Double White Killarney, positively the best to be found in this market.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO**

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality
Speaks
Louder
Than
Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE
Grower of

GUT FLOWERS

Prices
As
Low
As
Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefit.

"Flowers are always fit presents, because they are a proud assertion, that, a ray of beauty outvalues all the utilities of the world."—Emerson. You can get the greatest value in flowers when ordering of us. We have all the varieties, new and standard.

KYLE & FOERSTER

WHOLESALE FLORISTS

Long Distance Phone, Randolph 6784

160 N. Wabash Ave.,

CHICAGO

The Central Trust Company of Illinois, receiver for William Langhout, bankrupt, announces that \$3,200 was realized from the sale of the stock advertised in THE AMERICAN FLORIST last week by Samuel L. Winternitz & Co., auctioneers. The highest individual bid was \$1,500 for the entire list offered, which was \$1,000 less than asked, so \$700 more was realized at the sale than expected.

W. N. Rudd has returned from the cemetery superintendents' convention at Rochester, N. Y., and reports a very interesting meeting.

Vaughan's Seed Store is still busy shipping freesia, calla, narcissus and lily bulbs.

Chicago Liberty Loan Committees.

The Chicago and Cook county florists' and allied trades have organized for the Fourth Liberty Loan. The selling forces in the coming drive will be concentrated into two main organizations, the business men's squadron, which will cover all lines of industries, and the ward or district organization, which will sell the bonds from house to house in the residential sections. This is an excellent plan, as it will enable all florists and allied trade interests, employers, as well as employees, to subscribe for the new bonds through our own trade organization.

Our industry has been assigned to the "Rainbow" or Trades Division, and will be known as Division 19-B, the florist trade being the second most important industry in this division. The City of Chicago and suburbs, including entire Cook county, will be divided into districts.

The Fourth Liberty Loan campaign will be carried on under the direction of an executive committee consisting of the chairman and vice-chairman of our trade, and the captain of each district. A representative will also be appointed for each wholesale establishment and allied trades concern.

Headquarters of the trade will be established at the wholesale house of the E. C. Amling Company, 175 North Wabash avenue, Chicago.

The following organization will conduct the work in this campaign: F. Lautenschlager, chairman; George Wienhoeber, vice-chairman; Miss Pederson, secretary.

Chicago Loop District — August Lange, captain; Miss Jean Raske, John Mangel and George Wienhoeber.

Chicago North Side District.—Wm. Wienhoeber, captain; Mrs. Clody, Alfred Fischer, Fred Meyer, Mrs. W. T. Hilliar and Alfred Marine.

Chicago South Side District.—Arthur Weatherwax, captain; Wm. La Grotta, Chas. Samuelson, W. J. Smyth, and George Walther.

Chicago West Side District.—George Asmus, captain; C. Frauenfelder, C. B. Le Mer, Miss Anna G. Sawyer, Chas. Stewart, Chas. Fisk and Jos. Sikuta.

Chicago Greek Florists.—John Mangel, captain; Andrew Chronis.

Chicago North-West Side District.—Paul Klingsporn, captain; W. B. Wallace, Miss O. A. Tonner, J. E. Pollworth, and Samuel Pearce.

Chicago-Rogers Park District (growers only).—Nic Wieter, captain.

Chicago South-West Side District, including Morgan Park, Blue Island, Roseland and Washington Heights.—C. W. Johnson, captain; L. Lau and H. E. Kirkpatrick.

Evanston District, including Niles Center, Gross Point, Wilmette, Kenilworth, Winnetka and Glencoe.—Geo. C. Weiland, captain; Fred Stielow, Albert Lies, Joseph Schoos, M. Anglesburg and Frank Felke.

Park Ridge and Niles (Ill.) District.—Edward Meuret, captain.

Desplaines and Mount Prospect District.—Harry Blewitt, captain; John Frickett.

Oak Park, River Forest and Forest Park District.—A. H. Schneider, captain.

Maywood District (including Melrose Park and Hillside).—Paul Weiss, captain; Henry Wehrmann and Ernst Amling.

Morton Grove District. — August Poehlmann, captain; Erick Paselsk.

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

Cut Flowers and Greens



No. 2
STICKERS
\$1.25 per 1000
Use them on all your packages.
No. 1 Stickers
2 in. diameter
\$1.50 per 1000
The John Henry Co.,
LANSING, MICH.

Chicago Wholesale Florists' and Allied Trades.—Michael Barker, Alfred Dietsch, Chas. W. Erne, Joe Foerster, Jas. E. Foley, Miss Martha Gunterberg, N. S. Griffith, Fred Hoerber, Frank Johnson, Olaf Johnson, H. B. Kennicott, Paul Kroeschell, John Kruchten, R. E. Kurowski, Miss Marguerite McNulty, John Michelsen, W. J. Miller, A. Miller, Miss Barbara Ott, A. T. Pyfer, Philip Schupp, Geo. F. Sykes, Miss O. A. Tonner, Lloyd Vaughan, C. L. Washburn, Allie Zech.


Everyone is urged to buy all the bonds they can during the first week of the campaign. Your committee assures you that nothing will be left undone to secure the full quota assigned to our trade.

A specially designed honor flag will be awarded to each trades committee that secures its quota, and a star will be awarded for each additional 25 per cent of the quota secured.

Help your trade; give it every support to make the proper showing. Buy bonds to your utmost!

F. LAUTENSCHLAGER, Chairman.

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

St. Louis.

DEMAND SHOWS SLIGHT GAIN.

Business has not brightened up very much, but it shows some improvement. The weather is typically autumn, and with a continuance, should show a good improvement in business. Flowers arriving on the market have been equal to the demand, but in no case any oversupply. Asters are about at the end of their season, and the cut coming in now is of inferior quality. Gladioli still arrive in good supply and quality. They remain a staple and are a great help-out to the retailer. In roses, Russell, Ophelia and Columbia are the leaders and some very nice stock is coming into this market. In other varieties the supply is equal to the demand, although the quality is not of the best. Lily of the valley is seen only occasionally. Lilies are plentiful with a light call. Dahlias are very slow in coming in this year, undoubtedly due to the exceedingly hot summer. With the exception of smilax, the market is well supplied with greens.

NOTES.

The florists' club held its September meeting last week at H. J. Weber & Sons, Nursery, Mo. The following officers were installed: A. H. Hummert, president; J. J. Beneke, vice-president; J. J. Windler, secretary; Wm. C. Smith, treasurer, and trustee for term of three years, Alex. Lurie. The outgoing president, L. Jules Bourdet, made a rousing speech of thanks and hopefulness to the members for their splendid support and enthusiasm during the four years he held office. The newly elected trustee, Alex. Lurie, in the name of the club, presented Mr. Bourdet with a beautiful watch as a remembrance of their good will, to which Mr. Bourdet responded feelingly. Mr. Hummert as the first official act as president, presented to the club a service flag, with 49 stars representing the contribution to Uncle Sam's forces of the florist trade in St. Louis. The trustees reported that they had audited the books of the treasurer and secretary of the club, and also announced that the next meeting of the club would be held at W. A. Rowe's Denny road plant. It was also voted to buy some Liberty Bonds of the next issue. The various convention committees made reports, which all proved very interesting. The matter of publicity received quite a lot of consideration and was discussed informally by a number of the members. At the close of the meeting Mr. Weber invited the club to a "Hoover" lunch, consisting of "slack" for slackers, chestnuts for the old jokers, grass sandwiches for the fastidious, and water for the camels. Mr. Weber's keen sense of humor was enjoyed by all, and they voted him to be the same hale fellow well met. After this diversion, Mr. Weber served a real lunch with refreshments, which everyone enjoyed so much more, and will be remembered by all for a long time.

Joseph Hauser says he lost most of his violet plants this summer on account of the dry weather. He is now beginning to cut his single red dahlia, which finds a ready market.

The county carnation growers say they have planted more white carnations in proportion this year on account of the continued shortage in white last season.

J. J. W.

Cincinnati.

GOOD BUSINESS AT FAIR PRICES.

Business is good. Receipts are fairly heavy and are cleaning up fairly well. Prices are good. The supply of roses is larger than it has been for some time. They are mostly of a good quality and are finding an excellent market. Asters are very plentiful and practically all that have been coming into the market during the past fortnight are of a good quality. Carnations are fairly plentiful and are selling well. Some choice gladioli may be had. They are proving good property. The dahlias are becoming large. Cosmos is plentiful. A limited number of chrysanthemums are offered.

NOTES.

C. E. Critchell is putting on lady clerical help in the sales end of his business to take the places made vacant by some of his old employees who have entered the service. He has been getting in some excellent Russell and Columbia roses.

Wm. Mayhall, of E. G. Gillett's, as a member of the Home Guards, was doing patrol duty during the recent strike of police in this city.

E. G. Gillett has been having some exceptionally choice northern asters. They have sold well.

Frank Ball is now in the Y. M. C. A. Red Triangle service.

WORCESTER, MASS.—Frank S. Fisher, founder of the firm of Frank Fisher & Sons, died at his home here, September 5, aged 62 years.

HARTFORD, CONN.—Paul Mathewson has purchased the Bon Ton Flower Shop, formerly conducted by Page Potter, who has been called for army service.

WASHINGTON, D. C.—John H. Small, Jr., of J. H. Small & Sons, has been commissioned lieutenant in the field artillery and ordered to Camp Jackson, Columbia, S. C.

NORTH LEXINGTON, MASS.—Two houses, each 40x75 feet, are being completed here for experimental work in connection with the Massachusetts Agricultural College.

NORFOLK, CONN.—The Norfolk Agricultural Fair brought out an excellent display of flowers. The judging was in the capable hands of George C. McCluney, who has officiated in a like capacity for the past six years.

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady

Shawyer

Sunburst

Ward

Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

GLADIOLI

Rubrum

CARNATIONS

Valley

Cattleyas

CHRYSANTHEMUMS

Good supply of fancy Golden Glow.

Calendulas

ASTERS

GREENS.

Plumosus

Sprengeri

Galax, bronze

Galax, green

Ferns

Adiantum

Smilax

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Toronto, Ont.

GENERAL IMPROVEMENT IN CONDITIONS.

With the improvement in stock, and a more generous supply, business has shown decided improvement. Cooler weather has helped the rose crop, and already good stock is being cut. American Beauties still hold first place, and the newer Columbia and Winnett are coming in good. The varieties grown seem to be more numerous this year, and with Ophelia, Sunburst, Shawyer, Hoosier Beauty, Double Killarney and Russell grown in quantities, there are a number of others that make a good general collection. Carnations, which have been off the market for some time, are again fairly common and with chrysanthemums getting better, good business is expected to continue. Longiflorum and speciosum are fairly plentiful, and with good gladioli and asters, stores look like real florists' shops again.

NOTES.

Criticism has been heard and published regarding the apparent lack of interest shown by the retailers in not competing in the different classes at the Canadian exhibition. Outsiders who are not conversant with florists' crops for the last week of August, are forgiven, but for those in the trade to profess their ignorance, they would likely profit more by letting us have stock that would be suitable for exhibition work. Gladioli, asters and sunflowers are fine in their places, but I fail to see their proper places on a first class decorated table for exhibition, and rather than show stock which is inferior in quality, and not an advertisement to the exhibitor, you have the answer. The plant displays and group effects were a credit to the men who put them up. Outdoor flowers were in most cases very good, but when it came to the greenhouse roses and carnations, the less we advertised these the better I should think it would be for the trade.

The retail florists' club held its monthly meeting September 9, and had a good attendance. Plans were made for the coming year, and something of interest and pertaining to our business will be featured each night. Chrysanthemum day, which proved so successful last year, will again be carried on and co-operative publicity for holidays and special days, which benefit the florists, will be gone into.

Difficulty is being had to get licences for the importation of baskets, and some shipments are being held up by the customs. It would be advisable to secure your license before the goods are shipped to save expenses. The retail florists' club is taking it up on behalf of its members and may possibly import an bloc.

F. C. W. Brown, of Cleveland, O., was a visitor who is much enthused over the F. T. D. meeting in that city in October. From the promises received, it looks like a good turnout from Canada.

It now looks as if there will be any amount of Lillium longiflorum, as they are being offered by a number of firms, and the bulbs expected in October.

H. G. D.

LOS ANGELES, CALIF.—H. P. Brian will hereafter conduct his establishment under the name of The Flower Gardens.

Made in U. S. A.



Ask For LICHTENBERGER'S GOLD AND PURPLE LETTERS

Gold and Purple Script Words

FOR SALE BY YOUR
FLORIST SUPPLY DEALER

Give Them a Trial

J. LICHTENBERGER, Manufacturer, 1560 Avenue A, New York City

BOSTON FLORAL SUPPLY CO., Inc.

347-357 Cambridge Street,

BOSTON, MASS.

MANUFACTURERS OF FLORISTS' SUPPLIES

Headquarters for Cycas, Baskets, Wire Designs, Wax Flowers, etc.

Fort Wayne, Ind.

SUPPLY VERY LIMITED.

The supply of flowers was entirely inadequate to the demand last week, owing to an unusually strong call for flowers for local and out-of-town funerals, social happenings, and donations made by the local florists to the large Red Cross auction held September 11-14, and which netted \$40,000 for this great cause, the flower booth being one of the most prominent sectors of the auction. The weather has had a decidedly detrimental effect upon production, as rain fell on every day but Monday and Friday, and even these days were dark and cloudy. The new crops of roses are improving daily, Shawyer and Maryland being the best pink varieties, and Ophelia showing excellent color. Orchids are offered on this market in the Cattleya labiata, oncidiums, and vandas, which sell very well.

NOTES.

Mrs. Alice Flick-Shive, of the Flick Floral Co., who has been ill at her home, "Waldron," for the past two weeks, is again able to be at the store. This firm had an elaborate basket of red gladioli, and red, white and blue ribbon, as part of their patriotic window decoration during the week of the Red Cross auction. This firm donated 1,000 roses to the Red Cross and also sent out several out-of-town casket blankets last week.

F. J. Knecht & Co. have a good crop of Ophelia and Shawyer at present, but not nearly enough to fill the demand. This firm has practically all of its coal in 11 car-loads having been delivered, and they feel no anxiety on this score. The labor problem is getting to be a big one with the growers here, however, as they do not seem to think they can utilize women workers as well as the retailer.

Baskets of cut flowers, aster and begonia plants, and ferns were among the generous donations of Ed Wenninghoff to the Red Cross auction. This flower shop is displaying some excellent roses, and reports a heavy business in large funeral pieces.

Lieutenant W. J. Vesey, Jr., is home from a camp at Long Island, N. Y., for



IN CHICAGO

KENNICOTT BROS. CO.
WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.

J. E. POLLWORTH, Sec'y and Gen'l Mgr.

a short visit with his family, before embarking for overseas service. He was accompanied home by Mrs. Vesey, who has been visiting him at camp for the past month.

The New Haven Floral Co. sold thousands of roses at cost to the retailers of this city, which were given to the Red Cross, besides giving hundreds of blooms to this great cause. Miss Ruth Lanterner gave a number of classical solo dances at the Red Cross auction last week. The Lanterner Co. donated many hundreds of flowers every day of the auction.

Private George Pandall, formerly with the Fort Wayne Flower Shop, has arrived overseas with the Lincoln division.

W. J. & M. S. Vesey are having a heavy demand for roses and orchids.

H. K.

MINNEAPOLIS, MINN.—Sixteen florists are said to have gone out of business here this year.

WILKES-BARRE, PA.—Ira G. Marvin has closed all his glass, A. Evans is confining himself solely to retail trade, and G. Bauman expects to operate but half of his range.

GALESBURG, ILL.—Walter E. Pillsbury, who has been connected with his father, I. L. Pillsbury, well-known florist of this city, who at his own request has been moved from Class 4 to Class 1, releasing him from exemption, has gone to Lytle, Ga., for training.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS

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Wabash Ave. and Lake St.,
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WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

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SOUTHERN WILD SMILAX

\$3.00 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50

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EVERGREEN, ALA.

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For SPOT SHIPMENTS or contract. Write us.

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CENTRAL 1977 and 1978.

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Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$5.00@56.00
" " 48-in.	4.00
" " 36-in.	3.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
" Mrs. Chas. Russell	1.00@ 4.00
100	
" Hoosier Beauty	4.00@10.00
" Killarney Brilliant	4.00@10.00
" Columbia	4.00@25.00
" Killarney	4.00@10.00
" White Killarney	4.00@10.00
" Richmond	4.00@10.00
" My Maryland	4.00@10.00
" Mrs. Geo. Sawyer	4.00@10.00
" Milady	4.00@10.00
" Sunburst	4.00@10.00
" Mrs. Aaron Ward	4.00@10.00
" Hadley	4.00@10.00
" Ophelia	4.00@10.00
" Double White Killarney	4.00@10.00
" Mrs. Moorefield Storey	4.00@10.00
" Champ Weiland	4.00@10.00
" Stanley	4.00@10.00
" Tipperary	4.00@10.00
" Francis Scott Key	4.00@10.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 3.00
" Our Selection	3.00
" Carnations	2.00@ 4.00
" Cattleyas	per doz. 12.00
" Lillium Harrisii	12.50@15.00
" Valley	5.00@ 6.00
" Ferns	per 1000 2.50@ 3.00
" Gladioli	3.00@ 8.00
" Asters	2.00@ 4.00
" Chrysanthemums	per doz. 2.00@ 4.00

THE BOOK OF GLADIOLUS



THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all phases of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

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Dahlias have their Cut Flower Season

The same as many other flowers we handle. The season is short and you should commence handling them at once. Our growers have added many new varieties and we can furnish you all the best standard commercial kinds.
\$3.00 to \$5.00 per 100. Some Novelties, \$6.00 to \$8.00 per 100.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

TRADE NORMAL FOR SEASON.

Some have claimed that my last week's report was too optimistic, that business was anything but satisfactory, while others state that it was quite up to the average first week of September, which, considering war conditions, makes my description of "normal" quite within bounds. The past week has been quiet, some report very quiet, while others state that all good stock sells well up at fair prices for the season. The retail stores claim to be meeting with a seasonable demand, there having been quite a number of small weddings during the past three weeks, above, in fact, the average at this time. There is an abundance of flowers in almost all lines. Roses are being benefited by the cool nights; the best of the teas are now so improved that they bring eight, and a few 10, cents. The growers who planted strong of Columbia are right in it, as this variety is developing into a magnificent flower, which bids fair to be a leader the coming season. Carnations are now seen in all the stocks. Asters are on the wane, although some choice flowers are still seen, with quite a lot that just manages to pull through. Gladioli are still a mainstay and much used in all kinds of work. There are a few too many Easter lilies, although they sell as well as anything else. Fall cosmos is now in splendid shape, and should have a good sale. Dahlias have never been finer. All growers report plants in good condition, being much benefited by recent heavy rains. There is no great demand as yet, but they will be a strong factor for the next three weeks.

SPECIAL CLUB MEETING.

The large attendance at the special meeting of the florists' club, September 10, deserves more than the telegraphic report in last week's notes. It was a distinct tribute to Charles H. Grakelow, who met the large, and which he called combative, audience of over 100, and presented his proposition that the retail shops close three nights of the week at 6 p. m., and the wholesalers at 12 m. The result, if favorable, was to be submitted to the national fuel administration, with the request that they make these closing hours official, so that they would be complied with by all in the trade. This he claimed would have a good effect with the government and they perhaps would not draw so heavily on employees in the various branches of our business when the selections from those in the new draft were made. Mr. Grakelow went into detail in describing the retail stores as managed in this city, particularly the late hours, the difficulty in getting labor, etc. There should be early closing hours which would elevate the business and place it on a higher plane. Every movement of the craft that had a government bearing, such as purchasers of bonds, Red Cross contributions, thrift stamps, etc., should be so recorded that the florist's trade would be credited, which he felt sure would give us a better standing with the government. He was very forceful and earnest in his remarks and replied instantly to all objections to his plan. Victor Ridenour and one or two other

EDWARD REID

Good Summer Roses, Asters, Gladioli, Easter Lilies. All seasonable Flowers.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, Sept. 18. Per 100	
Roses, Killarney	2.00@ 6.00
" Mrs. Chas. Russell.....	4.00@12.00
" Ophelia	3.00@ 8.00
" Richmond	2.00@ 8.00
" Sunburst	2.00@ 8.00
Lilium Giganteum	8.00@10.00
Gladioli	2.00@ 6.00
Carnations	1.00@ 2.00
Rubrum	5.00@ 6.00
Asters	2.00@ 4.00
Dahlias	2.00@ 4.00

BOSTON, Sept. 18. Per 100	
Roses, Beauty	12.00@25.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney	4.00@ 8.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	4.00@12.00
" Mock	2.00@ 6.00
" Mrs. Chas. Russell.....	4.00@12.00
" Tift	2.00@ 6.00
" Milady	2.00@ 6.00
" Ward and Hillingdon	2.00@ 6.00
" My Maryland	2.00@12.00
Carnations	1.00@ 2.00
Easter Lilies	8.00@12.00
Valley	6.00@10.00
Gladioli	1.00@ 4.00

BUFFALO, Sept. 18. Per 100	
Roses, Beauty Special	\$25.00@30.00
" Fancy	15.00@ 20.00
" Extra	10.00@ 15.00
" Ist	5.00@ 10.00
" Killarney	3.00@ 6.00
" My Maryland	3.00@ 8.00
" Sunburst	3.00@ 8.00
" Ward	2.00@ 4.00
" Ophelia	3.00@ 6.00
" Russell	6.00@ 10.00
" Shawyer	3.00@ 10.00
Lilies	8.00@10.00
Cattleyas	50.00@ 60.00
Asters	50@ 2.50
Carnations	1.00@ 1.50
Asparagus Sprengeri 35@ 50	
Ferns	per 1,000 2.00
Sunlax	20.00
Sweet Peas	25@ .50
Calandrias	1.00@ 2.00
Daisies	50@ 1.00
Gladioli	1.00@ 3.00

members felt that this was a move in the right direction, while Robert Craig, Mark P. Mills, George Burton, Harry I. Foust, Edward Fancourt, Alfred Campbell, Leo and Arthur Niessen and others, in substance, thought it a mistake to commit ourselves to this proposition, and that the best policy would be to wait for government action, which they all felt our decision would not influence.

ROETHS BUYS BALL ESTATE PALMS.

The Julius Roeths Co., Rutherford, N. J., has purchased the stock of palms of the Lemuel Ball estate at Wissnomin, which are being offered by them in job lots, prior to removal to their nurseries.

NOTES.

The "miners" are the boys that get out the coal; they furnish the fuel that keeps up the temperature. Let "Phil's" "Friend" bring out three better papers or subjects than were presented and

Write For Our

Price List
On Cut Flowers
H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Pittsburgh Cut Flower Co.

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THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.

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FANCY "TWO-TONED" HANDLE BASKETS

(With Metal Liners Included)

These baskets can be had in various colors, as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of.....\$4.50

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1334 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Orchids, Peonies, Gladioli, Asters

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

discussed at the April, May and June meetings of the club, when, he declares, "there was nothing doing." In April, Prof. J. C. Saunders gave an illustrated lecture on "Insect Pests and Plant Diseases." In May, Mark J. Mullin, a post-office official, gave a history of the par-

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EVERYTHING
in the line of
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Wholesalers and Growers of

Choice Cut Flowers
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MINNEAPOLIS, MINN. RICE BROTHERS

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The Wholesale Supply
House of America...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

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cel post service. In June, Edward A. Harvey's paper on coal conservation and greenhouse crop rotation was most practical and highly commended in all the trade papers. Let "Friend" come out into the open and be man enough to say, "I said it," and why.

Aschmann Bros., Second and Bristol streets, are going strong into pot roses for Easter. They have thousands of American Beauties and Ophelias growing in 3½-inch pots, bench stock obtained from growers last spring when they cleaned out their houses. These strong plants when cut back, potted and plunged outside come along nicely, and are now making a splendid growth. With all foreign rose stock cut out, no azaleas, spiraeas or lilies, these roses are sure to find a good market at the Easter holidays. Choice ferns, ficus, primulas, and several houses of well grown cyclamens are also features.

J. W. Colfesh's Sons have made a specialty of the hardy English ivy leaf stock for two year old plants out in the field without protection over winter. The vines are cut back in the fall to about a foot in length, the shoots being made into cuttings. A five-ton truck delivered to New York last spring, one order of 500 six-inch, 500 five-inch and a balance to fill the car with four-inch stock all in pots. Some order, that.

Chas. D. Ball reports that should the war continue, there will be a gap in the kentias, as no more seed will be shipped from the Norfolk Islands until this great affair is settled. Seed received last year is very slow in coming up. He has, however, had kentia seed planted which did not germinate for five years and then came along all right.

Samuel McClements, of Pittsburgh, was in town last week getting his winter plant stock while the going is

GUST. RUSCH & CO.

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All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Sept. 18. Per 100

Roses, Beauty, special.....	20.00@25.00
" " fancy	30.00@30.00
" Mrs. Chas. Russell.....	8.00@12.00
" Killarney	4.00@ 8.00
" Hadley	4.00@15.00
" Sunburst	3.00@ 8.00
" Wards	2.00@ 3.00
" Ophelia	3.00@ 8.00
Carnations	1.00@ 3.00
Cattleyas	each \$.75@\$.100
Valley	8.00@ 8.00
Lilium Rubrum	5.00@ 6.00
Easter Lilies	10.00@12.00
Snagdragons	4.00@ 6.00
Asters	1.00@ 2.00
Gladioli	1.00@ 2.00
Dahlias	1.00@ 2.00
Calendulas	1.00@ 2.00
Sweet Peas50@ .75
Asparagus	string or bunch .35@ .50
Adiantum	1.00
Smilax15@ .20

ST. LOUIS, Sept. 18. Per 100.

Roses, Hadley	\$2.00@\$.400
" Killarney	2.00@ 6.00
" White Killarney	2.00@ 4.00
" Hoosier Beauty	2.00@ 5.00
" Russell	3.00@ 8.00
" Sunburst	2.00@ 8.00
" Ward	2.00@ 4.00
" Mrs. Shawyer	2.00@ 6.00
" Ophelia	2.00@ 6.00
Ferns	per 100 2.00
Carnations	1.00@ 2.00
Gladioli	1.50@ 5.00

MILWAUKEE, Sept. 18. Per 100

Roses, Killarney, W. Killarney.....	\$2.00@\$.800
" Ward	2.00@ 6.00
" Mrs. Chas. Russell.....	5.00@20.00
" Ophelia	2.00@ 8.00
" Columbia	5.00@20.00
" Hoosier Beauty	2.00@ 8.00
Carnations, assorted	1.00@ 3.00
Sweet Peas50@ .75
Cattleyas	per doz. 9.00
Lilies	15.00
Asters	2.00@ 3.00
Gladioli	2.00@ 3.00

McCALLUM CO.

Florists' Supplies

PITTSBURGH, PA.

Philadelphia Wholesale Florists' Exchange

Roses, Gladioli, Asters.

Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

PITTSBURGH, Sept. 18. Per 100

Roses, Beauty, special.....	25.00@30.00
" " fancy	15.00@20.00
" " extra	10.00@12.00
" " No. 1	6.00@ 8.00
" Hadley	1.00@10.00
" Killarney	2.00@ 6.00
" Sunburst	1.00@ 4.00
" Mrs. Aaron Ward	2.00@ 4.00
Cattleyas	75.00@100.00
Easter Lilies	12.00@15.00
Lilium Giganteum	12.00@15.00
Adiantum	1.00
Asparagus Sprenger, bunch,	35@.40
New Crop Green Galax	per 1000 \$1.25
Asters	1.00@ 4.00
Gladioli	2.00@ 6.00
Dahlias	6.00

good. He finds business best now with the middle classes, to which trade he is catering. He finds the wage earners have plenty of money and are good spenders.

At the recent special meeting of the florists' club, Charles Grubelov's thrust, in reference to florists' show windows, that most of them offered nothing that would cause an incentive to buy but would be a deterrent to most people, made a great hit with the crowd, only about one-sixth of whom, however, were retailers.

Mark Mills, in speaking of the importance of plants and flowers, said this world would be a dreary waste without them. One might as well take oxygen from the air as to ask people to do without flowers.

W. J. Baker, the veteran wholesaler, is no "has been" and is on the job every day. A large ice box in the yard, to which he is giving the finishing touches, would be a credit to any merchant. K.

New York.

CONDITIONS MORE ENCOURAGING.

Although there was no great activity in the wholesale district during the past week, there was a more cheerful feeling, particularly during the closing days. Heavy frost has been reported from up-state localities, but from the amount of outdoor stock that is arriving, it is evident that it did not reach the area from which this market draws its supplies. In both dahlias and late asters, fine stock continues to arrive. There is also a fair supply of gladioli on the market and most of it has been cut very tight. Hydrangeas, zinnias and various other stocks are also plentiful. The supply of American Beauty roses is not heavy and there is no change in price. In tea roses, the supply of specials is increasing, but special stock of the leading varieties, such as Columbia, Mrs. Russell, Scott Key, Mock and Ophelia brings good returns for the season. In chrysanthemums, the quality continues to improve, some large blooms of Golden Glow having wholesaled for \$4 per dozen. There is some movement in carnations, but now that the chrysanthemum season is at hand, the carnations will be in the shade. Considering all conditions, the feeling among the retailers is cheerful, and the sentiment seems to be, to accept the situation as it develops and make the best of it. Indications are that the draft will claim many men from the retail trade, and there will be a feeling of uncertainty until classifications are decided.

September 16.—There is a fair amount of business this morning and the market has a cheerful tone. The scarcity of lily of the valley is a noteworthy feature, the price going as high as \$10 and \$12 per 100 when it can be had. Fine stock for the season, of the roses Columbia, Mock and Ophelia is noted. The upward tendency in the price of American Beauties indicates improved business.

THE FALL SHOWS.

Let us, dear friends, forget for a time the 50 per cent cut in the coal supply, (we will have plenty of time to think of that before Christmas); let us forget the people with more zeal than judgment, who think that as a winter measure, greenhouses should be scrapped, and let us forget the bearers of idle tales and wild rumors, for in France Pershing and his gallant boys are marching on, and here at home, the season for the fall shows has arrived. Be gone, dull care; for on Tuesday, September 24, the American Dahlia Society, in connection with the American Institute of the City of New York, will open its show in the Engineering

building, 25-33 West 39th street. This show will continue through September 25 and 26, and, believe us, it will be some show. Father and President Vincent of the American Dahlia Society visited the New York Florists' Club meeting on the night of September 9 and exhibited a few of his specimens which were but forerunners of what we will see at the show. George L. Stillman of Westerly, R. I., will be there with his "dahlias of distinction," also many other growers. The Horticultural Society of New York is with us during summer's heat and winter's cold, with its monthly shows. This society will hold a dahlia show in the Museum building, Bronx park, September 21-22. A trip to Bronx park on a Saturday afternoon or Sunday, in summer or autumn, is always worth while, and so are the society's shows. Now that the more pretentious shows are likely to be abandoned for the duration of the war, we urge the florists of every branch of the trade to take an increased interest in the fall shows. They bring the members of the various branches together, and promote business as well as sociability. If the exhibits are abundant and meritorious, it will prove to the public, that regardless of the "knocking" of pessimists and naysayers, the florist business is very much alive. The dates of other fall shows to be held in this city and vicinity will be duly announced in these columns.

NOTES.

Now that the Fourth Liberty Bond campaign is at hand, it may interest our readers, the younger ones, to learn what some of the fathers did for the government at the time of the civil war. Asa Gray wrote: "My wife and I have scraped up \$550, all we can scrape, and lent it to the United States." And, somebody may ask, who was Asa Gray? He was born in Paris, Oneida county, N. Y., November 16, 1810, and died in Cambridge, Mass., January 30, 1888. Bailey has written of him as follows: "He early became interested in botany and entered into correspondence with Dr. Lewis C. Bock and Dr. John Torrey, both of whom were well known botanists of the time. In 1833, Gray became assistant to Torrey, who held the chair of chemistry and botany in the New York College of Physicians and Surgeons. His first book, the 'Elements of Botany,' appeared in 1836. Gray was chiefly known for his taxonomic (classification) and descriptive work with plants. It fell to his hand to review the North American flora. The western country was largely unknown botanically. * * * His publications on this new flora are voluminous and critical. * * * Asa Gray was a lovable man. He was gentle, quiet, sweet tempered; intellectually he was keen and penetrating. * * * Harvard College, in which he held a professorship from 1842 until his death, became the mecca of every American botanist. Here he built up the most important herbarium and botanical library in the New World. He was the master of American botany."

Joseph S. Fenrich, the wholesaler of 51 West 28th street, who is chairman of the committee of the New York Flor-

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY, NEW YORK



Mention the American Florist when writing

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK

Mention the American Florist when writing.



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ists' Club on supplying flowers to the base hospitals, advises us that as the number of sick and wounded soldiers increases, so do the requests for flowers. Up to the present, the flowers have been contributed largely by members of the club, but it is believed that many growers, who are not members, will cheerfully respond to this appeal when they realize how much happiness the flowers bring to the invalid soldiers. There is yet a surplus, in many places, of outdoor flowers, and these will be acceptable while they last. This matter was referred to in our notes of September 14, and also in our report of the club meeting.

At the tenth convention of the International Association of Game and Fish Commissioners, which closed its session at the Waldorf-Astoria hotel, September 13, resolutions were adopted asking the President to urge Mexico and Central and South American states to join in a treaty to protect migratory birds; asking Congress for \$700,000 to enforce the migratory bird act; urging the national government that suitable tracts of land in every state in the Union be acquired by purchase, where necessary, to be set

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aside and devoted to returned injured soldiers and sailors for operation by them as game farms. All the commissioners were urged also to plant black walnuts this fall and for 10 years, to aid the federal government.

Peter Carvel, head salesman for the United Cut Flower Co., 111 West 28th street, was married, Sunday, September 15, to Miss Laura Kuhn, an attractive young lady of this city. The ceremony took place in the Greek church, Lexington avenue and 72nd street, in the presence of a large company of friends and well wishers. The happy couple are spending their honeymoon at Asbury Park, N. J.

Marshall Clarke, of David Clarke's Sons, says, that though it is too early to expect much of an improvement in business, as compared with last year, they are holding their own. They have stocked up with a lot of nice ferns and other plants, noteworthy being the new fern, President Wilson, which looks good.

Calling recently on J. K. Allen at his home in Kearny, N. J., we found good landscape and garden features. He has on his lawn a number of specimens of the climbing plant, Polygonum baldschuanicum, which are showy and attractive. He has also a fine rose garden.

Traendly & Schenck are handling a fine quality of the Columbia rose, grown by Robert Simpson, Clifton, N. J. They are also receiving good roses from the Rowton, Conn., greenhouses.

Malandre Brothers are cheerful over the outlook and report fair business. They are handling an exceptionally fine stock of the chrysanthemum, Golden Glow.

A proposal has been made to have the dead trees in the parks cut down and burned for fuel during the coming winter. The idea is good. Some coal will be saved, and from parts of Central park, at least, it will remove the appearance of a shell-shot area in France.

A. B. Cazan, president of D. J. Pappas, Inc., has made great improvements in his store, is handling fine stock, and reports fair business.

On September 14, we found business active at the store of Herman Warendorff, in the Ansonia hotel, a large funeral order having come in.

Otto Sergel, who has been with the New York Cut Flower Co. for five or more years, has been called to the colors.

A. F. F.

New York Federation of Societies.

The annual meeting of the New York Federation of Horticultural Societies and Floral Clubs was held in the office of Commissioner Wilson at the state fair, Syracuse, September 11, being called to order at 2:30 p. m. with President Pierson in the chair. Twenty-one delegates were present from the various affiliated societies. The records of the last meeting were read and approved. The treasurer reported funds on hand to the amount of \$250.46. A report of progress on the horticultural building was made by the president. In view of the changes recently made in the state fair commissioners, it was deemed advisable that a committee be appointed to appear before the pres-



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ent commissioners with a request that the horticultural building be the next on the programme of construction after the war. The following were appointed on this committee: Dr. E. R. Bates, Syracuse; Charles Vick, Rochester; George B. Hart, Rochester.

President Pierson called on professor Ralph W. Curtis of the landscape art department of Cornell University, for an expression of opinion as to what landscape effects would make the setting of the new horticultural building most pleasing. Professor Curtis stated that he would like to make a general study of the whole plan of buildings and grounds and submit the results of his study to the federation at a later date. It was moved and carried that Professor Curtis be made a member of the committee appointed September 14, 1916, to make a study of plans for the horticultural building. The personnel of this committee is: President Pierson, Vice-President Bates, Professor D. Lumsden, W. H. Workman, George A. Thorpe and Professor R. W. Curtis.

President Pierson made a report for the committee appointed at the last meeting to keep in touch with the fair commissioners and lend whatever aid is necessary in getting a supply of fuel for any florist in difficulty. He represented the federation at a conference in Washington last spring and stated that everything was done at that time which could be done to secure recognition of the floricultural industry in the regulations of the fuel administrator. A canvass of the members present showed that most of the florists already have the 50 per cent of coal allowed for the coming year.

There was a discussion of the bill which is now before Congress, prohibiting the importation of all plants, including bulbs. It was the general opinion of the delegates that such a restriction would be disastrous to the horticultural industries, both in this country and abroad. A committee consisting of Dr. E. R. Bates, Professor D. Lumsden and Charles Vick was appointed to draw up resolutions expressing the disapproval of the federation on such legislative action. It was also suggested that each member of the federation immediately get in touch with his congressman and state his opinion regarding the passage of the bill.

In the general discussion which followed regarding trade conditions in the various sections of the state, the

opinion was expressed that as a whole these were better than at this time last year. While as many flowers have not been sold as last year, prices have been better and the general trade demands have been good. The labor situation is one of the most troublesome factors now facing the florists.

The election of officers was the next order of business, the result of the balloting being as follows: F. R. Pierson, Tarrytown, president; Dr. E. R. Bates, Syracuse, first vice-president; Chas. Vick, Rochester, second vice-president; Hugh McCarthy, Syracuse, third vice-president; F. A. Danker, Albany, fourth vice-president; W. H. Workman, Asbush, fifth vice-president; W. A. Adams, Buffalo, treasurer.

The meeting adjourned at 4:30.

E. A. WHITE, Sec'y.

New York State Fair.

The New York state fair at Syracuse, September 9-14, was well attended by the craft, especially those from the central and western sections of the state, who found the floral displays of general excellence. F. R. Pierson, Tarrytown, staged a fine display of roses, palms, lilies, gladioli and other flowers. There were many other good entries. The exhibit of roses by the Syracuse Rose Society was very fine, the effective arrangement being made by the ladies of the organization, to whom much credit is due. The showing by the commercial florists was also noteworthy, among those represented being E. A. Slattery, W. H. Grever and Jerry Brookins & Son, of Buffalo, and P. R. Quinlan & Co. and Werner Bultman, of Syracuse. Brides' bouquets, vase arrangements, baskets, decorations with roses, lilies and dahlias showed care and taste.

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DAYTON, O.—The registration of September 12, of men between the ages of 18 and 45, affects all of the male employees at the establishment of W. G. Matthews, a number of growers in this vicinity will close their houses after the chrysanthemum season, owing to shortage of fuel and labor.

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FLORISTAll orders carefully filled and delivered to all
parts of the city, Arkansas and the Southwest.

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Flowers delivered in City and State on short
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Samuel Murray,

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HARRY PAPWORTH
The Metairie Ridge Nursery Ets
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135 Garondelle St.
NEW ORLEANS F.T.D.
ROSES
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Night and day service in all Central
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Member of Florists' Telegraph Delivery.

Michigan. Orders will be care-
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Member of Florists' Telegraph Delivery.**E. W. PEARSON**

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The name "Malandre Brothers" on a box of
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Mail or telegraphic orders promptly and most
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We are the center of the great Northwest. Daily deliveries to Superior, Wis.

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L. L. MAY & CO.Order Your Flowers for delivery
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LOUISVILLE, KY.**AUGUST R. BAUMER,**

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HEART OF **Newark N. J.****The Rosery Floral Co.,**

167 Market St., at Broad St.

Everything in FlowersPrompt Deliveries to any town or city
within 150 miles of Newark.Telephone
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"WE NEVER SLEEP"IDLEWILD
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89 South Main St.

"Up-to-the-Minute" Service and Execution.**Every Flower in Season**

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1338 O Street, LINCOLN, NEB.

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The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C. President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1919.

IMPORTERS are daily expecting notice of arrival of Dutch bulbs which have been some time on the way.

GEORGE C. THOMSON, of Northrup, King & Co., Minneapolis, Minn., is at Racine, Wis., this week loading onion sets.

VISITED CHICAGO: Wilbur Brotherton, of the Jerome B. Rice Seed Co., Detroit, Mich.; R. Helm, of Helm's Seed Store, Janesville, Wis.

CHINESE NARCISSUS BULBS are in Canada, but the United States government prohibits their importation from the orient via either Canada or Mexico.

A DIRECTORS' meeting of the Wholesale Seedsmen's League will be held in New York, Tuesday, October 8. The stockholders are also invited to be present.

THE Detroit meeting of growers, scheduled for Friday, September 13, was postponed. Seed growers have not been considered superstitious heretofore.

AN informal rehearing regarding lifting the embargo on Japanese lily bulbs resulted only in a repetition of the original stand taken by the authorities, relative unimportance of the industry.

A STEAMER supposed to sail last month with a cargo of French bulbs, was requisitioned by the government at the last moment. This was unfortunate for both the growers and American planters.

MISS GRACE CHESTER, daughter of Harry H. Chester, Chicago, is leaving with her father for the east this week, as the guest of Shipbuilder Hurley, and will christen the next new ship launched.

ONION SETS.—Prices made by growers in the Chicago district are a little easier since outside jobbers have secured a supply. Some have paid \$2.00 for colors and \$3.00 for whites. Local jobbers have not yet paid these prices.

TOLEDO, O.—Clover made a 15 to 35 cent advance September 14, closing at \$21.90, gaining \$2.25 for the week. Cash timothy was steady, selling at \$4.75. September closed at \$5.07½, October \$5.00, December \$5.00, March \$5.05 and April \$4.97½.

CALIFORNIA onion seed growers are reported to have made delivery of their Yellow Bermuda orders, and 25 per cent. of their orders for seed of Crystal White Wax, owing to partial failure of the seed crop in the Coachella valley. The plantings of this seed show excellent germination.

A GROWER writes from the French bulb district, August 7: "The poor crop of bulbs this summer has been a disaster to the growers; the dryness of the winter has not been recompensed by the limited spring rains, the largest size of this season being scarcely greater than the second grade of former seasons."

California Rain Damage.

L. W. Wheeler, of the Pieters-Wheeler Seed Co., Gilroy, under date of September 16, says:

"Five inches of rain fell here in two days last week, something never before heard of in this state in September. The greater part or the seed crops, however, are harvested and out of danger. There was slight damage to onion on sheets. Endive which was all cut and laying on the ground will suffer a 50 per cent. loss. Late planted lettuce will suffer to the extent of about 10 per cent. of the entire crop seriously injured and about the same proportion of loss will apply to carrot, much of which was cut and on the ground. Considerable injury was done

is water soaked and growing. The entire carrot crop is in the field and it is believed a large portion will be lost."

Onion Set Movement in Kentucky.

Louisville, Ky., September 13.—Onion sets have started moving much better from Jefferson county. Farmers are more anxious to turn loose of their holdings since the buyers backed off of the high market. At the present time the demand is principally for immediate delivery, and to cover future contracts, with no effort whatever towards speculation. Farmers are receiving \$8 a barrel or 5 cents a pound for a barrel of 160 pounds of yellow sets, and \$10 a barrel for whites. Resale prices are \$2.50 a bushel of 32 pounds for immediate delivery of yellows and \$2.85 for January delivery. On whites prompt delivery is \$2.95 a bushel, and \$3.30 for January. Most of the shipments at the present time are moving into the south. The stock is of fine quality.

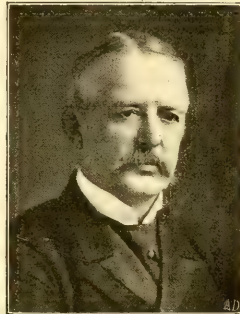
Peas and Beans.

N. B. Keeney & Son, LeRoy, N. Y., write as follows, September 11:

"The outlook for the pea crop, as already reported, is most discouraging, as yields on nearly all varieties, excepting Alaska, are falling below field estimates, while present indications are that First & Best, Pioneer, Gradus and Alderman will yield little more than the seed planted.

"The bean outlook, while not as favorable as six weeks ago, is fairly satisfactory, and with right harvesting conditions, we ought to secure a crop in good condition that will permit delivery of satisfactory quantities on our orders. We are now tabulating our field estimates, and while this work is not completed, we have advanced far enough to warrant the belief that we will be able to deliver from 60 to 100 per cent on all varieties."

TEXAS GROWERS say that very little Canary Island onion seed has so far reached that section, and unless it arrives within the next two weeks, it will be too late for planting. The first 10 days of September Texas growers have been busy planting, and they have put in only about 50 per cent. of last year's acreage.



The Late Wm. F. Dreer.
See Obituary, Page 439.

to sweet peas, possibly one-fourth of the crop being unthreshed.

"The greatest damage was to sheeting, the total loss in this item being fully \$50,000."

R. C. McGill & Co., San Francisco, advise as follows, September 16:

"California has just had a terrific rainstorm extending generally throughout the state and lasting almost 72 hours. The precipitation was nearly seven inches in the Santa Clara valley and five inches in the Sacramento district. Onion, carrot, bean and other crops in the course of harvesting are badly damaged. Part of the onion crop is in warehouses, but what is on sheets

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy, California



Beet,
Carrot,
Lettuce,
Onion,
Radish,
Correspondence
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Seed Growers

SAN JOSE, CALIFORNIA

Company

MICHELL'S NEW CROP FLOWER SEED

Cyclamen Seed
Distinctive Giant Strain

Duke of Connaught, Crimson..	100	1000
Excelsior, White with red base	1.25	10.00
Grandiflora Alba, White.....	1.25	10.00
Princess of Wales, Pink.....	1.25	10.00
Salmon Queen, Salmon Pink..	1.50	12.00
St. George, Delicate salmon, foliage marbled.....	1.50	12.00
Mixed Colors.....	1.00	9.00

Asparagus Plumosus Nanus
Greenhouse Grown Seed

1000 Seeds.....	\$3.00	10,000 Seeds ..	\$25.00
5,000 ".....	13.75	25,000 ".....	56.25

Also all other seasonable Seeds, Bulbs,
Plants and Supplies.

Send for our Wholesale Price List, if you
haven't a copy.

HENRY F. MICHELL CO.
518 Market St. PHILADELPHIA, PA.

BAMBOO CANE STAKES

	Size	Number to bale	Price Per bale
NATURAL,	6 ft.	2000	\$21.00
"	6-9 ft.	600	7.00
"	9-12 ft.	400	8.50

Prices ex warehouse New York.

Terms—Net cash 30 days.

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95 Chambers Street, NEW YORK

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WATERLOO, NEBRASKA
Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

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Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.

All seasonable varieties.

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I. N. Simon & Son

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SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets,
and Seed Potatoes in variety. Also other items
of the short crop of this past season, as well
as a full line of Garden Seeds, will be quoted
you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

R. C. MCGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO

CABLE ADDRESS, "MCGILL-SEED"
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SEEDS Specially Prepared for Export KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed **LANGPORT, Eng.**
GROWERS

Cable Address: "KELWAY, LANGPORT."

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and
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FREMONT, - - - NEBRASKA.

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Contract Seed Growers

Specialties: Pepper, Eggplant, Tomato,
Vine Seed and Field Corn.

Correspondence Solicited.

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PEDRICKTOWN, N. J.

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Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters,

Cosmos, Mignonette, Verbena in variety.

Correspondence Solicited.

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Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

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Flower, Vegetable and Farm

Send your inquiries to

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The Premier British Wholesale

and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, WISCONSIN and Idaho. MILFORD, CONN.

Henry Fish Seed Co.

Bean Growers for the

Wholesale Seed Trade

CARPINTERIA, CALIF.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-
President; S. W. Severance, Louisville, Ky.,
Secretary; Eugene Davis, Grand Rapids,
Mich., Treasurer.

THE importation of fresh tomatoes from the Bahamas, when moved as deck cargo to New York, is authorized in a new ruling of the war trade board.

LAREDO, TEX.—The Roy Campbell Co., with headquarters here, has been granted a charter, with capital stock of \$15,000. It is understood the company will devote large acreage to winter truck crops.

WINDSOR, CONN.—Considerable damage was done to vegetables, silo corn and large fields of tobacco in this vicinity by severe frost, September 11. A similar frost killed all early vegetation at this time last year.

Prices of Indoor Fruits and Vegetables.

Chicago, September 17.—Cucumbers, 2-dozen box, 80 cents to \$1.00; celery, crate, 25 to 50 cents; head lettuce, 2-dozen 75 cents to \$1.50; radishes, per 100 bunches, \$1.00 to \$1.50; tomatoes, 4 baskets, 75 cents to 90 cents.

New York, September 16.—Celery (state) per bunch, 15 to 50 cents; cucumbers, 50 cents to \$1.25 per basket; mushrooms, \$2.00 to \$4.50 per basket; tomatoes, per carrier, 50 cents to \$1.50; lettuce, per package, 50 cents to \$2.00; radishes, per 100 bunches, \$1.50 to \$2.50.

Silverberg's Early Bearing Tomato.

Ed. Silverberg, 2110 North Third street, St. Charles, Mo., has succeeded in producing tomato plants which he claims will supply a crop of ripe fruit by July 1, also a winter onion which may be raised in the coldest weather when prices are best. He has grown and marketed the tomato for several years, the first year's sales being 200 plants, while those of the past season increased to over 2,000 and he is considering improvements at his establishment to care for the increased demand. Mr. Silverberg has been commended by Mayor Kiel, of St. Louis for his efforts to assist in the food situation and the government has been invited to make an examination of both introductions which the grower believes to be especially vital to the needs of the nation at present.

Vegetable Prices.

In the potato markets, prices continued to advance during the period September 9-16 according to reports received by the United States department of agriculture. Minnesota white stock reached \$2.60 per 100 pounds in carlots at Chicago and Wisconsin stock moved at \$2.75, an advance of 15 cents during the week. New Jersey Giants strengthened to \$2.75-\$3 in eastern markets and Maine Cobbblers advanced 15 cents at Boston, closing at \$2.70 per 100 pounds. In cabbage, a general decline occurred at shipping points and in consuming markets. Rochester quoted

\$15 per ton in bulk f.o.b., a decline of \$7.25 from the previous week's quotation. Colorado stock lost 25 cents, going at \$1.35 per 100 pounds at shipping points. Onion values were irregular; steady in the east but weaker in the midwest. Western yellows weakened slightly at Chicago ranging \$2.60-\$2.75 per 100 pounds and prices in southern markets were also lower. Sweet potatoes ranged lower in New York, Philadelphia and Baltimore at \$5-\$6 per barrel for Virginia Big Stem Jerseys, but the general range held steady at \$6-\$7.50. New Jersey stock was quoted at New York at \$2-\$2.25 per bushel hamper and \$2.75-\$3.50 in mid-western markets.

Toronto War Garden Show.

The war gardens show, staged under the auspices of the Toronto Horticultural Society, September 12-14, showed conclusively that the amateur gardener is no slouch, and that "city folk" can make backyards produce. It was one of the largest exhibitions of its kind ever held in the Dominion, and the quality of the entries compared favorably with those staged at many of the fairs. The big drill hall at the Armory was completely filled with displays from all sections of the city. One of the most interesting exhibits was that of Leonard Thorogood, a 12-year old boy, whose collection included practically every variety of vegetable ranging in size from a bean to a squash. While primarily a vegetable show, there were several attractive displays of flowers, principally asters. At the close of the show, the vegetables were auctioned for the benefit of the Red Cross, the proceeds amounting to nearly \$490.

Geraniums

Nutt, strong 2-in., per 100.....\$2.00
Viana, strong 2-in., per 100.....2.00
Ricard, strong 2-in., per 100.....2.00
Dracaena Indivisa, good thrifty
stock for growing on, 2-in., per
1002.00

ELMER RAWLINGS, Allegany, N. Y.

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BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

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Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application.

ENGLISH CORRESPONDENCE.

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Lafayette - - - Indiana

GERANIUMS

Rooted Cuttings. All sold until in December.
S. A. Nutt and Buchner..... \$15.00 per 1000
Ricard and Poitevine 17.50 per 1000

Parcel post shipment, bill for actual cost sent with shipment.

Cash or cuttings to accompany the order.

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CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist. April 6, page 612. Correspondence solicited.

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MADISON, NEW JERSEY

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Chrysanthemum Novelties My Specialty

Spring Stock

Write for List of

Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower
PEK N. ILL.

DUTCH BULBS

ARE NOW
AFLOAT!
WRITE US.

We can make prompt shipments from Chicago or New York on these Narcissus Bulbs.

Order now for COUNTER SALES or for early forcing.



EMPEROR. Mammoth Bulbs.

DAFFODILS

AMERICAN
GROWN

	Per 100	Per 1000
Emperor, Mammoth.....	\$2 75	\$25.00
Emperor, large, round bulbs	2.50	21.00
Princes Maximus, fancy grade..	1.75	15.00
Bicolor Empress, fancy grade...	3.00	27.50
Bicolor Grandis (Grandee).....	2.25	20.00
Obvallaris (Tenby Daffodil) fancy	2.00	18.00
Sir Watkin, fancy grade.....	2.50	23.00
Barri Conspicuous, fancy grade .	1.50	12.50
Jonquilla Rugulosus.....	1.25	11.00
Poeticus (Pheasant Eye), fancy..	1.00	9.50
Poeticus Ornatus, fancy grade..	1.25	11.00

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IMPROVED PURITY

Size	Per 100
1/2 to 5/8 in., first-class . . .	\$7.50
5/8 to 1 1/2 in., regular grade .	4.00

COLD STORAGE LILIES

GIGANTEUM

	Per case
7 to 9 in. (300 to case).....	\$20.00
10 to 11 in. (180 to case).....	27.00

SPECIOSUM ALBUM

	Per case
8 to 9 in. (300 to case).....	\$18.00
9 to 11 in. (140 to case).....	17.00

SPECIOSUM RUBRUM

	Per case
9 to 11 in. (140 to case).....	\$14.00
10 to 11 in. (125 to case).....	15.00
11 to 13 in. (90 to case).....	15.00

AURATUM

	Per case
8 to 9 in. (160 to case).....	\$11.00
11 to 13 in. (75 to case).....	13.00

VALLEY PIPS

DUTCH GROWN. Per 1000, \$27.50

CALLAS

	Per 100
1 1/4 to 2 in.....	\$7.00

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VAUGHAN'S SEED STORE

NEW YORK

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Purity Mammoth

size, also 5/8 and up.

Freesia refracta alba, 5/8 inch.

Sweet William, single, mixed, fine strain.

Cyclamen Seed Finest American grown from the very finest strains.

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The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Weyabachie, Tex., President; J. Edward McLean, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

HOUSTON, TEX.—The Houston Horticultural Society has a plan to make this city prominent as the "City of Crepe Myrtle."

MALDEN, MASS.—M. F. Enright, owner of the Highland Nurseries, has filed a petition in bankruptcy; liabilities, \$850; no assets.

COLORADO SPRINGS, COLO.—Glensyrie, a 5,000-acre estate near this city, has been purchased by Alexander Smith Cochrane, of Yonkers, N. Y.

METHODS of clearing land that have proved successful in cut-over sections are described and illustrated in Farmers' Bulletin 974 of the United States department of agriculture, entitled, "Clearing Land."

THE New York Sun says there is almost certain to be a shortage of fruit trees of all kinds next spring with all stock higher in price and suggests securing acceptances of orders now for next spring delivery.

SAN FRANCISCO, CALIF.—Unprecedented rainfall in this state has caused a loss to the prune crop that will total millions, and has resulted in a government order to hold up all shipments to outside points intended for civilian consumption.

A SPECIAL commercial apple crop report for August, issued by the United States department of agriculture, indicates the condition in barreled-apple producing states as 50.5 as compared with 40.4 final for 1917. Boxed-apple producing states, it is estimated will show a decrease of 18 per cent.

The Town Peach Basket.

The Town Peach Basket stands on the Broadway curb, just above Thirty-fourth street, in front of Macy's. Already it has become a landmark, like the steamship Recruit, the camouflaged tank at the public library, and all the other picturesque bits of war-time advertising which line our streets. Its fat, bulging sides, vividly striped with red, white and blue, catch the eye of the newsboys on the corner, who refrain from throwing their peach pits at one another and deposit them dutifully in the name of the big brother who has gone to war. The great black letters tell the story of the peach pit and its part in the war to every passing automobilist, and are responsible for the many packages of dried pits which are deposited early each morning by chauffeurs on their rounds of errands.

"The government needs peach stones. Reduced to charcoal they filter the poison out of gas and save our soldiers' lives."

This is the legend which the barrel bears, at the request of the United States government. Everybody has probably read a month since that peach pits are needed in the manufacture of charcoal for gas masks, and everybody would give them willingly, and, if necessary, eat peaches they didn't want all the rest of the season, if by so doing they could be sure of helping. It is not

the eating, nor yet the saving, however, that counts, but the delivery of the dried pits into the hands of the government agents. Good intentions have to be gathered young and have to be helped along in the gathering by every device for labor saving and memory stimulating. It would save a great deal of trouble if every good intention was a guarantee of good action. No Liberty bond speeches would have to be made on the street corners, for people would simply go to their banks and buy their bonds; but people are indolent and they neglect to do the things they want to do. Hence Liberty Loan campaigns and peach barrels.

Peach pits are not the only providers of carbon for gas masks. Two hundred pits supply enough carbon for one gas mask, but other fruits and nuts supply the same commodity in varying degrees. The pits of apricots, dates, prunes and plums, together with walnuts, butternuts and hickory nut shells, are all valuable. Even the despised boarding house prune takes on a new dignity from this knowledge.—New York Tribune.

Boston Dahlia Exhibition.

The dahlia show held in Horticultural hall, Boston, Mass., September 14-15, under the auspices of the Massachusetts Horticultural Society, in conjunction with the American Dahlia Society, was marked by an excellent attendance and a far better showing of blooms than was anticipated, in view of the heavy rains followed by long drought. While the entries were not as numerous as in other years the quality was excellent and interest was not lacking in the new seedlings and the many standard varieties and old favorites of great size and fine in form and color.

George L. Stillman, Westbury, R. I., again staged Millionaire, a delicate lavender and one of the best in the show, while Billionaire also appeared to splendid advantage among his 100 original varieties. Included in his class were General Joffre and General Haig, gorgeous blooms, while his noted Loma family showed up well.

J. E. Jones of Waltham, an amateur, showed two 3-year-old seedlings, which were greatly admired. President Wilson, a rich crimson with a suggestion of magenta and white tipped petals, and Mrs. Woodrow Wilson, white with markings of garnet. Both are said to be free bloomers with blossoms nine inches across. Thomas Murphy staged the most remarkable white varieties ever seen in Horticultural hall and John P. Rooney, of New Bedford, attracted attention with a vase of Mrs. Frank Grinnell, which has 13 first prizes to its credit. J. L. Alexander had entries in all of the classes. His Nancy Hankins was especially good. Fottler, Fiske, Rawson Co., Boston, and the Ames Plow Co. also made splendid displays.

The following were prominent in the list of awards:

Dahlias.—Boston Cut Flower Co., Fottler, Fiske, Rawson Co., George L. Stillman, J. B. Jones, A. M. Hayden, W. D. Hathaway, C. Louis Alling, J. K. Alexander and Ames Plow Co.

Fruits and Vegetables.—Hillcrest Farm, John Bauernfeind, Edward R. Farrar, Mrs. M. J. Merrill, Mrs. Elbridge Torrey, F. W. Dahl, Oliver Ames, Mrs. C. E. Cotting, John Scheepers & Co., J. A. Neal, Mrs. Henry Lyman, Mrs. O. S. Patten, F. S. DeLue, D. R. McLean and Brookline High School Girls' War Garden. H. C. T.

Ass'n of American Cemetery Sup'ts.

The thirty-second annual convention of the above association, held at Rochester, N. Y., an account of the opening sessions of which was published in our last issue, page 395, came to a successful close September 13, a most interesting and well attended meeting. Cincinnati, O., was chosen as the place of the next convention, and the election of officers for the ensuing year resulted as follows: W. H. Atkinson, Riverview, Trenton, N. J., president; H. B. Adams, Forest Hills, Jamaica Plain, Mass., vice-president; W. B. Jones, Highwood, Pittsburgh, Pa., secretary-treasurer. The executive committee comprises the following: James Warren, Providence, R. I.; R. N. Kesterson, Knoxville, Tenn., and W. N. Rudd, Chicago.

Plant Propagation, Greenhouse and Nursery Practice.

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342 pages, illustrated. Price, \$1.50.

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EUREKA, CALIFORNIA.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY
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Price list now ready.

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PEACOCK DAHLIA FARMS,

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SNOW QUEEN CANN'A

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for

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The **GONARD & JONES CO.**

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WEST GROVE PENNA.
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Winter Flowering Spencer Sweet Peas

	Trade pkt.	Oz.	Lb.
Apricot Orchid. A delightful and charming shade.	\$0.25	\$0.80	\$10.00
Asta Ohn. This is sure to be the most popular lavender.....	.30	1.00	14.00
Bohemian Girl. Deep pink, standard orange blush.	.20	.65	8.00
Cream. Identical in color and size of blossom to Dobbie's Cream.....	.30	1.00
Columbia. George Ball's Improved Blanche Ferry	1.25	4.00
Fordhook Pink and White.....	.20	.65	8.00
Heather Bell. The color is a rich, but pleasing mauve, but after standing in water the color becomes a beautiful mauve lavender.....	.20	.65	8.00
Helen Lewis. Very fine shade of salmon pink.....	.30	.90	12.00
Hercules. Of the same lovely shade of pink as Countess Spencer.....	.30	.90	12.00
Lavender Pink. Large flowers.....	.20	.65	8.00
Melody. This is a deeper shade of pink than "Early Song Bird" on white ground, closely resembling "Countess Spencer".....	.25	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard with rich orange pink wings.....	.20	.65	8.00
Mrs. A. A. Skach. Flowers bright shell pink.....	.20	.65	8.00
Mrs. M. Spanolin. Black-seeded white.....	.20	.65	8.00

	Trade pkt.	Oz.	Lb.
Mrs. William Sim. Apricot pink.....	\$0.20	\$0.65	\$8.00
Mrs. Woodrow Wilson. Apple blossom pink....	.30	1.00
Pink and White. Blanche Ferry type, extra choice	.20	.65	8.00
President Woodrow Wilson. Magenta rose.....	.20	.65	8.00
Rose Queen. A splendid commercial pink, best seller on Chicago market.....	.30	.90	12.00
Rose Queen. Greenhouse crown.....	.85	3.00
Selma Swenson. Clear light soft pink.....	.20	.65	8.00
Song Bird. The flower is the same color as "Florence Morse Spencer".....	.30	.90	12.00
Songster. Giant early lavender.....	.30	.90	12.00
Spring Maid. Light pink on cream ground.....	.20	.65	8.00
Venus. Standard white, slightly blushed pink wings.....	.20	.65	8.00
Warbler. Rich mauve purple.....	.30	.90	12.00
Wedgewood. A magnificent clear blue.....	.50	2.00
White Orchid. White flowers of good substance.	.20	.65	8.00
Yarrowa. The color on opening is rose, changing as the flower develops to a light pink standard..	.20	.65	8.00
MIXED. Winter-flowering Spencer, many kinds.	.15	.50	6.50

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Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

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We carry a reserve stock of the important varieties of

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ORCHIDS 8,000

Specimen Cattleyas, all in Sheath

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Of all the many varieties and strains of Primula on the market now there is not one of them compares, even favorably, with the Rohrer Primula Malacoides. Years of patience and hard labor have developed this one to perfection, both in growth and size of plant, color and production of bloom. A season, such as this, when coal is scarce and expensive, it is one of the most profitable, economical and popular plants for you to grow. The colors are most beautiful shades of Rose Pink, Light Lavender and Snow White. A cool temperature, 40 to 45 degrees, produces the best results. For September and October del very:

Pink and Lavender, 2 1/2-in. pots.....	100	1000
Pure White.....	\$6.00	\$55.00
Shipped Parcel Post, Special Delivery, anywhere in the U. S.	8.00	75.00

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Boston Ferns

We have 6 houses 28 x 300 feet, devoted to pot grown Boston Ferns, in 6, 7 and 8 inch pots.

Our special this week is our 8 inch regular \$1.00 size at **85c** each.

These plants are **exceptionally fine**, perfect, bushy plants, ready for sale in any retail establishment.

Order quick before we exhaust these plants for they are a real bargain.

THE GEO. WITTBOLD CO., L. D. Phone, Graceland 1112.
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CRAIG QUALITY STOCK

Order a selection of this choice stock at once and have it on hand when the rush comes. Last winter's transportation difficulties can be avoided this season by early shipping.

Our stock comprises the most popular florist plants, grown and finished at our Norwood greenhouses. Equal in many lines to the best we have ever offered. Send for our Price List.

ROBERT CRAIG COMPANY, Branch, Norwood, Pa.
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King Alfred, Weardale Perfection, Lord Roberts, Van Waverens Giant
First Size Bulbs, True to Name.

25/- per 100. £15 per 1000. Package free for cash.

These are money makers.

Giant Trumpet Daffodi's

These are the best commercial Daffodils and realize high prizes in London markets.

J. DICKSON, GROWER OF RARE BULBS
30 Carlisle St., BELFAST, IRELAND

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Seasonable Stock READY NOW

Bougainvillea Glabra Sanderiana—Well shaped, trimmed plants, 4-in. pots, \$25.00 per 100.

Genista—5-inch, special stock, well trimmed and heavy, \$30.00 per 100.

Ficus Elastica—4-inch, 10 to 12 in. high, \$40.00 per 100.

Hydrangea, French Type—Hamar, Vibraye, Chautard, E. Mouliere, 5-inch—3 to 4 branches, \$30.00 per 100; 4-inch—2 to 3 branches, \$20.00 per 100; heavy field grown for tubs—7 to 10 branches, \$40.00 per 100.

Kentia Belmoreana—2½-inch, heavy, \$10.00 per 100; 3-inch, heavy, \$20.00 per 100.

Ferns—*Cyrtomium Falcatum*, 2½-inch, \$3.50 per 100, \$30.00 per 1,000; *Aspidium*, 2½-inch, \$3.00 per 100. *Birds Nest Fern*, 2½-inch, \$8.00 per 100; 3-inch, \$15.00 per 100.

Asparagus Sprengeri—2½-inch, \$3.50 per 100, \$30.00 per 1,000.

Asparagus Plumosus—2-inch, \$3.50 per 100, \$30.00 per 1,000.

Fern Dish Ferns—All varieties, bushy stock, \$3.50 per 100, \$30.00 per 1,000, 3-inch, \$6.00 per 100, \$50.00 per 1,000.

Roses—Dorothy Perkins, White Dorothy and Excelsa or Red Dorothy, especially long tops—these plants have been staked up in open field and are well ripened. \$15.00 per 100, for selected grade.

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section.

10 CENTS PER LINE, NET.



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Asparagus Sprengeri, 2-in., \$3.00; 3-in., \$6.00 and 4-in., \$10.00 per 100. Fine bushy plants. At HENRY SMITH, Grand Rapids, Mich.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus Sprengeri, 2½-in., \$3.50 per 100, \$10.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

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Begonia Chatelaine, 2½-in., \$5.00 per 100; 3-in., \$10.00 per 100; 4-in., \$15.00 per 100; 5-in., \$25.00 per 100. Pochmann Bros. Co., Morton Grove, Ill.

BULBS.

Bulbs, French Paper Whites, Daffodils, Tulips, crocus and expected soon. Lily bulbs from storage, French Candidum, Freesias. See our advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs, Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, Lilium Giganteum, from cold storage, 7-9 (300 to case). Write for prices. Chas. Schwabe & Co., Inc., 90-92 West Broadway, New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Avenue, Chicago.

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Callas, home grown, fine stock, ready in August. For sizes and prices, see advertisement on front cover of this issue. S. S. Slidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

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FIELD-GROWN CARNATION PLANTS.

Positively the best obtainable. Order early.

	100	1000
Carnegie	\$5.00	\$45.00
Victory	6.00	50.00
Alice	6.00	50.00
Thienanthos	6.00	55.00

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CARNATIONS.

Carnation plants, very fine and well packed. Matchless, Good Cheer and Aviator, \$55 per 1,000; White Enchantress and Enchantress, \$60 per 1,000; Rose Pink Enchantress, \$65 per 1,000; Mrs. C. W. Ward, \$70 per 1,000. American Bulb Co., 172 N. Wabash Ave., Chicago.

CARNATIONS. Healthy, field grown. 500 Victory, 300 Perfection, 4½ cents each. Cash with order. HEITMAN-OESTREICHER CO., Milwaukee, Wis.

2,000 Carnation plants, Enchantress, \$40.00 per 1,000. N. REDDING, 6731 Ridge Ave., Chicago.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

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Crotons. Fine healthy stock. 4-in., \$4.50 per doz., 5-in., \$9 per doz.; 6-in., \$1 to \$1.50 per doz. Pochmann Bros. Co., Morton Grove, Ill.

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Daffodils. For varieties and prices see display advertisement in this issue. J. Dickson, 30 Carlisle St., Belfast, Ireland.

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Dahlia. Best new and standard varieties. Pechock Dahlia Farms, Williamstown Jct., N. J.

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DAISIES. Bellis Monstrosa Pink or White, also Long Fellow and Snowball. Fine, strong plants, \$3.00 per 1,000; \$8.25 per 3,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

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Dracaena Massangeana, 4-in., \$50 per 100; 6-in., 75c to \$1.00 each. Pochmann Bros. Co., Morton Grove, Ill.

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ERICAS.

Young stock for growing on. Strong, healthy plants out of 2½-in. pots. Biggest percentage will set buds and bloom for September and October varieties.

Graeflin Autumnalis	12.00	per 100
Oxata	12.00	" "
Xmas varieties:		
Fragrans Melanthera	15.00	" "
Regeminaus	15.00	" "
Pres. Carnot	20.00	" "
Helix Faure	20.00	" "
King Edward	20.00	" "
Easter varieties:		
Uppesina	20.00	" "
Persidra Rosa	15.00	" "
Alba	15.00	" "
Translucence	25.00	" "
Packing charges, 50 cts. for each \$10 value.		
Terms: Cash with order, please.		

ANTON SCHULTHEIS,
316 19th Street, College Point, N. Y.

FERNS.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$1.25 per doz.; 6-in., \$6 per doz. Pochmann Bros. Co., Morton Grove, Ill.

Ferns. Cyrtomium Falcatum, 2½-in., \$3.50 per 100, \$30.00 per 1000; Aspidium, 2½-in., \$3.00 per 100; Bird's Nest Fern, 2½-in., \$5.00 per 100; 3-in., \$15.00 per 100. The Storrs & Harrison Co., Painesville, O.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierce, Tarrytown, N. Y.

Ferns. Boston and Scotti, 5-in., \$3.00 per doz., \$25.00 per 100; 4-in., \$15.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Ferns. Boston, fine perfect hardy plants. For this week only. 8-in., \$2c each. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

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Freesias. Improved Purity, ¼ to ½-inch, per 1,000 \$7.50; ¾ to 1-inch, per 1,000, \$1.00. Write for samples. VAUGHAN'S SEED STORE, Chicago and New York.

Freesia Purity, mammoth size, also ¼-in. and ½-in. refracta alba, ¾-in. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

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Genista, 5-in., special stock, well trimmed and heavy, \$20.00 per 100. The Storrs & Harrison Co., Painesville, O.

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Geraniums, 3-in., \$3.50 per 100; \$30 per 1,000, 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings, S. A. Nutt and Buchner, \$15.00 per 1,000; Richard and Poltevine, \$17.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GREENS.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. Caldwell The Woodsman Co., Evergreen, Ala.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. E. A. Beaver, Evergreen, Ala.

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HYDRANGEAS.

Hydrangeas. Fine, heavy pot grown plants. Otaksa, Chautaud, Lorraine, Vibraye, Mouilliere, Hamar and Radiant. For prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State Street, Chicago.

Hydrangea. French type: Hamar, Vibraye, Chautaud and E. Mouilliere, 5-in., 3 to 4 branches, \$30.00 per 100, 4-in., 2 to 3 branches, \$20.00 per 100. Heavy field grown for tubs, 7 to 10 branches, \$40.00 per 100. The Storrs & Harrison Co., Painesville, O.

KENTIAS.

Kentia Belmoreana, 6-in., \$1.00 each; 5-in., 75c each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Kentia Portoriana and Belmoreana. For sizes and prices see display advertisement elsewhere in this issue. Pochmann Bros. Co., Morton Grove, Ill.

ORCHIDS.

HASSAIL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids. 8,000 Specimen Cattleyas, all in sheath. Edward Leith, P. O. Box 301, Edgewood, R. I.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veltchii, 4-in., 50c each; 5-in., 75c to \$1.00 each; 6-in., \$1.50 each; 7-in., \$2.00 each. Pochmann Bros. Co., Morton Grove, Ill.

PANSIES.

Pansy plants, strong, stocky, thinly sowed seedlings, "Superb Strain," \$3.00 per 1,000, \$8.25 per 3,000. Cash. Ready now. These plants and strain will please you. BRILL CELERY GARDENS, Kalamazoo, Mich.

PEONIES.

Peonies. 50 acres. Can supply your wants. Write for Catalogue. Gilbert H. Wild, Sarcoxie, Mo.

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Poinsettias, 2 1/2-in., \$6.50 per 100, \$60.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

PRIMULAS.

Primula Malacoides, Pink and Lavender, 2 1/2-in., \$0.60 per 100, \$55.00 per 1,000; Pure White, \$5.00 per 100, \$75.00 per 1,000. C. U. Hagitt, 325 Bulletin Bldg., Philadelphia, Pa.

PRIMULAS.

Primula Obconica, 3-in., \$7.00 per 100. Baby Primula Malacoides, 2 1/2-in., \$5 per 100. Pochmann Bros. Co., Morton Grove, Ill.

Primula obconica, 2 1/2-in., \$4.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

ROSES.**EXTRA FINE 2 1/2-INCH ROSE PLANTS.**

White Killarney	100	1,000
.....	\$4.00	\$35.00
Sunburst	5.00	45.00
George Elgar	4.00	

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L. D. Phone, Randolph 2081.

BEE'S WELCH GROWN ROSES.

The necessity for reducing output of roses, etc., in order to increase National Food Production, renders it impracticable and unnecessary to advertise as largely as usual. Regular buyers have had a printed offer sent to them; there are a few copies still available for applicants. Please let us have your orders and applications early, so that we may have ample time to give you prompt delivery. Thank you!

BEE'S, Ltd.,

175-181 Mill St., Liverpool, Eng.

Roses. Own root, 2 1/2-in. for benching. Aaron Ward, Onchelia, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. Milady and Richmond, \$7.00 per 100, \$65 per 1,000. 3 1/2-in. stock \$35 per 1,000 additional. Pochmann Bros. Co., Morton Grove, Ill.

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30,000 two-year old Sunburst and White Killarney Bench Plants. \$5.00 per 100; \$40.00 per 1,000.

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Seed. Cyclamen. Giant English grown. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

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Seeds. Winter-flowering sweet peas. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

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Roschind stickers. For sizes and prices see advertisement elsewhere in this issue. The John Henry Co., Lansing, Mich.

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Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

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 Chicago Flower Growers' Assn., Chicago.
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 Neidinger Co., Jos. G., Philadelphia, Pa.
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 Philadelphia Wholesale Florists' Exchange.
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Trade Directory

FOR 1918

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Contains 529 Pages.

Price \$3.00 Postpaid

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440 S. Dearborn St., CHICAGO.

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ST. LOUIS.

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BUSINESS IMPROVES IN ALL LINES.

Roses are shortening up, and with cooler weather in sight, the supply will be even more limited until the new crop arrives. Carnations are making their appearance in more generous quantities every day and find a good market. Gladioli are now done for and asters are on the wane. Snapdragons are seen, and while the stems are short the flowers are excellent. The demand for funeral work during the past week has been good and the call for cut flowers is improving fast. Weddings and receptions are also more numerous and all of the shops are busy.

HORTICULTURAL SOCIETY'S FLOWER SHOW.

The September exhibition of the Rhode Island Horticultural Society, held in the ball room of the Narragansett hotel, from all appearances, was a complete success, the displays being quite numerous. Dahlias seemed to predominate, and the exhibit of James Robertson, of Newport, attracted much favorable attention, as did that of Arthur Selew, one of the largest exhibitors in the amateur classes. A fine showing of the new rose, Columbia, staged by Joseph Kopelman brought favorable comment. The rose display of Burke & Burns was also most excellent. T. J. Johnston & Co. were well to the front with fine baskets arranged with dahlias and gladioli, and the Westminster Greenhouses had an excellent arrangement of palms. Lawrence Hay made a good showing of hardy perennials. James Crawshaw displayed hardy annuals. Cornelius Hartstra had flowers in variety, and Neil Ward took the honors for the best collection of asters. The feature of the vegetable section was the display of the Maplehurst Greenhouses. The exhibit was most varied and included some large squash specimens, one of which weighed 43 pounds.

H. A. T.

Yonkers, N. Y.

The New York Floral Co., which has a fine store at the corner of Manor House Square and North Broadway, reports having had excellent business throughout the summer.

R. T. Frederick has recently opened a neat store at Hastings-On-Hudson.

At the Milliot store, 18 North Broadway, it was recently stated that business was satisfactory.

The Hollywood Florist, 36 South Broadway, has a good store and seems prosperous.

The Macdonald Floral Co. closed its store, September 1, and discontinued business.

O. A. Schaefer, the Park Hill Florist, has given up his store.

A. F. F.

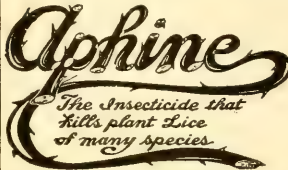
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No.	Diam.	Ea.	Doz.	100	No.	Diam.	Ea.	Doz.	100
10	20 in.	\$3.75	\$37.50	\$287.50	50	12 in.	\$1.50	\$15.00	\$110.00
20	18 in.	2.75	31.00	237.50	60	10 in.	0.95	10.50	77.50
30	16 in.	2.25	26.00	195.00	70	8 in.	0.75	8.25	62.50
40	14 in.	1.90	22.00	168.75					

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For ear worms, angle worms and other worms working in the soil.
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THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LI.

CHICAGO AND NEW YORK, SEPTEMBER 28, 1918.

No. 1582

THE AMERICAN FLORIST

ESTABLISHED 1885

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

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J. J. Hess, Omaha Neb., treasurer.

The thirty-fifth annual convention will be
held at Detroit, Mich., August, 1919. Thirty-sixth
annual convention at Cleveland, O., 1920.

FLORISTS' TELEGRAPH DELIVERY.

Annual Convention, Cleveland, O., October 8-9, 1918.

Programme of Unusual Interest.

Every retail florist should, and no doubt will, be interested in this important gathering of the active, wide-awake men of the trade. The Florists' Telegraph Delivery Association has made wonderful strides in the past three years, its increasingly perfected organization opening up avenues of trade that have proved very profitable to members, particularly those who feature the system and originate business in their own stores.

The association is an offspring of the Society of American Florists, each applicant being required to first become a member of the parent body. Since 1915, its membership has grown so rapidly, however, that a special meeting or convention was called in Chicago in October, 1916, at which a new constitution and by-laws were adopted. President Wm. F. Gude at the close of this meeting said that he had never presided over a more enthusiastic or earnest body of business men.

Last year's convention at Detroit, Mich., was attended by prominent retailers from every section of the United States and Canada. There was not a dull moment in the two days' proceedings. President Gude, with his inspiring personality and vim, kept the members on the qui vive all the time. It was a meeting of business men who talked business and the subjects discussed were intensely practical. A large sum was raised for the S. A. F. publicity fund, and great strides made in getting its own F. T. D. message across to the public. It was, indeed, a most enthusiastic and inspiring gathering.

Since that time, great changes have taken place. On account of war conditions, many serious problems now confront the trade in every branch of

the business. There is, however, a distinct note of optimism throughout the craft in all parts of the country. The effort to keep the "Home Fires Burning" is encouraged in the persistent demand for flowers by the public, who find them a necessity in everyday life. All members of the organization look forward to a greatly enlarged attendance at the coming meeting, as Cleveland is so centrally located, being convenient alike to east, west and south, and Canada on the north.

In addition to its 100 per cent president, the association also possesses an exceedingly live wire in Secretary Albert Pochelon. Some call him Secretary "Pushalong," for in his activities for the good of the F. T. D. he certainly does keep things moving. In his questionnaire of last year, mailed to all the members previous to the meeting, he put questions that were of vital importance, several of which set the members thinking and produced direct results at the Detroit meeting. This year's questionnaire covers every phase of the work of the organization.

Question No. 3 reads: "Shall firms, not in the retail business, but closely associated with our trade, be allowed to join and work with us, and what shall be their annual dues?" The discussion of this should certainly prove interesting, as if wholesalers are meant, and are allowed to fill orders, which the by-laws now especially forbid, there will be opposition from the trade in the large cities, where there is already too much of this clandestine service.

In question No. 5, the plan of buying membership in the S. A. F. with a lump sum is interesting and affords a solution of a more or less troublesome matter.

Question No. 8 refers to a system of paying all "past due" bills by the secre-

Buy
Your
**LIBERTY
BOND
TODAY**

And hasten peace for all

tary immediately on presentation of the same, the 20 per cent discount to revert to the organization, and compelling the delinquent to pay full face value within two weeks or lose his membership. This looks feasible, and if practicable will definitely solve the question of credits, which is so important to every member.

No. 16 asks: "Are you dissatisfied with any part of the work of the F. T. D. and why?" This should result in the clearing up of real or fancied troubles, due generally to misunderstanding.

The answers to No. 9, "Have you increased your out-of-town business since becoming a member?" should be interesting to all present, as some of those who have featured the service have obtained really wonderful results. Chas. P. Mueller, Wichita, Kan., made the statement at the F. T. D. special meeting in St. Louis that he had sent out 850 orders the past year and that these had been productive of much return business.

In No. 6 the support of the publicity fund is urged upon the members, the "Say It With Flowers" slogan having become very valuable to the F. T. D.

No. 2 says: "The question of higher dues will also be discussed, and the members are asked to give their opinion."

No. 10 is important. In order to find the volume of business done by the organization each member is asked to give the number and amount of his outgoing and incoming sales for the year, which information, when compiled, will be of great value. If computed annually, comparisons would show the growth and importance of the service.

Others of the many questions, 28 in all, touch on minor matters that are continually coming up in the transaction of business of the organization all over the country.

Secretary Pochelon is on the job all the year round. New members! New members! is his cry continually, as each addition adds to the power of the organization. He is constantly planning and working out new ideas that in one way or another will aid the association. He wants the assistance of every member, and will try out anything that is feasible or appears at all practical.

In speaking of the Cleveland meeting, President Gude said: "We hope to have the largest gathering of retail florists, and the greatest number of new ideas and practical thoughts, ever brought to a florists' convention. Bring all your ideas, suggestions and criticisms, and come prepared to exploit and substantiate them, and thereby help to make our association better."

Cleveland is the home of leaders of the craft who are up to date in everything that pertains to the advancement of the business, among whom are Adam Graham, H. P. Knoble, F. C. W. Brown, Charles E. Russell, Carl Hagenburger, Mrs. Ella Grant Wilson, Frank A. Friedley and M. A. Vinson, from whom visiting members of the craft will be sure of a hearty welcome.

Funeral Orders.

The most profitable and important feature of the cutflower business is that of furnishing designs and emblems for funerals. Some stores enter to this class of work almost exclusively. Owing to the short notice that is given for many last-minute orders, often at times to make trains for out-of-town

delivery, one should as far as possible, be prepared with made-up wreaths of magnolia, galax or other material that can in a short time be decorated with fresh flowers. A stock of mossed pieces of pillows, crosses, etc., are also a great help.

Many persons or committees who have not had former experiences in ordering funeral flowers, come with ideas of fantastic designs that are almost impossible of execution. It is the business of the florist to point out in a nice way that such designs are not now as much used as formerly; that handsome wreaths on stands or easels, with inscriptions on ribbon, are more suitable. Panels of flowers, with, if necessary, small designs of monograms, badges, or trade symbols, which can be made with varied colors of chenille, to be placed in the center, are to be suggested to those who want this feature carried out.

The average customer who has expressed a desire for something made of flowers not in stock, will very likely accept something else just as appropriate if it is shown to be "what we are using a good deal of at this time." It is not necessary to say that the flower wanted is not on hand, but by bringing forward other flowers as popular for the purpose, it is a question as to which is the best, and the salesman's recommendation generally brings the choice his way.

To find out how much a customer or committee wants to spend is not as difficult as it would seem. When it is learned that the demand is for funeral flowers, the salesman ventures: "We are sending mostly wreaths and sprays and have them from \$5, \$7.50, \$10, \$12 and \$15. "Which size can I show you?" In some stores prices would be lower, and in others higher, according to the trade. In nine cases out of 10 the an-

swer will reveal the price desired. Committees are generally guarded in expressing themselves, but, if mention is made of several choice pieces recently sent, together with prices, some member will almost involuntarily ask to see something about such a price, and the salesman has his cue. When with the individual customer something is decided on, it is then the salesman's opportunity to add something to the price by suggesting the addition of a bunch of violets or an orchid or two or a dozen valley, a choice ribbon bow, etc. The best work of this character comes from the regular customers of the store. Many who only buy occasionally and are not particularly fond of flowers, will send something to the funeral of relatives or of persons with whom they have had business relations.

Soliciting is not considered ethical by most of the stores, but there are "crepe chasers" who, watching the death columns in the daily papers, strive to be first on the ground, almost before the ink of the paper is dry. Quite a large business is done by these gentry, who are profuse in promises, but whose work is very sparse, indeed.

Legitimate soliciting can be undertaken in factories, stores, clubs, societies and other organizations, when officers or other prominent persons pass away. Orders for considerable amounts can be secured in this field.

Next Week in the Flower Shop.

The season is now opening up a trifle, with a perceptible increase in the demand. House plants, ferns, rubbers, dracenas, and bright crotons should begin to move. Keep a few choice specimens in jardinières or pot covers. An article that is to be sold to some one who is not particularly anxious for it,



WREATH OF MAGNOLIA LEAVES.

must look its very best, so every moment of spare time can be used to advantage in rubbing up the leaves, removing blemishes or rearranging positions, so as to show the plants off to the best possible advantage.

Well colored autumn leaves are now to be had in quantity. When the oaks are at their best, the whole interior of the store can be decorated with these to great advantage. J. H. Small & Sons, in their Broadway store, New York, made a feature of this oak leaf decoration the first week in October for many years. It always attracts great attention. They make a point of getting the first of these, before they were seen in other places. Branches placed in jars of water last much longer.

Weekly mimeographed or printed notices or cards, that can be mailed for a penny postage, are certainly worth more than they cost. Just a short, trite message, calling attention to one or two seasonable plants or cut flowers, may bring but few early responses, still, everyone addressed reads the short sentences, and is reminded of the store and its desire to serve, and will likely be heard from at the first opportunity.

Arrange a window with pots of the Chinese wool flower. This very showy plant, with its red tassel-like plumes, belongs to the coxcomb family. It is comparatively cheap, and always attracts great attention.

Baskets of fruit and flowers, artistically arranged, are sure to meet with approval. A few well-colored peaches, pears, grapes and apples, together with a small box of choice candy, and flowers which can be placed in small vases or tubes of water, are just the thing for sick friends, particularly if they are recovering in the hospital.

A choice wreath of galax, ivy, or magnolia leaves makes a good ornament for the flower case and one which can in a few minutes, by the addition of choice seasonable flowers, be made into just what the customer with only a few minutes to make a train was looking for. Many a dollar has been added to the day's receipts by these almost "ready to pick up pieces," which were on hand for the hurry-up customer.

There is likely to be a number of short notice weddings, as a result of the new draft, which it is well to be prepared for, with all the accessories spick and span, including a few floor vases, a kneeling stool, good pedestals and pot covers, bridesmaids' baskets, etc. Wall pocket baskets can be used decoratively to great advantage, as a few to a room or hall, filled with loose flowers and vines, are quickly placed and always pleasing features.

It is now time to feature evergreens, pyramidal stock for the vestibule or stoop outside, or shorter bushy plants for window boxes. Grover-retailers, who are closing some of their houses, will find a good profit in filling a cold house with good bright evergreen plants in assortment secured at this time before the first frosts give the stock a coat of tan. These, when heeled in the ground, will keep their fresh bright appearance for a long time. A light covering of leaves thrown over the top will prevent the ground from freezing, even in quite severe weather. Those who supply retail florists with plants, will also find this a good side line this season, when other stock is so scarce.

The Florists' Telegraph Delivery convention in Cleveland, October 8-9, is going to attract all the live wires. Better arrange to go. It will pay you.



WREATH OF MAGNOLIA LEAVES, CYCAS AND LILAC.

CHRYSANTHEMUMS

October Routine Work.

The varieties, Golden Glow, Smith's Advance and Early Rose, are now being cut in limited quantities, heralding in the 1918 chrysanthemum season, and some of the early October varieties are fast ripening up the wood and expanding their buds so that in a very few days they too will be showing considerable color. This means somewhat of a letup in the moisture given to the plants and a drier atmosphere maintained. After the buds begin to open up, the plants should not be syringed overhead because of the danger of water settling in the top of the buds and causing them to rot, but the plants should be watered at the roots only as they require it. An occasional syringing of the underneath of the foliage early on bright days as a check to red spider and other insects, does no harm and is beneficial to the plants, but be careful and not get them over-wet at the roots. Do not think that after the buds are taken there is to be any letup in the watchful care of the plants. On the contrary, there will be plenty to do until the last bloom is cut.

After the buds are taken, any side-shoots that have been overlooked will quickly push out and grow rapidly. The plants ought to be looked over every few days and any of the shoots found on the plants picked off; also the suckers, which shoot out so quickly from the stool of the plant. Before the buds get very far advanced be sure the plants are properly supported.

Watering with liquid manure should be continued with the bench grown

stock until the buds begin to show color, after which clear water only should be given. Specimens and plants being grown in pots for sale as pot plants can be given liquid manure for a considerable time yet, but it is best to gradually let up on the feeding as the buds commence to expand. When in active growth, pot grown chrysanthemums respond with a vigorous growth under the stimulation of liquid manure, but if the root action is not right through poor drainage or other causes, a great deal of damage can be done the plants in a very short while.

Now is the time to attend to any staking and tying of pot grown plants, whether they are specimens of large size or smaller plants for commercial sales, it being very much easier to do the tying now before the plants are full of buds than afterwards. The plants need to be properly supported so that the branches will not break off in handling, but neatness should be exercised in doing the work; do not fill the plants with an overabundance of cane stakes when a few loops of green silk-line will answer the same purpose.

Now is a good time to go over the benches to see if any of the surface soil is washed away so that the roots are bare. Sometimes this happens from continued watering of the beds. If so, take a little fresh soil and cover up any of the roots showing.

Watch closely for any signs of aphid on the expanding buds. As soon as a little steam heat is used, the insects can be taken care of by painting one of the steam pipes with a nicotine insecticide and turning on the steam, choosing a still evening for doing it.

One of the principal factors to insure a fine lot of blooms is to thoroughly

ripen up the growth of the plants. Plenty of fresh air and a cool temperature go a long way towards accomplishing this. Chrysanthemums delight in a cool temperature at all times, but just at this time they particularly need it to put strength into their growth and give texture to their blooms.

In a very short while we may expect frost at night, so that it will be necessary to start up the steam to maintain the temperature when the petals are unfolding. A temperature of 50 degrees at night, with a crack of ventilation, is best suited for the development of the blooms. Dampness is the principal thing to avoid. If upon entering the house in early morning the plants and blooms are found too damp, as though covered with a heavy dew, then they need a little more steam to dry up the atmosphere better, but until the outside temperature goes down to the freezing point very little steam heat will be needed in the chrysanthemum houses.

The pompon and single varieties are fast budding up, bringing up the question of whether to disbud them or let them come in natural sprays. This of course will depend on the purpose they are being grown for. Some growers find a demand for disbudded single and pompon chrysanthemums, while others have the best demand for the natural spray. But when grown as natural sprays they are very much improved by a little disbudding. It brings out the character of the individual flower better. As soon as the buds are large enough to handle is the proper time to disbud. They will come into bloom quicker if attended to on time. Be sure the pompons and singles are furnished proper support for their sprays.

C. W. JOHNSON.

Society of American Florists.

PROPOSED OFFICIAL BULLETIN.

Under an order emanating from the war industries board, the society will not be allowed to establish any publication during the period of the war. The chief of the pulp and paper section, Thomas E. Donnelley, states, in reply to a letter addressed to him explanatory of the bulletin which the society, at the St. Louis convention, directed should be published to serve as the official organ of our organization:

"This section of the war industries board has ruled that no new publication may be established during the period of the war. It would be admittedly unfair for us to request established publishers to cut their consumption of paper for the various publications, and permit a new publication to be issued unless it were definitely shown to be a war necessity.

We must ask you, therefore, to give up your project of publishing a society organ during the period of the war."

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that F. W. Fletcher, of Aburndale, Mass., and Orlando, Fla., submits for registration the new asparagus here mentioned:

Asparagus Fletcherii (densifolius). A variation (seedling) of *Asparagus Sprengeri*. It varies in the shorter, more compact and much heavier foliage, four sprays being equal to 12 of *Sprengeri*. It is especially seen to be an improvement when used as a foundation for sprays, and as a basket plant.

Tested five years and proved to come true from seed.

Any person objecting to this registration, or to the use of the proposed name, is requested to communicate with the secretary at once. Failing to receive objection to the registration, the same will be made three weeks from this date.

NATIONAL PUBLICITY FOR FLOWERS.

It has been arranged that our magazine advertising for the season now opening shall begin with a page, in two colors, in the November Metropolitan, which is on sale everywhere, October 14. This page will feature chrysanthemums particularly, and it is expected, will stimulate a demand for these flowers, which is highly to be desired, in view of the tremendous supply in sight. When, at the opening of the year, florists began to realize that fuel consumption for the next season was to be restricted, many reasoned that chrysanthemums would be the best crop to close with in houses that must assuredly go out of operation until the fuel situation should become less acute, consequently we are confronted with the problem of moving an unprecedented crop. Hence our committees decided to give special publicity to this product.

A plan covering eight other advertisements in various magazines, featuring largely Thanksgiving and Christmas, and including a full page Christmas advertisement in the Saturday Evening Post, is practically settled upon, and will be put into operation, the funds at the disposal of the committees determining, of course, the extent to which the plan is to be followed.

And here we may say again that the committees are still short of the amount urgently required to enable them to attain fully the objects of the campaign. There are hundreds of florists who have as yet contributed nothing to our fund, and yet are reaping some of the benefits arising from our work. Step by step, the details of our campaign have been described in our trade papers, at meetings of our trade bodies, and in other ways, therefore it can hardly be imagined that anyone is not fully acquainted with our objects. There is no holding back on the part of the committees. Every penny coming in is invested in publicity work, nothing is wasted, and we are actually getting also publicity that money could not buy. But our efforts must not be intermittent, they must be constant. That is why we are appealing to those who have not subscribed to help us to complete our fund, and thus benefit the trade the country over.

Our promotion bureau has arranged for a further supply of the handsome glass signs carrying our slogan, "Say it with Flowers," but owing to the increase in cost we have been obliged to advance the price to \$2 each, which price barely covers the actual expense of sign and delivery charges. This sign is a business-bringer, and properly displayed silently conveys a message which, in these times, is most suggestive.

To enable florists who use newspaper space for their announcements, to make direct connection with our magazine advertising, our promotion bureau has in course of preparation a series of electrotypes featuring the national advertisements and requiring only the insertion of a local florist's own name and address, and proofs of same will shortly be available.

The use of our "stickers," transfer signs, and slides for use in moving picture houses, should now be seasonable, and any florist who has not received particulars of same, is invited to write us for information. All these helps serve to make the magazine advertisements more effective and to direct results to local establishments.

JOHN YOUNG, Sec'y.

Flowers and Publicity.

How many florists are using our slogan, "Say it with Flowers," and getting maximum results? The many uses it can be put to is astonishing, as it lends itself to everything. For instance, this simple message in newspapers, "For her Birthday. Say it with Flowers," with your name and address underneath, or, "For the Anniversary. Say it with Flowers," name and address of the advertiser. The hundred and one uses it can be put to make our slogan an invaluable asset to those florists who continually use it.

We find the advertising specialties such as calendars, blotters, pencils, etc., also fitted for the adoption of the slogan, which help in the general use. Another fine method of its use is the co-operation of florists generally in their own cities and towns in raising a fund for their own use and simply advertising "Say it with Flowers," no names being used, but the repeated use of the slogan on bill-board, car-cards, or newspapers would have an unusual effect in the sale of more flowers. It would be an ideal way of advertising and would create widespread publicity on account of its simplicity of character but high-minded in ideal.

Try it out whenever possible and watch results.

HENRY PENN.

Chairman, National Pub. Campaign.

American Dahlia Society.

ANNUAL MEETING AND EXHIBITION.

As we go to press, the American Dahlia Society is holding its fourth annual meeting in the Engineering building, 25-33 West 39th street, New York, in conjunction with the American Institute of the City of New York, the show opening September 24 and extending three days. A list of special premiums was offered by the society in 16 classes the awards in which are given below. In addition the American Institute offered prizes for both commercial growers and gardeners and amateurs in 45 classes.

THE AWARDS.

Finest general display any or all types, arranged for effect, space 50 square feet—N. Harold Cottam & Son, Wappinger's Falls, N. Y., first.

Best display of six vases of collarette, distinct varieties—Cottam & Son, first.

Best basket or hamper decoration of cactus, any foliage—Guerdon Scrivner, Hartford, Conn., first; C. F. Cartledge, Locust Valley, N. Y., second.

Best table centerpiece for effect, any foliage, amateurs and private gardeners only—C. F. Cartledge, first.

Best decorative vase of ball-shaped double dahlias—G. Scrivner, first.

Best vase of any good stemmed decorative or cactus—C. F. Cartledge, first.

Best vase of modern cactus, 12 flowers, not less than four varieties—C. F. Cartledge, first.

Most meritorious exhibit in the show by any exhibitor, professional, private gardener or amateur—G. Scrivner, first.

Collection of not over 25 varieties, any or all types, exhibited by an amateur—Miss Sarah Wakeman, Southampton, Conn., first.

Largest dahlia in the show—Miss Wakeman, first.

Smallest dahlia in the show—Lester Lindley, West Haven, Conn., first.

Detroit.

INTERESTING CLUB MEETING.

The florists' club meeting of September 19 was the initial one of the present season and was held at the Hotel Statler, where all the future meetings of the club will be held. The attendance was good and much enthusiasm was shown. After some preliminary work was disposed of, former president E. A. Fettes turned the meeting over to the president-elect, J. F. Sullivan, who, speaking for the present officers, promised a season of active work for the club and earnestly pleaded for the hearty co-operation of the members. The new treasurer, J. K. Stock, entered earnestly into his work and collected a substantial sum from those present. Harry Balsley gave an interesting address of a reminiscent character. Referring to the S. A. F. convention to be held here next year, he recalled the first meeting of the club, which was organized just 20 years ago as a preliminary step to the purpose of a few of the florists of the city to invite the national society to meet here in August, 1899. His memories went back 45 years, when this city had few florists and their houses and facilities for doing business were of the most primitive kind, and their hardships correspondingly great. He remembered vividly similar experiences of the pioneer florists throughout the west, and named many of them, who have since passed away, but who had achieved great success, both financially and professionally. Harry's address was the chief feature of the meeting and was highly appreciated by all. S. Seligman, of ribbon fame, was present, and gave a talk which was full of optimism as to the approaching fall trade, which at many points, he said, is already plainly manifested.

A letter was read from Philip Breitmeier, who was unable to be present. He predicted a successful season for the club and encouraged everyone to do his utmost to that end, promising his own hearty co-operation. Charles H. Plumb gave an interesting review of the bulb situation, based upon information gleaned from reliable sources, and which indicates much uncertainty as to importations this fall.

By a resolution unanimously adopted, a hearty vote of thanks was given to Wm. F. Gude, the Washington representative of the Society of American Florists, for his recent assurance to the trade that General Crowder has not made a ruling to the effect that florists within the draft age would be required to seek work in munition plants or other essential war work. The secretary was instructed to convey to Mr. Gude the club's action, which included, as well, a high appreciation of all the splendid work done at the national capital by Mr. Gude for the florists of the country as representative of the S. A. F.

The school gardens committee made a report of the annual exhibits at 17 of the public schools, September 17-18. The judges were P. Pape, Louis Charvat, Sidney Beard and George Doemling. The club annually donates prizes in plants to each of the schools making exhibits, and members of the club individually contribute many special prizes.

A spirited discussion of the proposed closing of flower stores on Sunday was participated in by most of the retailers present, and the subject developed such importance as to make it a special order of business for the next meeting of the club.

The following were by ballot voted upon and received into membership: Walter E. Cooke, Charles Vodic, A. T. Gibson and George Streit, Jr.

NOTES.

Philip Breitmeier, Charles H. Plumb, A. Pochelon, Thomas Browne, A. J. Stahelin, Robert Rahney and J. F. Sullivan visited the growers at Mt. Clem-

ens, September 17. Here they found the florists in nearly every case short of help, but the stock was looking well, though somewhat limited in quantity as compared with former years, and all yielding to the government rule of 50 per cent of the coal supply.

Vice-President-Elect M. Eloy of the florists' club is on a motor trip to New York. He left here September 17 and was accompanied by his wife and son, Myron. The latter goes as far as Ithaca, where he re-enters Cornell university to finish his horticultural training.

Otto Reinhold, who some time ago bought the florist business of Alex. McCommon, at 412 Grand River avenue, has, owing to ill-health, given it up and is now at Denver, Colo. Mr. McCommon, who owns the building, is again operating the store.

Visitors: J. G. Nielsen, representing Poehlmann Bros. Co., Chicago; J. E. Monchard, with S. S. Pennock Co., Philadelphia, Pa.; S. Seligman, New York. J. F. S.

Lancaster County Florists' Association.

Through the courtesy of Willis B. Girvin, of Leola, Pa., the meeting was held on his veranda September 19, with a goodly attendance of members, and with S. S. Pennock, of Philadelphia, and James Brown, of Coatsville, as visitors. A letter of invitation to the club to make its annual visit to the Vincent dahlia farms at White Marsh, Md., was read, but owing to labor and other conditions, it was deemed best to omit this trip as a club affair this season. Letters were also read from T. J. Nolan and Wm. K. Murphy, the latter being in active service in France.

The programme for the evening was a discussion opened by E. F. Barr with a paper entitled "How to Make Both Ends Meet."

The topic was discussed by different members of the club. Harry Rohrer said that we certainly should watch our expenses closer than most of us do, and that we should take advantage of every possible side line that we could work in so that the end of the season would find us with a margin of profit. Mr. Barr added that his remarks applied to greenhouses only, that all stocks from the greenhouses was sold to their store, and it was up to the store to show a profit over these prices, the prices charged the store being based on cost records at the greenhouses.

S. S. Pennock said that the curtailment of shipments in times of glut would help the market if it could be carried out so that each grower would share his part of the burden. He also said that on account of a number of florists intending to run their places this fall until chrysanthemums were over, the season would probably find a rather oversupplied market, but many of these places would then close down and he believed that the year would average up good. He fully agreed with Mr. Barr and others that florists should keep more records of cost and returns, instead of depending on their bank account to show whether they had made money or not. Speaking of the business in general, he said it is anything but non-essential, that the French people consider the use of flowers right now as more important than ever before, and that the French government recognizes the importance of flowers as a means of keeping up the spirits and the morale of its people.

Fred Ritchy said that he saw an article in the Ladies' Home Journal that advised people not to buy flowers, but to put the money into Liberty Bonds or War Savings Stamps and that he could not understand why this business should be singled out for such articles, when there were other things much less needed than flowers.

Mr. Barr further said that while his remarks applied principally to their

own establishment, he had looked up the advertisements in the trade papers, and finds that there has not been an increase of five per cent in the wholesale prices of stock advertised in 1918 over those of 1916, and he said this was not enough as the increased cost of production was over 40 per cent. The number of failures in this line of business was brought out, and this does not help our standing as a business, either with our bankers or the government, and the only way to avoid this is to keep such accounts so that we know where we are losing money.

After a vote of thanks to the host, the meeting adjourned to meet in the Chamber of Commerce rooms the third Thursday of October. The ladies' auxiliary had a meeting at the same time and the same place with a 98 per cent attendance, so that we can expect some doings the coming winter. After the meeting, home grown apples, peaches, plums and grapes were served, and their appearance and quality demonstrated that Leola is a good fruit producing section. Previous to the meeting an inspection was made of the greenhouses where carnations are the principal feature, with only three varieties in evidence, Matchless, Supreme and Mrs. C. W. Ward. Three houses of roses are being grown and have proved a profitable investment with the new Columbia, and has one house that will be run cold until spring. In this he has planted Kaiserin and Killarneys. He also has a number of houses of chrysanthemums that will be matured and the houses run cool for the balance of the season. ALBERT M. HERR.

Washington, D. C.

AUTUMN PICKING HELPS BUSINESS.

Business is picking up with the coming of cold weather and much better prices are prevailing in the retail stores, while there has been no very large increase in wholesale costs. At the same time the quality of the stock has improved and some very good Russell, Hadley and Ophelia were offered. The prices on the first-named ran as high as \$15 per hundred, with average quotations running between \$8 and \$12. Ophelias brought from \$3 to \$6. There were only a few gladioli on the market and these sold up quickly at \$3 and \$4 per hundred. Cosmos is not as good as could be desired. It is coming from New Jersey, but does not seem to ship well, and, therefore, does not hold up. It is too early for the local supply. Dahlias are more plentiful but seem to be in short crop this year, due in part to the long dry period during the summer. It is expected that these flowers will bring a little better price this year than last. Asters are entirely off the market. There are a few new crop carnations coming into this city, but these are small as to flowers and short stemmed and not very desirable, although selling fairly well. White October Frost put in an appearance last week, but they do not amount to much, being of inferior quality.

NOTES.

William F. Gude, with his two sons, Ernest and Granville, George W. Hess, superintendent of the United States Botanical Gardens, and Judge Downey, of the United States Court of Claims, spent the week end at Barnegat Bay, N. J., the guests of Commodore Westcott.

Miss Nellie Brueninger, in charge of the bookkeeping department of Gude Bros., has returned from a three weeks' vacation, two weeks of which were spent at Atlantic City, N. J.

Visitors: C. J. Michell and Joseph J. Goudy, of Philadelphia, Pa.; Fred H. Chassey, of St. Louis, Mo., and A. L. Miller, of Jamaica, N. Y.

B. F. L.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST

440 S. Dearborn St., CHICAGO

"In God's name, cheerily on, courageous friends,
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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SHIP all tender stock before hard frost sets in.

ENGLISH growers are now facing war restriction of greenhouse fuel.

ARRANGE now to attend the Florists' Telegraph Delivery meeting at Cleveland, October 8-9.

SOME enterprising florists are planning to raise poultry in their vacant greenhouses the coming winter.

LIBERTY BONDS are United States government passports to peace, freedom and prosperity. Buy your passport today.

Lime on Preferred List.

The war priority board, at the request of the secretary of agriculture, has placed agricultural lime in preferred classification both as to fuel supply and transportation.

Fourth Liberty Loan.

Saturday, September 28, will mark the launching of the Fourth Liberty Loan campaign, the largest loan the country has ever asked because the need today is greater than ever before. The florist industry, already in the front rank in its generous response both collectively and individually in former Liberty Loans, contributions to the Red Cross, Y. M. C. A., Knights of Columbus, and numerous other calls for war needs, not forgetting the thousands of the craft fighting for Democracy, will not fall in this further test of patriotism.

Buy bonds early. Buy to the limit of your resources. Buy them through the division which includes florists and allied trades. Keep your place in the line as necessary to war needs by backing up our boys "over there." The public will "Say It With Flowers" if you "Say It With Bonds", and the misguided individual who tries to break into the limelight as the censor of non-essentials will find it hard to get hearers.

F. T. D. Convention Window Displays.

Secretary Albert Pochelon, of the Florists' Telegraph Delivery Association, Detroit, Mich., calls attention to the good that resulted from the prize window displays arranged by Detroit florists in competition for the \$25 cash prize offered by S. Seligman at the time of the annual convention of the association in that city last year. The idea worked out so successfully in presenting the service rendered by members of the organization to the public, that for the window displays arranged in connection with the F. T. D. convention at Cleveland, O., October 8-9, three generous prizes have been offered as follows: For the best window, \$100 in cash, by the Kennicott Bros. Co., Chicago; second prize, a silver cup, by Chas. H. Grakelow, Philadelphia, Pa., and a third prize of \$25, donated by S. Seligman, New York.

Secretary Pochelon urges all Cleveland florists, not only the members of the association, to enter the competition, as the prizes are well worth striving for.

Express Rates Increase.

Following a meeting of the special war committee of the state utilities commissioners of New York, held at Washington, D. C., September 19, Public Service Commissioner Whitney made the announcement that express rates throughout the country is about to be increased 10 per cent, which will mean an aggregate of approximately \$24,000,000, of which \$17,000,000 shall be raised in the territory of the Chicago lines. The increase allowed July 1 amounted to between \$20,000,000 and \$25,000,000. The application for increase asks for a flat raise of 10 cents per 100 pounds to existing commodity rates and to advance first-class rates about 16 cents and second-class rates 12 cents per 100 pounds. The state commissioners have issued a statement of protest.

Patriotism and Progress.

There are good, patriotic business men in this country who are genuinely alarmed over some of what they term the meddling activities of the government in business affairs where such meddling cannot be justified as a neces-

sary war measure. A prominent New Yorker, indirectly a trustee for millions of invested capital, thus voices his sentiments: "Governmental encroachment upon freedom of enterprise, I am convinced, can only hamper our progress and play into the hands of our adversaries. As an American citizen, I am glad to let the government have whatever it needs to win the war. As a free American, I demand that what I relinquish to win the war—no more in the way of property, no less in the way of liberty—be returned as soon as victory is won."

Screenings Storage.

William Dilger, Detroit, Mich., offers the following regarding the storage of screenings:

"Storing should be done after October 1 when the weather is cool. A 6-inch reversed sewer pipe with the bell part down placed in the center of the pile or two or three such pipes if the piles are large will take care of the ventilation. The piles must not be too large—preferably not over five feet high and cone shaped."

[Other valuable information on this subject will be found in our issue of August 10, 1918, page 120, under the title, "Coal Screenings Danger."]

State Fairs.

The following is a list of coming state fairs with the names and addresses of the superintendents of the horticultural and horticultural departments as far as obtainable.

September 23-25, Boise—Idaho State Fair. O. P. Hendershot, secretary, Boise.

September 23-28, Salem—Oregon State Fair. M. L. Jones, Brooks, superintendent of horticulture; A. C. Marsters, Roseburg, superintendent of horticulture.

September 24-28, Berlin—Connecticut State Agricultural Society Fair. L. W. Gwatin, secretary.

September 28-October 5, Salt Lake City—Utah State Fair. W. W. Glade, supervisor of horticulture; Earl J. Glade, secretary; Boston Building, Salt Lake City.

September 30-October 4, Trenton—Inter-State Fair. Prof. Arthur J. Farley, New Brunswick, superintendent of horticulture and floriculture.

October 7-12, Richmond—Virginia State Fair. W. C. Sanders, secretary and manager, Richmond.

October 30-November 4, Shreveport—State Fair of Louisiana. W. R. Hirsch, secretary.

November 11-16, Phoenix—Arizona State Fair. W. Ward Davies, superintendent of agriculture, Phoenix; Mrs. Ernest W. Lewis, Phoenix, superintendent of horticulture.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

October 12-26, Los Angeles, Calif.—California Liberty Fair. Charles L. Wilson, superintendent of exhibits.

November 5-8, Des Moines, Ia.—Mid-west Horticultural Exhibition. J. S. Wilson, Des Moines, chairman of committee on flowers; Francis Sestier, Des Moines, vegetables.

November 6-8, New York.—Exhibition of chrysanthemums by the American Institute of the City of New York and the Chrysanthemum Society of America in the Endicott Society building, 25-33 West 39th street. Wm. A. Earle, secretary, board of managers, 324 West 23rd street, New York.

November 19-22, Chicago.—Illinois First Great Apple Show. A. M. Augustine, Normal, Ill., executive secretary.

Important to Subscribers.

The date on the yellow address label on your copy of THE AMERICAN FLORIST will show when your subscription expires. Please renew subscription promptly on expiration, to make certain of receiving your copy of each issue.

Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

Dayton, O., October 1, 8 p. m.—Dayton Florists' Club, Y. M. C. A. building. Geo. W. Frisch, secretary, 3205 East 5th St., Dayton.

Holyoke, Mass., October 1, 7:30 p. m.—Holyoke and Northampton Florists' and Gardeners' Club. James Whitting, secretary, French hall, M. A. C. Amherst.

Lake Geneva, Wis., October 1.—Lake Geneva Gardeners' and Foremen's Association. Horticultural hall. Chas. Lockwood, secretary, Lake Geneva.

Los Angeles, Calif., October 1, 8 p. m.—Los Angeles County Horticultural Society. At 237 Franklin street. Hal S. Kruckeberg, secretary, Los Angeles.

Minneapolis, Minn., October 1, 8 p. m.—Minneapolis Florists' Club. Usually at 218 North Fifth St. Wm. J. Vasatka, secretary, 3340 Chicago Ave., Minneapolis.

Philadelphia, Pa., October 1, 8 p. m.—Florists' Club of Philadelphia, Grand Fraternity Building. Robert Kift, secretary, 4044 Haverford Ave., Philadelphia.

Pittsburgh, Pa., October 1, 8 p. m.—Pittsburgh Florists' and Gardeners' Club. Allegheny Carnegie Music Hall. E. J. McCallum, secretary, 137 Seventh St., Pittsburgh.

Washington, D. C., October 1, 8 p. m.—Florists' Club of Washington. At 1214 F St. N. W. Clarence L. Linz, secretary, 622 Riggs building, Washington.

Louisville, Ky., October 2, 8 p. m.—Kentucky Society of Florists, Masonic Temple. August R. Baumer, secretary, P. O. Box 295, Louisville.

New Orleans, La., October 2, 8 p. m.—German Gardeners' Club, H. V. Dameran, secretary, Peters Ave. and Liberty street, New Orleans.

Albany, N. Y., October 3, 8 p. m.—Albany Florists' Club, 611 Broadway. Robert Davidson, secretary, 139 Second St., Albany.

Milwaukee, Wis., October 3, 8 p. m.—Milwaukee Florists' Club, Kurtz Bros., 11th and Prairie Sts. Eugene Oestreicher, secretary, 5630 North Ave., Milwaukee.

Omaha, Neb., October 3.—Omaha Florists' Club, Court House. Lewis Henderson, secretary, 18th and Douglas streets, Omaha.

Reading, Pa., October 3, 8 p. m.—Reading Florists' Association. At home of member. Fulmer H. Lauck, secretary, 123 South Fifth St., Reading.

Lake Forest, Ill., October 4, 8 p. m.—North Shore Horticultural Society. Council Chamber, City Hall. J. H. Francis, secretary.

San Francisco, Calif., October 5, 8 p. m.—Pacific Coast Horticultural Society. 240 Golden Gate Ave., Walter Hodgehoff, secretary, 14 Powell St., San Francisco.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted.—By an all around seedman and poultry supply salesman. Twenty-six years retail experience. Address.

Key 931, care American Florist.

Help Wanted.—Married man with some experience; work under foreman. \$75 per month and house. Address
Thomas F. Browne,
Greenfield, Mich.

WANTED

In our greenhouses at Evanston, two rose growers. Good salary is offered and permanent positions to dependable men.
Apply

WEILAND-RISCH CO.

154 North Wabash Avenue, CHICAGO

Situation Wanted

Saleslady capable of doing general store work is open for engagement. State full particulars and salary you are willing to pay in first letter.

Key 934, care American Florist.

Situation Wanted

By American; single; have many years' experience in greenhouse and outside. Address

Key 932, care American Florist.

FOR SALE

New D. S. A. Glass.

16x18.....\$7.00 per box

16x24..... 7.50 per box

WM. F. KRUEGER,

516 Potter St., Toledo, Ohio

Experienced Storeman Wanted

FOR RETAIL FLORIST.

Salary no object to right party.

JOSEPH TREPEL,

Office: 1060 Broadway, Brooklyn, N.Y.

Wanted.—Good second-hand hot water boiler; about 1000 sq. ft. capacity. State size, make, condition and best cash price.

East End Greenhouse,
402-408 Greenwood Ave.,
Punxsutawney, Pa.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches.

FOR CUT FLOWERS: In two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 600, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

A1 Storeman Wanted

Good opportunity for a first-class man to locate in a loop establishment. Party may buy an interest in the business but this is not absolutely necessary being only a secondary consideration. Give full particulars in first letter and do not answer this advertisement unless you are desirous of bettering yourself and are willing to work hard reasonable hours for same. Address

Key 933, care American Florist.

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

Fine Quality Beauties

ORCHIDS

Splendid Crop of Cattleya Labiata Now On. Order Here.

Russell, Richmond, Hoosier Beauty, Milady, Brilliant,
Ward, White Killarney, Ophelia

'Mums, Carnations, Snaps, Gladioli, Valley, Gypsophila

Plumosus, Sprengerii, Adiantum, Galax, Ferns, Smilax

PLANTS

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 4-in. pot, \$6 per doz.
Kentia Belmoreana, 4-in. pot, \$6 per doz.
Kentia Forsteriana, 5-in. pot, \$12 per doz.
Kentia Belmoreana, 5-in. pot, \$12 per doz.
Kentia Forsteriana, 6-in. pot, \$2 each.

Kentia Forsteriana, made up, 5-in. pot, \$1 to \$1.25 each.
Livistona Rotundifolia, 4-in., \$6 per doz.
Livistona Rotundifolia, 5-in., \$9 per doz.
Livistona Rotundifolia, 6-in., \$1.25 each.
Phoenix Roebelenii, 5-in. pot, \$1 each.
Pandanus Veitchii, 4-inch, 50c each.
Pandanus Veitchii, 5-inch, 75c to \$1.00 each.
Pandanus Veitchii, 6-inch, \$1.50 each.
Pandanus Veitchii, 7-inch, \$2.00 each.

Begonia Chatelaine, 2½-in. \$5.00 per 100.
Begonia Chatelaine, 3-in. \$10.00 per 100.
Begonia Chatelaine, 4-in. \$15.00 per 100.
Begonia Chatelaine, 5-in. \$25.00 per 100.
Dracaena Massangeana, 4-in. pot, \$50 per 100.
Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.
Crotons, 4-in., \$4.80 per doz.
Crotons, 5-in., \$9 per doz.
Crotons, 6-in., \$1 to \$1.50 each.
Primula Obconica, 3-in., \$7.00 per 100.
Baby Primula Malacoides, 2½-in., \$5 per 100.
Rubber Plants, 5-in., 75c each.

POT CHRYSANTHEMUMS

Magnificent Stock — October Delivery

6-inch.....50c and 75c each 8-inch.....\$1.50 to \$2.00 each
7-inch.....\$1.00 to \$1.25 each 9-inch.....3.00 to 6.00 each

2½-in. Own Root Rose Stock

Aaron Ward	}	\$ 7.50 per 100; 70.00 per 1000.
Killarney Brilliant		
White Killarney		
Milady	}	\$ 7.00 per 100; 65.00 per 1000.
Richmond		

3½-in. Own Root Rose Stock

White Killarney	}	\$ 11.00 per 100; 105.00 per 1000.
Ophelia		
Aaron Ward		
Sunburst		
Killarney Brilliant	}	\$ 10.50 per 100; 100.00 per 1000.
Milady		
Richmond		

POEHLMAN

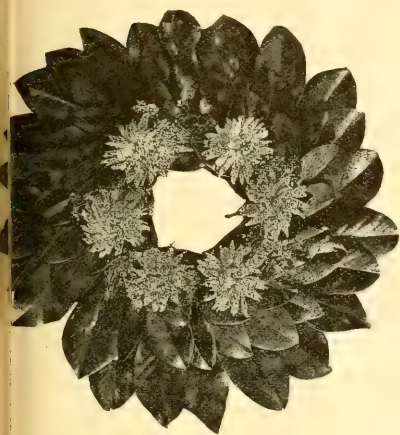
72-74 E. Randolph St.,

Florists! Attention!

FOR ALL SAINTS' DAY

We have stocked a supply of plain and decorated Wreaths of Magnolia, Lycopodium and a combination of Grasses and Waxed Flowers. The most satisfactory method of buying these, we suggest a sample dozen or so. We have also an assortment of Flowers, Gypsophila, Grasses and Lycopodium for decorating the plain Magnolia Wreaths as per illustrations. The assortment enough for 50 wreaths is \$10.00.

We will certainly please the most critical florist with our line of Baskets. We handle the lines of many well known manufacturers as well as our own. Try a \$10.00 to \$25.00 assortment and be convinced.



No. 52.

each.....	each, \$1.50;	doz., \$15.00
each.....	each, 1.75;	doz., 18.00
each.....	each, 2.50;	doz., 24.00
each.....	each, 3.00;	doz., 30.00

Magnolia Leaves, Cycas Leaves,
Wheat Sheaves, Ruscus,
Oak Sprays (Long or Short.)

Let us
Estimate
on
Your Fall
Orders.



No. 45.

of prepared Lycopodium.

Will keep indefinitely.

each.....	per 100, \$15.00	18 inch.....	per 100, \$28.00
each.....	per 100, 18.00	21 inch.....	per 100, 35.00
each.....	per 100, 20.00	24 inch.....	per 100, 45.00

18 inch.....	each, \$1.50;	doz., \$15.00
21 inch.....	each, 1.75;	doz., 18.00
24 inch.....	each, 2.50;	doz., 27.00
27 inch.....	each, 3.00;	doz., 30.00
30 inch.....	each, 4.00;	doz., 40.00

N BROS. CO.

ing Distance Phone, **CHICAGO, ILL.**
Randolph 35.

AMERICAN BEAUTIES

Extra fancy stock. We are particularly strong on medium and long lengths. Prices range from \$2.00 for 22 to 24 inch stems to \$5.00 per dozen for 48 to 54 inch stems.


Hoosiers--Russells--Columbia

Best Leading Roses—We are now cutting a large quantity.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Columbia, Hoosier Beauty, Ophelia and White Killarney.

CURRENT PRICE LIST

 **'Mums. Best shipping varieties ready October 1.**

RUSSELL and COLUMBIA—Best in this market. Per doz
 Good, extra long\$2.00 to \$3.00
 Good, medium 1.25 to 1.75
 Good, short60 to 1.00

HOOSIER BEAUTY, OPHELIA, SUNBURST, WHITE KILLARNEY—

Per 100
 Long stems\$8.00 to \$10.00
 Good, medium 5.00 to 6.00
 Good, short 3.00 to 4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 to \$4.00 per 100.

LILY OF THE VALLEY, per 100.....\$5.00 to \$6.00

CARNATIONS, per 100\$3.00 to \$4.00

LILIES, per 100 15.00

CHRYSANTHEMUMS, Golden Queen, per doz.\$3.00 to \$4.00

GREENS.


ASPARAGUS & SPRENGERI, per 100.....\$2.00 to \$3.00

GALAX, green and bronze, per 1,000..... 1.25

NEW FANCY FERNS, per 1,000..... 3.00

ALL OTHER SEASONABLE STOCK AT MARKET PRICES

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

 **WRITE FOR OUR SPECIAL QUOTATIONS ON ROSES IN 1000 LOTS.**

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK IS STILL IN SHORT SUPPLY.

There has been no great change in the market conditions since last week, consequently stock of all kinds is in short supply and cleans up early. The weather has been cold the greater part of the time and several near frosts have been reported from certain sections in the vicinity of this market. American Beauty roses are in fair supply, but are cleaning up quickly every day at satisfactory prices. Mrs. Chas. Russell and Columbia are exceedingly scarce and command high figures. Hoosier Beauty, Milady and Richmond are to be had in fair supply, but like all the other roses, are scarce and expensive compared to the general low prices prevailing all through the summer months and up to the time of the present shortage. Carnations are selling exceptionally well at surprisingly good prices considering the quality, especially in regard to the length of stem. Chrysanthemums are more plentiful but are in brisk demand at good figures owing to the general shortage of stock, consequently there is no surplus to speak of at any time. Asters are having a brisk call and move quickly at top-notch prices. Gladioli are still a factor in the market, but the receipts are smaller and there are plenty of buyers for what stock is arriving. Lilies are scarce and so are orchids, but the receipts of *Cattleya labiata* are increas-

SUBSCRIBE EARLY
 For the New
LIBERTY BONDS
 Headquarters of the
Florists' Division
 are located at
E. C. Amling Co.'s Store
 175 N. Wabash Ave., Chicago.
Fred Lautenschlager, Chairman.
 Telephone Central 1977.

ing a trifle. Lily of the valley is in brisk demand. Dahlias are seen at a few of the stores in limited supply, but seem to be holding their own at high prices. A few home-grown single vio-

lets are among the offerings together with water-lilies, calendulas, tuberose and other miscellaneous seasonal stock not already mentioned. Greens are in fair supply in almost all items. Ferns have advanced in price and a shortage is predicted for this winter. The first chrysanthemums from California made their appearance here this week, having been shipped direct to the retail stores. They are considerably higher in price than last year and for this reason will probably not affect the home-grown stock offered in this market as seriously as in the past.

NOTES.

Allie Zech, manager of Zech & Mann, was elected to the local order of Elks and will be initiated September 26. He was the first one in the local wholesale market to receive a questionnaire under the new draft, which means he will be one of the first to be classified.

T. E. Waters, manager of Poehlmann Bros. Co.'s supply department, celebrated his forty-third birthday September 20. He has been engaged in the florist business for 31 years, which means he has been in the harness ever since he was a kid.

Peter Hoefelder, of Kennicott Bros. Co., has received notice from his local draft board that he is an alternate for a quota that will be called to the colors September 30.

John Furrow, of Guthrie, Okla., and bride are at the La Salle hotel.

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Randolph 631

CHICAGO

Milady Roses

Positively the Finest Obtainable in Chicago Market.

In Excellent Supply at \$4.00 to \$15.00 per 100.

Columbia \$4 to \$25 per 100	Russell \$4 to \$25 per 100	Gladioli \$3 to \$5 per 100	Brilliant \$4 to \$12 per 100	Ophelia \$4 to \$12 per 100
Sunburst \$4 to \$12 per 100	Roses-Our Selection \$4 per 100	Asters \$2 to \$5 per 100	Valley \$5 to \$6 per 100	Easter Lilies \$12.50 to \$15 per 100
'Mums At Market Prices	Adiantum Fancy long, per 100, 75c to \$1	Ferns Per 1000, \$3.00	Galax Per 1000, \$1.25	Leucothoe Sprays 75c
Sorengeri Per bunch, 35c to 50c	P umosus Strings, 50c to 75c Per bunch, 35c to 50c	Adiantum California Extra fancy, per 100, \$1.50		Smilax \$2.00 to \$2.50 per doz

"We Have It" if it is Obtainable in the Great Chicago Market.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

BIG CROP OF ROSES:

RUSSELL-OPHELIA-MILADY-Etc.

Lilies, Valley and a Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL	Per 100		
Specials	\$15.00 to \$18.00		
Select	12.00		
Medium	8.00 to 10.00		
Short	6.00		
RICHMOND	Per 100		
Select	\$8.00		
Medium	\$ 5.00 to 6.00		
Short	3.00 to 4.00		
MILADY	Per 100		
Select	\$ 8.00 to \$10.00		
Medium	5.00 to 6.00		
Short	3.00 to 4.00		
Killarney	Per 100		
White Killarney	\$8.00		
Killarney Brilliant	5.00 to 6.00		
My Maryland	3.00 to 4.00		
Champ Weiland			
Sunburst	Select 8.00		
Ophelia	Medium 6.00		
	Short 4.00		
ROSES, OUR SELECTION	Per 100		
Carnations	\$ 4.00		
Harrisii	2.00 to 4.00		
Chrysanthemums, per dozen	12.50 to 15.00		
Valley	3.00 to 4.00		
Adiantum	6.00		
Asparagus, per bunch	1.00 to 1.50		
Boxwood	50c to 75c		
Ferns	per bunch, 35c		
Galax, bronze and green, per 1,000	per 1,000, \$3.00		
Leucothoe Sprays	per 1,000, \$1.00		
Smilax	75 to 1.00		

WIETOR BROS.

30 East Randolph St.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF

Roses in All The Leading Varieties

CURRENT PRICE LIST—Subject to Change
Without Notice.

MRS. CHAS. RUSSELL. Per 100
Fancy\$8.00 to \$10.00
Good 5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.

White—KILLARNEY—Pink. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Medium 5.00
Short\$3.00 to 4.00

SUNBURST AND OPHELIA. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Good 5.00
Short 4.00

MINIATURE ROSES.

Baby Doll\$2.00 to \$3.00
Elgar 2.00 to 3.00
ROSES, OUR SELECTION 4.00
CARNATIONS. Per 100
Fancy\$3.00
Good 2.00

MISCELLANEOUS. Per 100
Valley\$6.00 to \$8.00
Lilies12.50 to 15.00
Ferns, per 1,000 3.00
Smilax, per doz. strings 2.50
Adiantum 1.00
Galax (bronze and green), per 1,000... 1.50
Asparagus Sprengeri, bunch..... .50
Asparagus Plumosa, bunch..... .50
Boxwood, per lb.35
Other Green Goods Market Rates.

The Central Floral Co., 132 North State street, has a window display this week that is right in keeping with the times and is drawing the crowds every minute in the day. When one takes into consideration that Marshall Field & Co., who are noted for their magnificent window displays, are directly across the street it can be easily understood that Manager Duris would have to feature something out of the ordinary to command attention and at the same time not lose sight of the fact that his chief object is to sell his stock. With the assistance of his right hand man, Walter Walters, who is responsible for the idea, they staged a scene from real life that is appropriate and brim full of sentiment. A soldier who is home on a furlough is leaving for camp and evidently for overseas, is passing through the gate and turns for another sight at the old mansion, notices that his dog is following, which causes him to stop long enough to say "Not this trip old pal," which wording is inscribed on a card in a prominent place and gives the on-looker an opportunity to grasp the idea in a second. The figures are all life size, and sections of the front yard are bordered or banked with crotons, dracenas, ferns and coleus, while overhead autumn foliage denotes the present. Across the entrance the north window is filled with all the seasonable offerings including occasionally a made-up wreath of such items that suggest the mood the designer happens to be in, or what stock is best available. Another point one should not overlook is that the proprietors took advantage to stage their bill when stock was scarce and the necessary room was available and still another, the chief one of all, the psychological moment—just before the Fourth Liberty Loan drive.

There will be a meeting of all workers identified with the Fourth Liberty Loan, Thursday afternoon, September 26, at three o'clock at the trade headquarters, E. C. Amling Co.'s store, 175 North Wabash avenue. Credentials will be issued to each worker, supplies, posters and automobile permits will be furnished and an able speaker, representing the Liberty Loan Committee, will be present. Everyone in the trade should subscribe through the florists so that as large a showing as possible can be made. Everyone is expected in almost all instances to do as much and more, and at as early date as convenient so as to make the

PERCY JONES INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

Cut Flowers and Greens

work as easy as possible for Chairman Lautenschlager, who will have his hands full during the entire campaign.

Poehlmann Bros. Co. is experiencing a brisk demand for orchids, especially Cattleya labiata, which is in better crop with them now. American Beauty and Mrs. Chas. Russell roses are leaders at this establishment this week. The supply department reports business as good this month with the outlook very encouraging as to the future fall and winter trade, judging from the advance buying.

Paul Klingsporn, manager of the Chicago Flower Growers' Association, had a most pleasant visit from his mother, who returned to her home in Philadelphia, Pa., September 23. His firm is offering the first daisies of the season, which made their appearance this week.

The Grossberg-Tyler-Finnemann Co. is receiving regular shipments of choice sweet peas. Louis Finnemann is back on the job, after being laid up for several days with the grip. Morris Grossberg is about to leave on another out-of-town trip.

Percy Jones, Inc., is handling a large quantity of fancy asters, which are good property, this week. Manager Van Gelder is more than pleased with business for September so far, especially in regard to the heavy out-of-town demand.

N. J. Wietor says that Wietor Bros. will start to cut a few early pompons in a couple of weeks, the stock of which is in splendid condition. Carnations are arriving in large quantities here and are having a brisk call.

Kyle & Foerster are featuring a large quantity of stock of all kinds, notwithstanding the shortage in this market,

especially roses and particularly American Beauty, Mrs. Chas. Russell and Ophelia.

A. L. Vaughan & Co. are pleased with their September trade so far, which is better than that of the same period of last year. Gladioli are still seen in quantity at this establishment.

At J. A. Budlong's store stock is arriving in large supply according to the market condition, especially roses, among which are particularly fine Mrs. Chas. Russell and Columbia.

Homer Lange, son of the well-known East Madison street florist, will attend the Chicago University starting next week where he will be in the ensign class.

Bassett & Washburn are supplying their trade with fancy Mrs. Chas. Russell, Columbia and Ophelia roses, which are in good supply with them this week.

Charles Reinberg, adopted son of Peter Reinberg, and Leo Zech, younger brother of Allie Zech, are attending St. Paul's Military School at St. Paul, Minn.

Greenhousemen should send their worn out rubber hose to the Red Cross pile on the lake front at Harrison street.

Peter Reinberg has returned from Springfield, where he attended a political meeting of the democratic party.

William Dilger, of the Breitmeyer Landscape and Nursery Co., Detroit, Mich., was here last week on a visit.

The florists' club will meet at the Randolph hotel, Thursday, October 10, at 8 p. m.

According to plans now being made, farming is to be taught in the city high schools.

A. L. BAUGHAN & Co.

NOT INC

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave. Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.	
Extra long stems.....	\$5.00
Stems 48 inches.....	4.00
Stems 30 to 36 inches.....	3.00
Stems 24 inches.....	2.50
Stems 18 to 20 inches.....	2.00
Stems 12 inches.....	\$1.00 to 1.50
Short stems.....	1.00, 4.00 to 6.00

MRS. CHAS. RUSSELL. Per 100	
Special.....	\$25.00
Select.....	\$15.00 to 20.00
Medium.....	8.00 to 12.00
Short.....	4.00 to 6.00

ROSES.	
Richmond, special.....	\$10.00
select.....	8.00
medium.....	\$5.00 to 6.00
short.....	3.00 to 4.00
Millady, special.....	\$10.00
select.....	8.00
medium.....	\$5.00 to 6.00
short.....	3.00 to 4.00
Killarney Brilliant, special.....	\$10.00
select.....	8.00
medium.....	\$5.00 to 6.00
short.....	3.00 to 4.00

ROSES—Continued Per 100	
Ophelia, special.....	\$10.00
select.....	8.00
medium.....	\$5.00 to 6.00
short.....	3.00 to 4.00
White Killarney, special.....	\$10.00
select.....	8.00
medium.....	\$5.00 to 6.00
short.....	3.00 to 4.00
Killarney, special.....	\$10.00
select.....	8.00
medium.....	\$5.00 to 6.00
short.....	3.00 to 4.00
Mrs. Ward, special.....	\$10.00
select.....	8.00
medium.....	\$5.00 to 6.00
short.....	3.00 to 4.00
Sunburst, special.....	\$10.00
select.....	8.00
medium.....	\$5.00 to 6.00
short.....	3.00 to 4.00
Cecile Brunner.....	2.00 to 3.00
Elgar.....	2.00 to 3.00
Baby Doll.....	2.00 to 3.00

ROSES, OUR SELECTION..... 4.00

Extra special roses billed accordingly.

CARNATIONS. Per 100	
Fancy.....	\$2.00 to \$4.00

GLADIOLI. Per 100	
Fancy.....	\$3.00 to \$4.00

ORCHIDS. Per doz.	
Cattleyas.....	\$12.00

EASTER LILIES. Per 100	
Select.....	\$12.50 to \$15.00

MISCELLANEOUS. Per 100	
Asters.....	\$2.00 to \$4.00
Chrysanthemums, per doz.....	2.00 to 4.00
Gypsophila, per bunch.....	.75 to 1.00
Valley.....	6.00

DECORATIVE.	
Plumcos strings.....	\$0.50 to \$0.75
Phumos.....	per bunch .35 to .60
Sprenger.....	“ .35 to .50
Adiantum, fancy long.....	per 100 1.00
Smilax.....	per doz. 2.50
Ferns.....	per 1,000 3.00
Galax.....	“ 1.25
Mexican Ivy.....	“ 5.00 .75
Leucothoe sprays.....	“ 75c
Boxwood, per lb.....	25c; cases 7.50

No Shortage Here—Heavy Supply A-1 Quality

COLUMBIA--RUSSELL

and Other Good Roses.

NEW CROP OF CARNATIONS

STEMS LITTLE SHORT, BUT FLOWERS GOOD.

Yellow Golden Glow Chrysanthemums

If you want good stock and good treatment send your orders to us for everything and anything in Cut Flowers and Greens. We grow the Double White Killarney, positively the best to be found in this market.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO**

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality
Speaks
Louder
Than
Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE
Grower of

CUT FLOWERS

Prices
As
Low
As
Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefit.

We have everything in flowers; however
roses are the best value this week.

KYLE & FOERSTER

WHOLESALE FLORISTS
Long Distance Phone, Randolph 6784

160 N. Wabash Ave., CHICAGO

At a hearing in the William Langhout bankruptcy case, Judge Carpenter, September 23, bound the defendant over to the federal grand jury and placed his bonds at \$5,000.

George Kuehner, with H. G. Berning, St. Louis, Mo., has been in the city for several days on business.

Miss Ludlow, of Vaughan's Seed Store flower seed department, is in New York on vacation.

A. Miller, of the American Bulb Co., made a business trip to New York this week.

Visitors: A. E. Turner, of Rosin & Turner, Mosinee, Wis.; Mrs. Baumgarten, of the Baumgarten Floral Co., and Art Leidiger, of the Edlfsen-Leidiger Co., Milwaukee, Wis.

Draft Exemptions in Chicago.

The Chicago Association of Commerce, through its trade sub-division, is arranging to assist firms, members, and non-members in this district, on their draft problems. The selective service committee of Sub-Division No. 22, which covers seedsmen, florists, greenhouse builders, and onion set dealers, will consider claims made for occupational exemptions. This committee does not pass on dependency claims. Such will endorse their recommendations on blanks which the committee will furnish. These blanks will be later attached to individual questionnaires and submitted first to the local board and then to the division board. The latter will pass on occupational exemption. It is felt that this endorsement by the trade committee will carry much more weight than any single firm or individual could possibly carry.

Office hours of this committee and headquarters will be established later. In the meantime, particulars may be had from Leonard H. Vaughan, of Vaughan's Seed Store, 31 West Randolph street. The committee for Sub-Division No. 22 includes Leonard H. Vaughan, 31 West Randolph street; F. R. Lyon, care Albert Dickinson Seed Co., and C. L. Washburn, care Bassett & Washburn, 178 North Wabash avenue. Advisory: George Sykes, care Lord & Burnham Co., 208 South La Salle street, and Robert F. Leesley, care R. F. Leesley & Co. Full details will be worked out at a meeting of the Association of Commerce on the evening of September 26.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies
30 East Randolph St., CHICAGO

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS
30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

St. Louis.

SEASONABLE WEATHER HELPS BUSINESS.

Business seems to improve somewhat, and the prospects are better right along. The weather has been very seasonable, which helps things considerably. The greatest trouble now is to get a variety of stock. Asters have about run out of their season. Carnations are still far from being a reliable article, the stock arriving now being short and in general of inferior quality. Roses of all kinds are coming in fine, and of good quantity. Russell, Columbia and Ophelia are the leaders. Gladioli are still coming in very good, but the supply is not so great and they command a steady price. Lilies are equal to the demand. Dahlias have been a disappointment up to date, and unless they arrive soon will freeze up before any appreciable cut is brought into the market. Chrysanthemums are still confined to out-of-town shipments. The local cut should begin to come in soon, and if business continues to pick up, the retailer will need them to fill in. A few violets are seen, but they are small, and poor in color. In greens, the market is well supplied.

NOTES.

W. A. Rowe, Phil Goebel, Oscar May and the Deutschman boys will soon begin to cut chrysanthemums. They all expect to have a good season, but we do not see so much of them any more at the market because they all have to work harder on account of the lack of help. Their consignments are handled by the Windler Wholesale Floral Co.

In looking over the windows in the city, the writer finds the majority of florists have special displays arranged advertising the Fourth Liberty Bond drive. This is good advertising, and all florists should join in the good work.

Wm. C. Smith Wholesale Floral Co. has been getting in a good cut of roses from his growers. The Russell and Columbia of A. S. Cerny and W. J. Pilcher, of Kirkwood, are especially good.

Charlie Kuehn, Jr., is on the job early and late. He is now in charge of the cut flower department of his father's establishment. He is a hustler and has a host of friends in the retail business.

H. G. Berning had the first consignment of violets of the season. He has also been getting in quite a few early chrysanthemums.


Geo. H. Angermueller has been getting in nice shipments of roses, which have a ready sale. J. J. W.

North Shore Horticultural Society.

The monthly meeting of the North Shore Horticultural Society was held in the City Hall, Lake Forest, Ill., September 6. Vice-President Wm. E. Fisher occupying the chair in the absence of the president, Thomas Head. There was a large number of members present and after the usual business a lively discussion arose about the forthcoming chrysanthemum show. A proposal was also made by E. Benson that the society should entertain a number of the sailors from the Great Lakes. This matter was entrusted to the care of E. Bollinger, E. Benson, and O. Petersen.

The exhibits for the month were: Celosia, (Pride of Castle Gould), J. H. Francis, 98 points; Greenhouse grown fruit, Thos. Head, 95 points; Oncidium varicosum Rogersii, C. Clarke, 95 points; Eucalyptus, C. Wilson, 95 points; Mr. Head also exhibited a fine Cattleya Harrisoniae and some splendid asters, which were very highly commended. The judges for the evening were R. Claussens, O. Petersen and E. Benson. J. H. FRANCIS, Corr. Sec'y.

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Columbus, O.

FUNERAL WORK IS MAINSTAY.

Florists' displays are not of a character at present to excite the enthusiasm of the public. All outdoor flowers are on the wane, and chrysanthemums are not plentiful enough to fill the gap. Sweet peas and violets are not quite due, and carnations are still slow and undeveloped, although a fine crop is on the way. Heavy funeral work is giving a good trade, of which roses, lilies and asters are the mainstay. Pot plants so far in evidence are confined almost wholly to begonias. Offerings are in good demand, and their scarcity cuts the florist out of considerable trade which he would have if stock was available. There is much interest in the matter of trying to get better prices to help meet the greater cost of labor and advance in other expenses. There has been some education of the public along this line by the individual florist, but it is believed that relief should come in a general and uniform way, if profits are to be maintained at the reasonable standards existing before the war. The fuel situation with respect to florists will remain unsettled until after the lake coal shipping season is over.

NOTES.

The florists' association held its first meeting of the fall and winter at the Neil house, September 16. Plans were discussed for keeping up interest through the aid of good speakers and dinners. It is felt that the organization should be all the more active because conditions are disturbed by the war. Meetings will be held every other Monday evening, according to present arrangement. Alfred Hottes, professor of floriculture at Ohio State University, is president, and E. A. Munk, president of the Munk Floral Company, is secretary.

The Munk Floral Company is displaying in its store a silk service flag containing five stars, and another employee has been called by the draft. This is believed to be the best representation of any local florist firm.

Walter Stephens, of F. S. Stephens & Son, vice-president of the florists' association, is with the American army which wiped out the St. Mihiel salient. He is a member of a machine-gun squad.

The Franklin Park Floral Company, of which Carl A. Joysch is manager, is reconstructing its plant on Fair avenue. A new greenhouse will be devoted to the growing of carnations. J.

St. Paul, Minn.

GOOD FUNERAL AND WEDDING DEMAND.

The past week was characterized by brisk business in all branches, with funeral work especially heavy in both city and out-of-town orders, with a big demand for patriotic designs. General sales have been fair as the result of a killing frost which visited this locality September 16-17. As a result outside stock is off the market. Weddings are

well to the front with a good call for cut flowers while the fall openings in the department stores bring a demand for many plants and in some instances quantities of flowers made up and in baskets. Good roses, carnations and chrysanthemums are scarce; in fact at times not equal to requirements.

NOTES.

The range of L. L. May & Co., one of the largest in this vicinity, will be closed this winter. The stock on hand at present is very low.

J. Christensen reports a sale for more stock than he can cut. He is supplying this market with some very good tea roses.

N. C. Hanson is starting on a heavy crop of Ophelia roses and the demand for same is very good. C. R. F.

Pittsburgh, Pa.

SUPPLY CLEANS UP WELL.

Business during the past week has been good, and with the exception of long stemmed American Beauties stock cleans up each day. Roses in the shorter grades were much in demand and in some cases moved better than specials. On Saturday, some of the wholesalers had to cut prices on the latter to get them out of the way. Dahlias are being received in larger numbers, but the supply is not sufficient to meet requirements. The flowers are of great size and fine in color, and it is hoped the season will be longer than it was last year. Asters are practically over and very few carnations are seen. Some very good chrysanthemums are offered, but move slowly. Lilies are now selling well and clean up at \$15 per 100. The quality is unusually fine. Roses with long stems are in short supply. Greens are plentiful and the demand is slow.

NOTES.

Miss Katherine Antonette is now in charge of the flower stand in the Wm. Penn hotel. She was formerly with the flower department in the Kaufmann store.

T. Malbrance, of Johnstown, was a visitor this week. He has a fine line of plants that are selling well.

All of the retail stores are now opening at 10 a. m. on the order of the fuel administration.

A heavy frost, September 21, did considerable damage to outdoor flowers in this section. M.

MONTREAL, QUE.—George Robinson and J. McKean, well-known members of the Gardeners' and Florists' Club of this city, have gone to Vancouver, B. C., to engage in farming.

EAST HAMPTON, N. Y.—George Lisburg, well-known grower, writes: "Our boy went to Camp Whitman more than a week ago, and I guess we will have to close down part of our range until after the war. Never mind. Let's do anything to down the d—n Kaiser and all his bloodthirsty crew."

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO

Long Distance Phones | Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady

Sunburst

Shawyer

Ward

Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

GLADIOLI

Rubrum

CARNATIONS

Valley

Cattleyas

CHRYSANTHEMUMS

Good supply of fancy
Golden Glow.

Calendulas

ASTERS

GREENS.

Plumosos

Sprengeri

Galax, bronze

Galax, green

Ferns

Adiantum

Smilax

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

BOSTON.

BUSINESS IMPROVES AND PRICES TIGHTEN.

Business is improving and the supply of stock is shortening. Growers are demanding unheard of prices for asters—\$6 and \$8 per 100. Carnations are quoted at \$2 and \$3 and there has been a decided jump in roses. American Beauties are scarce and move readily. Orchids are entirely out of the question. The demand for flowers in general is far greater than the supply.

NOTES.

R. Kopelman, salesman at the Co-operative Market, has enlisted in the British army for service in Palestine and will leave this country, September 25. A suitable gift will be presented to him before his departure.

The Arnold & Fisher range at Stoneham is showing some good button chrysanthemum buds and will start cutting soon. They have a number of new offerings.

H. M. Robinson & Co. are doing a very good business in both cut flowers and florists' supplies.

Fred Roberts, salesman and decorator for J. J. Cassidy, is ill with Spanish influenza.

Wm. Phelps is sending in excellent Easter lilies, delphiniums and single asters.

George Gill, of Medford, is cutting a good strain of dahlias.

Visitor: J. J. Karins, representing Henry A. Dreer, Inc., Philadelphia, Pa., with an extensive line of foliage plants.

S. K. G.

Fort Wayne, Ind.

DEMAND IN GENERAL IMPROVES.

Business during the third week of September showed a very substantial increase over any previous week this season. Although funeral work was the mainstay of the business, there was a very noticeable increase in the demand for flowers for gifts, and for the sick, as well as a number of informal social happenings. The weather has been anything but favorable to production, and the result is that there is a great shortage in almost every variety of cut flowers. The supply of roses has fallen off considerably, although the quality holds up well. Columbia is making a fine showing, and the growers who invested in stock of this rose are congratulating themselves, as the variety is a splendid producer, and is developing magnificently. Carnations are showing longer stems, and better sized flowers, although extremely short in supply. Dahlias are making a fine showing now.

NOTES.

Early varieties of chrysanthemums including handsome October Frost and Golden Glow are being shown in the flower shop of the Flick Floral Co. Dahlias are also very prominent here. The new rose crop is coming on very well at the greenhouses, and a fine, large cut is being received daily at the store.

W. J. & M. S. Vesey are cutting a good variety of roses, and their orchid houses give promise of a very prolific season. Some fine late asters and gladioli are still being cut at the greenhouses. They report the out-of-town demand very heavy, with hardly enough stock with which to meet it.

A. J. Lanterier's store force worked all day Sunday filling numerous funeral orders, and report a very busy week.

Basket work has been especially heavy here. They are receiving some fine, long-stemmed Russells, and excellent, new crop Columbia roses from their greenhouses.

The Doswell Floral Co. is growing several houses of Columbia roses this season, and express themselves well satisfied with the results obtained thus far. They are having a good crop of carnations considering the dark weather.

Some excellent late asters and Russell roses were noted at the store of Ed. Wenninghoff last week. Mr. Wenninghoff reports business the best last week since the opening of the fall season, with funeral work particularly heavy.

Miss C. B. Flick has returned to her duties at the Patten Flower Shop, Toledo, O., after a month's visit with relatives here.

H. K.

Nashville, Tenn.

WINTER'S APPROACH FELT.

The sudden change in temperature has cautioned all growers of the urgent necessity of being prepared, for winter is upon us. For several weeks past, an unusually dry season has prevailed, literally drying up all outside vegetation, leaving but little for the frost to damage. Stock under glass is looking well and some fine roses are being cut from new plants. Chrysanthemums will soon be on the market. The plants are thrifty and promise a fine return for the labor bestowed upon them. The usual large crop has been grown in anticipation of the annual football game, which in spite of war conditions, will take place as usual. Carnations are coming in after a long dearth and are fair in quality. The flower supply is better than it has been for some weeks, but there is still no great surplus, or anything like a glut. Funeral work continues to be the leading factor in trade, but even that has slowed up during the past two weeks and conditions have been somewhat quiet. A few quiet home weddings are solemnized, and a number are scheduled for the fall season, but all will be on a very moderate scale, the bridegroom invariably having to leave for "over there."

NOTES.

The state fair has just closed, bringing thousands of visitors to the city which made brisk all lines of business, though not helping the florist to any great extent. The fair management offered a few small premiums, but of not sufficient size to tempt the florists generally to enter. Prizes were offered for the best vases of roses, carnations and the best pot plants. The only grower to enter was Charles H. Tritchler, who put in a lovely display of ferns, some beautiful new varieties being shown and all very attractive and beautiful. He captured several blue ribbons. Tritchler is tempting trade by bringing in a very attractive wagon load of miscellaneous plants to the open market house, which do not show the effect of either the drought or the frost.

L. H. Haury & Sons have had a good trade all summer and are opening up with good prospects for the season. They have very good roses and carnations, and fine chrysanthemums coming in. They have 300 fine baby rambler roses for fall and winter trade, some



IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.

J. E. POLLWORTH, Sec'y and Gen'l Mgr.



No. 2
STICKERS
\$1.25 per 1000
Use them on all your packages.
No. 1 Stickers
2 in. diameter
\$1.50 per 1000
The John Henry Co.,
LANSING, MICH.

SOUTHERN WILD SMILAX

\$3.00 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.50

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, VERGREEN, ALABAMA

Mention the American Florist when writing

of which are even now on sale and meeting a good demand.

Geny Bros. have made quite a hit with the new rose, Columbia, propagated by the E. G. Hill Co., of Richmond, Ind. The Genys think it a good rival to Mme. Russell. They have fine rubrum lilies, and are getting a good cut of roses, some very good American Beauty, and carnations.

The McIntyres are making a run on shrubs, with which their Hillsboro road place abounds, including peonies and all kinds of hardy stock. This firm has consolidated all its energies on the new place on the Murfreesboro road, and are doing well.

Louis Haury also is a daily visitor to the market and is well enough paid for his trouble catching some trade all the time.

M. C. D.

HAMILTON, ONT.—J. W. Beaumont has added one house to his range at Stony Creek.

BALTIMORE, MD.—Recent visitors included L. Rosnosky, representing Vaughan's Seed Store, Chicago and New York.

INDIANAPOLIS, IND.—The Leckas Flower Store, on South Illinois street, has been discontinued, the proprietor having joined the army.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

HOERBER BROS.

Wholesale **Cut Flowers**
Growers of

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Greenhouses: Des Plaines, Ill. Chicago
Store: 162 N. Wabash Ave.

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MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

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WEILAND-RISCH Co.

FLOWER GROWERS

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George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

SOUTHERN WILD SMILAX

\$3.00 per Case.

Natural Loz Moss per bag (100 square feet), \$1.75

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50

Caldwell The Woodsman Co.
EVERGREEN, ALA.

SPHAGNUM MOSS

For Florists.
For Nurserymen.

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph Street

NEW YORK, 43 Barclay Street

VAUGHAN'S SEED STORE

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$5.00@36.00
" " 48-in.	4.00
" " 36-in.	3.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
" Mrs. Chas. Russell	1.00@ 4.00

100

" Hoosier Beauty	4.00@10.00
" Killarney Brilliant	4.00@10.00
" Columbia	4.00@25.00
" Killarney	4.00@10.00
" White Killarney	4.00@10.00
" Richmond	4.00@10.00
" My Maryland	4.00@10.00
" Mrs. Geo. Sawyer	4.00@10.00
" Milady	4.00@10.00
" Sunburst	4.00@10.00
" Mrs. Aaron Ward	4.00@10.00
" Hadley	4.00@10.00
" Ophelia	4.00@10.00
" Double White Killarney	4.00@10.00
" Mrs. Moorehead Storey	4.00@10.00
" Champ Weiland	4.00@10.00
" Stanley	4.00@10.00
" Tipperary	4.00@10.00
" Francis Scott Key	4.00@10.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 3.00
" Our Selection	3.00
Carnations	2.00@ 4.00
Cattleyas	per doz. 12.00
Lilium Harrisii	12.50@15.00
Valley	5.00@ 6.00
Ferns	per 1000 2.50@ 3.00
Gladoli	3.00@ 8.00
Asters	2.00@ 4.00
Chrysanthemums	per doz. 2.00@ 4.00



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120 page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
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WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing

Dahlias have their Cut Flower Season

The same as many other flowers we handle. The season is short and you should commence handling them at once. Our growers have added many new varieties and we can furnish you all the best standard commercial kinds. \$3.00 to \$5.00 per 100. Some Novelties, \$6.00 to \$8.00 per 100.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

SALES ARE DISAPPOINTING.

With plenty of stock in all lines, there is a disappointing amount of business, the demand being very light, the past week. The quality of the roses was never better for the season, while good large shipments are arriving every day. Specials in nearly all varieties are now quoted. Mock, Russell, Ophelia, Columbia, Hadley and American Beauties are all fully up to standard. The miniatures are also plentiful, but not much in demand. Carnations are quite good for the season, but are not much of a factor as yet. Easter lilies are offered rather above the demand. A little lily of the valley is seen occasionally. It is no longer a staple. It is now dahlia time and they are to be had in quantity. The quality is all that can be desired. The recent heavy rains have been a great help to the dahlia farmers, who all report a splendid crop from now until frost. Cosmos was never finer than this season. It seems earlier than usual. Hydrangea, with its bronzy hues, is now used extensively or to a large extent in all decorations, as is the gay tritoma. Fall asters are also seen. The Simple and branching varieties are about done. Gladioli are also closing up for the summer, some fairly good stock, but short stemmed. Chrysanthemums Golden Glow and Smith's Advance, are about the only sorts so far. Larkspur and ageratum furnish about all the blue. Cattleyas are a bit more plentiful, but hold to a high price. Asparagus and maidenhair are plentiful.

AT WARETOWN.

The official closing of the Waretown Rod and Gun Club, when Commodore Westcott is the guest of the "old guard," the members and visitors who have spent many delightful week ends with him during the season, took place September 19-21. There was a very good attendance who enjoyed themselves fishing, sailing, and round the hearth in the evening. The happiest of the party was the Commodore, who is always at his best when surrounded by his friends. Those present in addition to the Commodore, were: John Walker, Youngstown, O.; W. F. Gude, and two sons, G. W. Hess and Judge Downey, Washington, D. C.; George C. Watson, D. T. Connor, George Craig, Robert Craig, John Burton, Jos. Trainer, M. Collett, Harry Dean, Frank Adelberger, and Michael Bogan, all of Philadelphia.

The following, signed by those in attendance, was sent to J. C. Vaughan, Chicago: "To our good friend and companion, J. C. Vaughan, we extend best wishes at the end of a perfect outing and express our regret at not having you present on this occasion."

DAHLIAS BY PARCEL POST.

Dahlias are now picked to order at the farms, packed in new corrugated boxes, shipped several together in crates to the commission houses, and here wrapped in paper, weighed, tagged and continue their journey to destination by parcel post. The flowers are not touched save by the grower until the box is opened at its destination. This is the ideal method which prevents handling and bruising the flowers and insures the quickest transit. The boxes

EDWARD REID

Good Summer Roses, Asters, Gladioli, Easter Lilies. All seasonal Flowers.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, Sept. 25. Per 100	
Roses, Killarney	2.00@ 6.00
" Mrs. Chas. Russell.....	4.00@12.00
" Ophelia	3.00@ 8.00
" Richmond	2.00@ 8.00
" Sunburst	2.00@ 8.00
Lilium Giganteum	8.00@10.00
Gladioli	2.00@ 6.00
Carnations	1.00@ 2.00
Asters	2.00@ 4.00
Dahlias	2.00@ 4.00

BOSTON, Sept. 25. Per 100	
Roses, Beauty	12.00@25.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney	4.00@ 8.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	4.00@12.00
" Mock	2.00@ 6.00
" Mrs. Chas. Russell	4.00@12.00
" Taft	2.00@ 6.00
" Mildred	2.00@ 6.00
" Ward and Hillside	2.00@ 6.00
" My Maryland	2.00@12.00
Carnations	1.00@ 2.00
Easter Lilies	8.00@12.00
Valley	9.00@10.00
Gladioli	1.00@ 4.00

BUFFALO, Sept. 25. Per 100	
Roses, Beauty Special	\$25.00@ \$30.00
" Fancy	15.00@ 20.00
" Extra	10.00@ 15.00
" 1st	10.00@ 10.00
" Killarney	3.00@ 6.00
" My Maryland	3.00@ 8.00
" Sunburst	3.00@ 10.00
" West	2.00@ 4.00
" Ophelia	3.00@ 10.00
" Russell	6.00@12.00
" Shawyer	3.00@ 10.00
Lilies	10.00@12.00
Cattleyas	50.00@ 60.00
Asters	5.00@ 2.50
Carnations	1.00@ 2.00
Asparagus Sprenger35@ .50
Ferns	per 1,000 2.00
Smilax	20.00
Sweet Peas	25.00
Calendulas	1.00@ 2.00
Daisies50@ 1.00
Gladioli	2.00@ 6.00

are always taken to parcel post office in most direct depots just previous to train time. All are sent special delivery. Dahlias shipped by these methods the past week have arrived in record time with stock in fine condition.

WITH THE WHOLESALERS.

More and better roses than ever before seen at this season, is the comment of Clarence Watson of the Niessen force. Dahlias are now a leader, large quantities going out daily. Late asters, gladioli, Easter lilies and cattleyas were also features.

The Philadelphia Wholesale Florists' Exchange is featuring dahlias, receiving some excellent stock. Choice Russell and Ophelia roses are important items. Business lacks ginger, but could be worse.

Jack Berger has a bad cold—maybe the "Spanish grip." Billy Stevens says business is good for the season. Snapdragons, gladioli, and Ophelia roses are features.

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,

PITTSBURGH, PA.

Growers of Quality Flowers.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Philadelphia, Pa.

FANCY "TWO-TONED" HANDLE BASKETS

(With Metal Liners Included)

These baskets can be had in various colors, as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of.....\$4.50 (Get our list of other Supplies.)

Geo. H. Angermueller Co., Wholesale Florists
1334 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Orchids, Peonies, Gladioli, Asters

Always high grade Easter Lilies

1225 Race St.

Philadelphia, Pa.

Choice Russell, Prima Donna, Victoria and Ophelia roses brighten up the Edward Reid stock. Business is reported fair, considering the season.

The Charles Meehan force is all afflicted with the "German grip," at least that is what Sammy Lilley, who was the first to go, calls it.

The Jos. Hancock Co. is now receiving fine Cattleya labiata from Wyncote. The rose crops are improving.

C. C. POLLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

Choice Cut Flowers
and Greens

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Mention the American Florist when writing

NOTES.

J. Otto Thilow, who was in Boston the past week attending the national convention of thirty-third degree Masons, also called on his friends of the craft. He said the Carbone shop was very artistic, displaying the most beautiful flowers of the season. He found Henry Penn as "busy as a beaver" with a well arranged store bearing every evidence of prosperity. The dahlia and vegetable show of the Massachusetts Horticultural Society, he said, had the best of these seasonable flowers and garden fruits he had ever seen. The dahlias were superb. Vegetables liable to wilt, such as lettuce, celery, etc., were shown with their roots in suitable vases of water, which kept them fresh and crisp. Of 100 entries of tomatoes, 50 dishes were so near alike that the judges had almost to draw lots in awarding the prizes. A competent demonstrator has been on duty as a lecturer at the hall daily the entire season from 9 to 5 and two evenings a week, showing his audiences how to prepare soils, the proper fertilizers, the varieties of vegetables and how to plant and other garden information that was of great value to those engaged in growing vegetables. This Mr. Thilow highly commended as work coming within the scope of the society.

F. H. Murphy has sold his lease of the corner store, Allegheny and Frankford avenues, and has taken two adjoining stores, one of which he has covered with a glass roof, making a greenhouse out of the interior. With the double front he has a very showy and attractive establishment. A large airway connects the two stores. He has a very good location. The city is building a station for the Frankford "L" on the site of his old store, which when the road opens, will make this a very busy section.

The allied horticultural trades have been given a section in the raising of the Fourth Liberty Loan. A. A. Nielsen is chairman and Robert Kift, secretary, of the florists' section, which includes growers, wholesalers and retailers. The city has been divided into sections with committeemen for each. A strong letter has been sent out to the trade asking that all their purchases of bonds shall come through this section, so as to bring the craft to the attention of the government as one of the important industries.

GUST. RUSCH & CO.



Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245.

P. O. Box 206

444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Sept. 25. Per 100

Roses, Beauty, special.....	20.00@25.00
" " fancy.....	10.00@20.00
" Mrs. Chas. Russell.....	8.00@12.00
" Killarney.....	4.00@ 8.00
" Hadley.....	4.00@15.00
" Sunburst.....	3.00@ 6.00
" Wards.....	2.00@ 3.00
" Opbella.....	3.00@ 8.00
Carnations.....	1.00@ 3.00
Cattleyas.....each \$0.75@ \$1.00	
Valley.....	6.00@ 8.00
Lilium Robrum.....	5.00@ 8.00
Easter Lilies.....	10.00@12.00
Snagdragons.....	4.00@ 6.00
Asters.....	1.00@ 3.00
Gladiol.....	1.00@ 3.00
Dahlias.....	1.00@ 2.00
Calendulas.....	1.00@ 2.00
" Ward.....	.50@ .75
Asparagus.....string or bunch.....	.35@ .50
Adiantum.....	1.00
Smilax.....	.15@ .20

ST. LOUIS, Sept. 25. Per 100

Roses, Hadley.....	\$2.00@ \$4.00
" Killarney.....	2.00@ 4.00
" White Killarney.....	2.00@ 4.00
" Hoosier Beauty.....	2.00@ 5.00
" Russell.....	3.00@ 8.00
" Sunburst.....	2.00@ 6.00
" Ward.....	.50@ .75
" Mrs. Shawyer.....	2.00@ 6.00
" Opbella.....	2.00@ 6.00
Ferns.....per 1,000.....	2.00
Carnations.....	1.00@ 2.00
Gladiol.....	1.50@ 5.00

MILWAUKEE, Sept. 25. Per 100

Roses, Killarney, W. Killarney.....	\$3.00@ \$8.00
" Ward.....	3.00@ 6.00
" Mrs. Chas. Russell.....	4.00@20.00
" Opbella.....	3.00@ 8.00
" Columbia.....	4.00@20.00
" Hoosier Beauty.....	4.00@10.00
Carnations, assorted.....	2.00@ 3.00
Lilies.....	1.00@ 12.50
Asters.....	1.00@ 2.00
Gladiol.....	2.00@ 4.00
Chrysanthemums, per doz.....	1.50@ 3.00

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange

Roses, Gladioli, Asters.

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

PITTSBURGH, Sept. 25. Per 100

Roses, Beauty, special.....	20.00@25.00
" " fancy.....	15.00@20.00
" " extra.....	10.00@12.00
" " No. 1.....	6.00@ 8.00
" Hadley.....	4.00@10.00
" Killarney.....	2.00@ 6.00
" Sunburst.....	1.00@ 4.00
Cattleyas.....	.75.00@100.00
Easter Lilies.....	12.00@15.00
Lilium Giganteum.....	12.00@15.00
Adiantum.....	1.00
Asparagus Sprengel, bunch.....	.35@ .40
New Crop Green Galax per 1000 \$1.25	
Asters.....	1.00@ 4.00
Gladiol.....	2.00@ 6.00
Dahlias.....	6.00

The men in low classification of the draft are now being called to war work. William Dych, on North Second street, whose business was the support of his mother, sister of 16 and brother of 12, which dependency places him in class 3, has been ordered by his draft board to get into some war industry. Edward Reilly, of the Wm. J. Baker force, is now at Hog Island, where he has, after a week's service, had a promotion.

The regular meeting of the florists' club, October 1, will in addition to the election of officers for the ensuing year, have an address from J. Otto Thilow on "The Florist Business in Wartime." Mr. Thilow has distinct recollections of the effects of the war on the business during the troubled times of 1861-65, which will make his lecture most interesting.

Michaelson Bros. have moved their business on 52nd street to their greenhouses on Walnut street, owing to their lease expiring, and which until the last minute, they expected to be able to renew. They are looking for another store.

Edward Reid took his son, Lloyd A. Reid, aged 19, to Lafayette College, the past week, where he entered the service, and now wears the uniform. With his father's fighting blood, he should and will, no doubt, give a good account of himself.

Visitors: G. W. Hess, Washington, D. C.; H. K. Rohrer, Lancaster, Pa. K.

New York.

SUPPLY HEAVY BUT PRICES FAIR.

There has been little change in the condition of business since our last notes were written. The supply of stock reaching the wholesale district has not been heavy and fair prices have been realized on all good stock. Indications now point to a lighter supply until the chrysanthemums arrive in large quantities. The asters, at the best, are growing stale, and heavy rains during the last days of the past week beat them down. It turned much colder after the rain, and coupled with dark weather, is likely to reduce the supply of roses. Good dahlias continue to arrive and the best sell well. There has been an increase in the supply of orchids and prices are easier. Lily of the valley, when it can be had, brings high figures, some lots being wholesale, the past week, at the rate of \$15 per 100. Excepting the dahlias, and their time is indefinite, there is a diminishing supply of outdoor stock. Taking into consideration the fact that a considerable area of glass must stand idle throughout the winter on account of the coal shortage, there is little prospect of a surplus after the volume of chrysanthemums is spent, assuming that there will be a moderate demand. Thus far, the retail stores have no great activity to report, but there is a slight improvement.

September 23.—This is officially the first day of autumn and the weather is seasonable, so much so that the wholesalers are complaining of a light supply of stock. Hadley roses are again appearing on the market, but do not go above extras. Gardenias of fair quality have arrived.

NOTES.

If the florists as "non-essentials," are ever compelled to work off farms or in shipyards, we hope they will do credit to their craft. Referring to the statement of vice-chairman Piez, of the Emergency Shipbuilding Corporation, before the commerce committee of the United States Senate that: "The Hog Island yard expected to turn out 48 ships. It will do well to turn out 20," the New York Sun thus flays the slackers: "As an example of slackening at the Hog Island yard, it is pointed out that on September 13 the riveters, spurred

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY, NEW YORK

on by wages or prizes, drove 195,212 rivets. On September 17 only 89,407 rivets were driven in the same yard. The trouble comes from slackers of different types. Some are inefficient men, wholly incapable of doing a good day's work, who have wormed their way into the shipyards in order to pick up high wages and escape the draft. Ball players, actors, pugilists, men from every non-essential walk, have found the shipyards the place for soft living. Their employment has incensed some of the men who really know how to work. In the Cramp shipyards some of the workmen have quit because these impossible fellows were put over them as bosses. The hiring of these dodgers of the draft, these creatures who come to 'work' with flowers in their coat lapels and whiskey for their breath, has been the worst evil of shipyard labor. We are glad to see that their case is not hopeless. Mr. Piez has set General Crowder on them, and the Provost Marshal General should have no trouble to weed out every shirker and put on him a coat that has no lapel." In a previous investigation, it was disclosed that a number of eminent financiers were getting big money, not for any work they were doing, but for the "know how." What name could be more appropriate than Hog Island?

N. J. Lales, who is a retail florist of 2528 Eighth avenue, and treasurer of the Greek-American Florists' Association, has recently received a letter from his nephew, Michael Polychron, who enlisted over a year ago in the United States army and who is now with Company A of the 165th Regiment, Rainbow Division, in France. He writes that he was on a five days' leave after some great battles, "but with God's help came out without a scratch" after hard days of hand to hand fighting with the Huns. He adds: "It is wonderful, Uncle, how the Yankee boys show the Fritzies what they are made of and make them glad to cry kamekad! American!" Mike Polychron comes from an old Sparta family, and has an uncle who is a major in the Greek army. When he joined the American forces, he declared to his uncle here: "I am going to fight for the United States since Greece is also fighting for democracy, and were I to try and go to Greece to fight the Germans, the U-boats might get me."

Mrs. J. Asmus, widow of Ernest G. Asmus, formerly a well-known rose grower of North Bergen, N. J., and mother of the young man who now conducts the business, was severely injured September 16, when an automobile truck crashed into the limousine in which she was riding with her son, G. E. Asmus, who was at the wheel, but escaped with slight injuries. Mrs. Asmus is reported to be in a very serious condition, in the North Hudson Hospital, North Bergen. Her home is at 4011 Hudson Boulevard, North Bergen.

Charles B. Weathered, the well known greenhouse builder, was officially notified, September 20, that his son, Charles Bartlett Weathered, Jr., had been killed in action at the river Aureme, in France, July 30, his twenty-second birthday. The young man enlisted in the 7th Regiment, of New York when the United States entered



Mention the American Florist when writing

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK

Mention the American Florist when writing.



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the war, and was later transferred to the 69th, now the 165th Regiment of the line. He was a fine young man and there is much sympathy for his father and mother.

Public Service Commissioner Whitney, of this state, who returned from Washington, September 19, where he had attended a meeting of the special war committee of state utilities commissioners, reported that express rates throughout the country are to be increased 10 per cent, which will aggregate about \$24,000,000. The utilities commissioners at their meeting, protested against the raise. It had not previously been made public that such a raise in rates was contemplated.

Costos Sakelos, the Port Washington florist, of Broadway and 181st street, will soon join the colors, leaving the store to his brother, Thomas, who was recently honorably discharged from the United States army on account of an injury he had received. Costos was in the first draft, but on account of being a citizen of Greece he was placed in a deferred list. Now that he must make a choice between the Greek and American armies, he has decided to join the American.

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" " Mrs. Geo. Sawyer.....	1.00@8.00
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" " Queen	1.00@8.00
" " Brilliant	1.00@8.00
" " Aaron Ward	1.00@5.00
" " T. I. Mock	1.00@10.00
" " Ophelia	1.00@10.00
" " Mrs. Chas. Russell.....	2.00@15.00
Cattlera orchids, special.....	50.00@30.00
Rubrum	2.00@3.00
Lilies, Longiflorum and Formosum 4.00@8.00	
Lily of the Valley	10.00@12.00
Adiantum	50.00@30.00
Hybridum50@.75
Asparagus Plumosus.....doz. bels.	1.50@3.00
Smilax	1.00@2.50
Gladiol50@2.00
Bouvardia, white	2.50@3.00
Asters50@2.00
Chrysanthemums, per doz.....	1.00@4.00
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Fresh Cut Decorative Evergreens

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RIGHT NOW

Is the time to lay in your supply of staples for the season. **Chiffons, Letters, Inscriptions, Crepe Flowers,** true to nature. **Magnolia and Oak Leaves,** all shades, in bulk or cartons. **Metallic and Wax Flower Designs.** An exceptional line of **Plants and Cut Flower Baskets** in all colors. Send for our Illustrated Price List.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

Branch Factory: 709 First Ave., New York.

On September 22, P. F. McKenney, Fifth avenue and 42nd street, made up a number of fine floral offerings of American Beauty roses and orchids for the singers that entertained a large audience at the Hippodrome in a benefit for the 69th Regiment, the proceeds to purchase comforts for the boys "over there." Among those to whom the flowers were presented were Mr. and Mrs. John McCormack, Madame Galli-Curci and Madame Caroline Lazzari.

Joseph Vocks, for many years salesman for W. H. Siebrecht in the Cut Flower Exchange, who resigned over a year ago on account of illness, has completely recovered and taken charge of the store of George C. Siebrecht, 100 West 28th street, George having been called to the colors.

Paul Rigo, manager for the Henshaw Floral Co. recently received a letter from his brother, Alphonse, formerly a retailer of this city, who is now at the front with the American army in France. He has seen hard fighting, but thus far, has not been hurt.

Captain Gilmore D. Clarke, son of Gilmore Clarke, of David Clarke's Sons, is now in France and occupies the important position of secretary to the commanding staff of the American army. He went abroad as a member of the 6th Engineers.

Ralph Armstrong, the retailer of Madison avenue and 47th street, recently had an unfortunate accident. He was cranking up his machine when the crank flew back and badly fractured his ankle. He is in St. Luke's hospital.

Jacob De Groff, of the staff of James Weir, Inc., Brooklyn, has two sons in the American army in France and says he has six more that will soon be ready to go.

Craig Muir and wife, who spent the summer on their farm in Connecticut, have returned and reopened their store at 62 West 40th street.

H. W. Baylis, of the New York Cut Flower Co., handling fine October Frost from the range of Dailedouze Brothers, Flatbush.

James Gazetas, 272 Webster avenue, the "Bronx Park Florist," has a well stocked store and reports an improvement in business.

Paul Meconi, in the Coogan building, is receiving good stock of gardenias for the season, also Hadley roses.

At the store of William Kessler, we have noticed fine stock of the chrysanthemum, October Frost.

The United Cut Flower Co. is handling fine stock of dahlias and zinnias.

Horticultural Society of New York.

DAHLIA EXHIBITION.

Although the number of exhibitors was limited, the above named society staged a creditable show September 21-22. In cactus, peony-flowered, singles and fancies, there was a variety of good stock, but the showing of pompons was limited. The awards were as follows:

Largest and best collection, not less than six types, flowers on short stems—C. Louis Alling, West Haven, Conn., first; A. E. Doty, New Haven, Conn., second; Mills & Co., Mamaroneck, N. Y., third.



15 Plant Baskets

for \$12.00

Write for Catalog.

RAEDLEIN BASKET CO., 713 Milwaukee Avenue CHICAGO, ILL.

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Twelve blooms, cactus, long stems—A. E. Doty, first; Mills & Co., second.

Twelve blooms, peony-flowered, long stems—Mills & Co., first; A. E. Doty, second.

Twelve blooms, decorative, long stems—Mills & Co., first; A. E. Doty, second. Twelve blooms, show or decorative, long stems—A. E. Doty, first; Mills & Co., second.

Twelve blooms, pompons, long stems—C. Louis Alling, first; Mills & Co., second.

Twelve blooms, single or collarette, long stems—Mills & Co., first; C. Louis Alling, second.

Special awards were made to John Lewis Childs, Flowerfield, N. Y., for vases of Attraction and King of Autumn; to Mills & Co., for three new varieties. Mrs. Frederick Allen, Pelham Manor, N. Y. (James Lenane, Jr.), took three first prizes in classes for private growers. Mrs. Henrietta Stout, Short Hills, N. J., received a special award for a seedling, Sunshine, a single; also certificate of merit for a vase of Gertrude. F. P. Quinby, White Plains, N. Y., was given a certificate of merit for a yellow decorative seedling, and Henry Budfaish, Mamaroneck, N. Y., received honorable mention for a peony-flowered seedling.

New York Florists' Club.

LIBERTY LOAN BOND COMMITTEE.

A special meeting of the New York Florists' Club, called to arrange for participation in the Fourth Liberty Loan, was held in the rooms of the club, on the evening of September 23, at which the following committee was appointed:

Chas. Sobenck, Chairman, 436 6th Avenue.
A. T. Bunyard, Vice Chairman, 413 Madison.
John Young, Secretary, 1170 Broadway.
A. T. De La Mare, Publicity, 438 W. 37th St.
G. W. Allen, Bond Adviser, 1170 Broadway.
F. H. Trendley, 436 6th Avenue and 55th Street.
J. G. Leikens, Madison Avenue and 55th Street.
P. Kessler, 55 W. 26th Street.
Geo. D. Nicholas, 2069 7th Avenue.
J. A. Millang, 55 W. 26th Street.
C. Sakelos, 3770 Broadway.
F. Fleischman, 500 5th Avenue.
C. A. Small, Madison Avenue and 52nd Street.
Marshall Clark, 2139 Broadway.
C. A. Davis, 341 Madison Avenue.
Herman Warocoud, Ansonia hotel.
Emil Schloss, 31 E. 28th Street.
T. B. De Forest, 30 E. 42nd Street.
A. Lee Don, 114 Chambers Street.
C. W. Scott, Woolworth building.
H. P. Winter, 64 Wall Street.
A. R. Kennedy, 216 W. 34th Street.
Marshall Duryea, 30 Church Street.

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Here's your chance to be a leader in very important war work.

Get together twenty or more of your friends or employees.

Organize a War Savings Society. Call it the "Fifty Rifles Club." Appoint a Captain or Secretary and plan for systematic saving as a group.

Tell others what you are doing and encourage them to join or to organize other Societies.

Your Example will stamp you as a Leader and encourage others to save.

Your Economies will release men, money and material for essential war work.

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Will You volunteer Today for this work?

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Peter F. McKenney, 503 5th Avenue.
M. Glass, 55 W. 26th Street.
A. S. Nash, 55 W. 26th.
Albert Friedman, Woodlawn, N. Y.
Peter F. Gerhardt, 55 W. 26th Street.
A. Kottmiller, 426 Madison Avenue.
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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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132 North State St., CHICAGO, ILL.
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Special attention given to Telegraph
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The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

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"Up-to-the-Minute" Service and Execution.

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The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Searlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1919.

FRENCH GOLDEN SPUR narcissus is said to be a crop failure.

ARNOLD RINGIER, Chicago, has been very busy the past week loading onion sets.

SAGINAW, MICH.—Bean jobbers of the state held a meeting in this city, September 17-18.

AULT, COLO.—A warehouse is being built here for the John H. Allan Seed Co., of Sheboygan, Wis.

VISITED CHICAGO: A. L. Rogers, of Rogers Bros., Alpena, Mich.; A. E. McKenzie, of E. E. McKenzie Co., Ltd., Brandon, Man.

THE war service committee of the American Seed Trade Association is working on the problem regarding liability of employees of seedsmen.

JOBBERs of Southern France are reported to have delivered less than 40 per cent on their orders for large bulbs of Narcissus Paper White grandiflora.

WHOLESALE PEA CONTRACTS.—Some are giving their former growers three months acceptance, carrying such interest as makes the same bankable locally.

CALIFORNIA growers report failure of plain parsley and salsify as well as some lettuce seed crops. Extra curled parsley, parsnip, endive and red onion are very short.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade September 25 were as follows: Timothy, \$8.00 to \$10.50 per 100 pounds, no change from last week.

JAPANESE, born in California, may acquire and retain title to real estate, according to a decision handed down in a test case by Judge Craig of the Superior court at Riverside.

LIBERAL shipments of delayed French bulbs are reported afloat on the S. S. Cantal the last third of September. In the early third of the month another steamer also carrying French bulbs sailed and is now due.

SHELLING seed corn by hand is advised by the United States department of agriculture, after its selection from the most productive stalks as they stand in the field. While the method takes more time it is more profitable.

TOLEDO, O.—Clover made a 10 to 15 cent advance September 24, closing at \$23.25, gaining \$1.35 in 10 days. Cash timothy was steady, selling at \$4.97½, September closed at \$5.52½, October \$5.42½, December \$5.42½, March \$5.40 and April \$5.20.

HARRY A. BARNARD, the genial representative of the Stuart Low Co., London, Eng., writes regretting inability to call on his many trade friends this season on account of the difficulties of travel. Mr. Barnard continues to enjoy good health and hopes to call on the trade again in the near future.

Christie, Ass't. Secretary of Agriculture.

Washington, D. C., September 21.—G. I. Christie, of Purdue University, Lafayette, Ind., was nominated by President Wilson today to be assistant secretary of agriculture.

Seeds Regain Priority.

Many in the trade were surprised to find seeds omitted from the priority list recently issued by the War Industries Board, especially as representatives of the American Seed Trade Association had been led to believe that seeds would be included. Immediately upon the appearance of the priority list steps were taken to have seeds included, the Seedsmen's War Service Committee presenting the matter to the board with the result that on September 24 seeds were placed in third class, war preference list.

Dutch Bulbs.

The New York representatives of M. Van Waveren & Sons, Hillegom, Holland, write September 9, as follows:

"It may interest your readers to learn that cable advices are to the effect, that the exportation of bulbs from Holland was ended August 31, 1918. Total cases exported between 15,000 and 18,000 (as against 37,000 cases in 1917). The Germans have declared them contraband of war.

"Owing to the extreme necessity of producing foodstuffs in Holland, the government has ordered that the area devoted to bulb growing must be reduced to 2-3 of the average area employed for the 1917 and 1918 crop. Many varieties of bulbs have totally disappeared in Holland during the last year or two, and a further process of elimination will be the result of the new government order."

Philadelphia Seed Trade.

Local seedsmen, particularly those who specialize in Holland and French grown bulbs, are anxiously awaiting first shipments, which, from cable advices and invoices, are known to be on their way. Holland is making all shipments by way of England, the usual unconvoyed boats for direct service being considered too risky. The extra expense will be considerable. I. N. Simon & Son report spinach already received by the new route, the cost being \$2, as compared with 35 cents per 100 pounds for freight and other transportation expense—nearly six times the normal charge for carriage. Two cents per pound, however, is nothing as com-

pared to the great bulk and weight of bulbs, which, if the same advanced rates are carried out, will be found very burdensome, and will add materially to the selling price to the trade.

Paul Richter, of the H. F. Michell Co., states his firm had a record sale of Holland and French forcing bulbs of all kinds. Its salesmen find the trade generally optimistic, and, as there are no Japanese lilies and a very insignificant shipment from Bermuda, they are going strong into the European stock of flowering bulbs of all kinds, which can be brought along during the winter and for Easter with a minimum of space and heat.

From invoices received, Henry A. Dreer, Inc., expect their full orders of European bulbs. All Holland shipments are coming via England, and it is believed transportation charges will be at least three times greater than normal rates, and perhaps more. A great demand for this stock is anticipated owing to the many advance orders that have been received.

The Moore Seed Co. finds offerings of spinach from local growers to be of good quality. Owing to scarcity of labor in marketing crops, much of it went to seed, which is now offered by the truckers as low as 40 to 50 cents per pound. K.

Catalogues Received.

Peterson Nursery, Chicago, peonies and irises; Juneau Florists, Juneau, Alaska, plants and shrubs; Wagner Park Nursery Co., Sidney, O., irises; The Bay State Nurseries, North Abington, Mass., nursery stock; John Connon Co., Ltd., Hamilton, Ont., plants, shrubs, trees, etc.; Elm City Nursery Co., New Haven, Conn., evergreens, shrubs, vines, etc.; John Bodger & Sons Co., Los Angeles, Calif., novelties in flower seeds; The Storrs & Harrison Co., Painesville, O., nursery stock; Jackson & Perkins Co., Newark, N. Y., French nursery stock and fall price list; Vaughan's Seed Store, Chicago and New York, "Book for Florists"; Henry F. Michell Co., Philadelphia, Pa., seeds and bulbs.

V. Lemoine & Son, Nancy, France, delphiniums and peonies; Kelway & Sons, Langport, Eng., vegetable and farm seeds. Vilmorin-Andrieux & Co., Paris, France, gladioli and miscellaneous bulbs.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Pieters-Wheeler Seed Company

Growers of

High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish,
Correspondence
Solicited.

Braslan

Seed Growers

SAN JOSE, CALIFORNIA

Company

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

MICHELL'S NEW CROP FLOWER SEED

Cyclamen Seed Distinctive Giant Strain

Duke of Connaught, Crimson..	100	1000
Excelsior, White with red base	1.25	10.00
Grandiflora Alba, White.....	1.25	10.00
Princess of Wales, Pink.....	1.25	10.00
Salmon Queen, Salmon Pink..	1.50	12.00
St. George, Delicate salmon, foliage marbled.....	1.50	12.00
Mixed Colors.....	1.00	9.00

Asparagus Plumosus Nanus Greenhouse Seed

1000 Seeds.....	\$3.00	10,000 Seeds ..	\$25.00
2,000.....	13.75	25,000	56.25

Also all other reasonable Seeds, Bulbs,
Plants and Supplies.

Send for our Wholesale Price List, if you
haven't a copy.

HENRY F. MICHELL CO.
518 Market St. PHILADELPHIA, PA.

BAMBOO CANE STAKES

Size	Number to bale	Price Per bale
NATURAL, 6- 9 ft.	600	\$7.00
" 9-12 ft.	400	8.50

Prices ex warehouse New York.
Terms—Net cash 30 days.

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95 Chambers Street, NEW YORK

THE J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.

All reasonable varieties.

Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,

Contract Seed Growers

LOS ANGELES, CALIFORNIA

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

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R. C. MCGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

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CABLE ADDRESS: "MCGILL-SEED"
SAN FRANCISCO

CALIFORNIA

SEEDS Specially Prepared for Export KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - NEBRASKA.

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Contract Seed Growers

Specialties: Pepper, Eggplant, Tomato,
Vine Seed and Field Corn.
Correspondence Solicited.

George R. Pedrick & Son,
PEDRICKTOWN, N. J.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters,
Cosmos, Mignonette, Verbena in variety.
Correspondence Solicited.

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Sweet Pea and Mustard Specialists.

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75 YEARS UNRIVALLED REPUTATION

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Henry Fish Seed Co.

Bean Growers for the

Wholesale Seed Trade

CARPINTERIA, CALIF.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

SOUTH FLORIDA truckers were transplanting pepper plants into the field September 20.

Prices of Indoor Fruits and Vegetables.

Chicago, September 24.—Cucumbers 2-dozen box, 80 cents to \$1.00; celery, crate, 35 to 50 cents; head lettuce, 2-dozen \$2.00; radishes, per 100 bunches, \$1.00 to \$1.50; tomatoes, 4 baskets, 40 cents to 75 cents.

New York, September 23.—Celery (state) per bunch, 15 to 50 cents; cucumbers, 25 cents to \$2.00 per basket; mushrooms, \$1.50 to \$3.00 per basket; tomatoes, per carrier, 50 cents to \$1.50; lettuce, per package, 30 cents to \$1.25; radishes, per 100 bunches, \$1.50 to \$2.50.

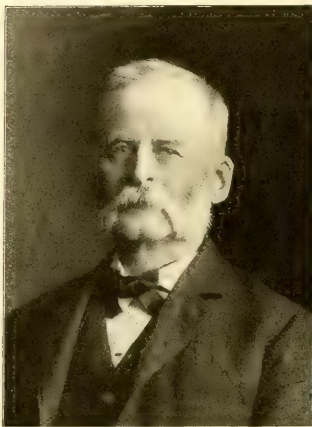
Vegetable Prices.

From reports received by the bureau of markets of the United States department of agriculture for the period, September 17-23, the vegetable movement was active and values fairly steady. The price movement in potatoes was somewhat uneven, most changes being in the downward direction, Minnesota sacked whites declining to \$2.40 for carlots at Chicago. New Jersey Giants ranged from \$2.75 to \$3.15 per 100 pounds in eastern markets. Maine Cobblers weakened slightly in Boston and New York, closing at \$2.55 to \$2.75. Maine Green Mountains ranged firm at \$3.25 to \$3.60 per barrel in bulk from wagons at Presque Isle. Maine Cobblers were offered at \$2.09 to \$2.12 per 100 pounds bulk f. o. b. The general range in distributing markets for sweet potatoes was considerably lower, closing at \$5 to \$5.75 per barrel for Virginia Big Stem Jerseys. New Jersey stock declined 25 cents, ranging \$1.75 to \$2 per bushel hamper in eastern markets and \$2.65 to \$3.25 in middle-western and northern cities. Cabbage values continued the heavy decline, prevailing since the opening of the fall shipping season. New York Domestic remained nearly steady at \$15 per ton in bulk f. o. b. Rochester. Colorado stock again declined at shipping points to \$1 per 100 pounds trackside. General declines continued in consuming markets. New York Domestic sold \$5 to \$7 lower at \$15 to \$30 per ton. Wisconsin Holland Seed declined about \$10 in southern markets, closing at \$40 per ton in New Orleans. Onion markets ranged generally lower. Easter yellows sold at \$2 to \$2.50 per 100 pounds in consuming markets, closing generally weak, with some recovery in New York. Middle-western yellow stock was also slightly weaker at from \$2 to \$2.50 per 100 pounds. California shipping points declined 10 cents to \$1.40 to \$1.60 and Rochester, N. Y., had a similar drop, closing quotations being from \$1.85 to \$1.90 per 100 pounds sacked, f. o. b.

Varietal Character in Garden Vegetables.

Address by Will W. Tracy, D. Sc., of the United States department of agriculture, delivered at the thirty-sixth annual convention of the American Seed Trade Association, Chicago, June 15-20, 1918.

In discussing the most profitable methods of growing high-quality seed of garden vegetables, we wish to refer to some facts in regard to plant life which may be known to you all, but the importance of which, as influencing the varietal quality of seed, is not generally recognized. First, as to the comparative effect of differing local climatic and soil conditions on the character of the growth of different plants. An observing man interested in plants will notice distinct differences in the wild vegetation of prairie, upland, mucky, sandy or otherwise different



Dr. W. W. Tracy, Washington, D. C.

soils in the same locality, where they would all be subjected to the same climatic conditions, and on which seed of the same wild plants would likely be sown by wind or birds in about equal proportion, but because of difference in the soil, moisture and exposure of the plots plants of some single species, which thrive the best in those particular conditions, have in some cases outgrown and driven out all the others. Such variation in adaptation to even slightly differing conditions is not limited to wild plants, but is often very strongly developed in garden varieties grown in different locations, or even in individual plants of the same variety grown side by side, and is often carried in the seeds so as to have a material influence over the character and economic value of the plants developed from them.

In the case of garden vegetables commonly propagated by seed, a horticultural variety is not made up as with apples, strawberries and potatoes of vegetative parts of the same individual, so that the plants have identical possibilities and limitations of development, but of a multitude of individuals which are believed to have more points of resemblance than difference, and so may be grouped together as a sort, though each plant may carry, in a more or less dormant condition, distinct characteristics which it transmits through its seeds and may be developed in succeeding generations. The seed grower endeavors to produce an unlimited

number of plants, each carrying and transmitting through its seed, as nearly as possible, identical potentialities and limitations of development, and groups them together under a distinguishing name as a variety.

Differing climatic and soil conditions have a great influence over the development and transmitting of such variations. If we grow a plant of some well defined sort of garden vegetable where there is little chance of its seed being influenced through pollenization from any other plant, and plant its seed in isolated spots in California, Idaho and Florida, there often will be no observable difference the first year in the different lots of plants or in the appearance of the seed they produce, but if the lots of seed are the second season planted side by side in each location there often will be sufficient difference in their development to effect the value of the crop, and very generally the crop from the locally grown seed will be the best.

The results obtained in a great many such trials have convinced us that very generally, though in different degrees with different vegetables and in different places, local conditions do influence the development of varietal character, and with most vegetables and in most places it is possible to grow seed in the immediate vicinity which will give larger yields and better quality than can be secured from that grown elsewhere.

The art of seed growing, however, is by no means identical with that of profitably growing and marketing vegetables, and it is seldom that even the most successful market or home gardeners care to grow the seed they use. Experi-

Mushroom Growing

By B. M. Duggar.

Presenting accurately the requirements for success.

280 pages, cloth, fully illustrated. Price, \$1.00.

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SWEET PEA SEED

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J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

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Pratt & Light Sts., BALTIMORE, MD.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

enced planters, however, very generally appreciate the importance of using the best seed obtainable, having learned, often through costly experience, that with many species seed from certain localities and of certain stocks will give them the most satisfactory returns, and they expect their seedsmen to furnish them, from year to year, under the same varietal name, seed of as nearly as possible identical character. In order to do this, the seedsmen must not only use from year to year seed grown from uniform stock seed, but that which was grown in as nearly as possible identical climatic and soil conditions.

We believe that there is often a great difference in the degree to which individual plants transmit any desirable quality, and that the best results will generally be obtained by line breeding from superlative individuals, but it has also been our experience that line-bred plants in a few generations generally fail in vigor and productiveness and that it will always be best to constantly renew our stocks through selected individuals from the general crop. We also think that bulk or certainty of yield should by no means be the only or even the most important factor in the location of a seed crop.

Many experiences have convinced us that seed stocks from certain locations, like Hartford county, Conn.; Jefferson county and eastern Long Island, in New York; Port Hope, Ont., and La Conner, Wash., did not become noted through accident or because of exceptional ability on the part of local growers, but rather because the local climatic and soil conditions were more favorable for the development of certain qualities, and that superior stocks can still be grown in those sections, though possibly not in such abundance or at so low prices as in the past, and that it is wise for the seedsmen to secure his stock seed at least from locations which experience has shown to be favorable for the growth of the best varietal form. We also believe that, while it may be commercial wisdom for the seedsmen to get the stock he offers grown where it can be produced at the least cost and that it may not be wise for him to publish the location, yet a prospective purchaser making the inquiry is, we think, entitled to a truthful report, not only as to where the stock offered, but the seed used, was grown; and we believe that such a course would do much toward the throwing of the trade of the most intelligent growers to the most careful seedsmen.

Tomatoes.

To realize the trend of affairs, one must look back once in awhile and make comparisons. This occurred to us the other day, when looking over our market for tomatoes. Where only a few years ago, at this time of the season, Earliana was supreme, it was entirely absent this year. We venture to say that there was not one basket of Earliana on our wholesale market. The arrivals showed about equal quantities of Bonny Best and Beauty. We believe that the large production of greenhouse tomatoes in this territory has had more to do with ousting Earliana than any other factor. The public soon gets used to the beautiful greenhouse product, and absolutely refuses to buy the inferior Earliana at any price.

Earliana lacks vigor for staking, and on the ground the fruit does not finish up nice enough for keen competition. Thus the early outdoor growers have learned to stake Bonny Best in compe-

Seed Packets for 1919

Should be Ordered at Once

We make all Packet sizes.
Larger bags for counter and package trade up to two pounds or more.
Catalogue Envelopes. Return Envelopes. Coin Envelopes.

THE BROWN BAG FILLING MACHINE CO.
FITCHBURG, MASS.

Mention the American Florist when writing.

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application. ENGLISH CORRESPONDENCE.

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BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

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tion with the greenhouse crop. Prices so far have ruled high for all offerings, indoor and out, and growers are satisfied in spite of the high cost of production. We have had a serious shortage of rain in this section, (Ohio), hence those growers who can irrigate are reaping a harvest. It is remarkable that most growers of staked tomatoes have installed watering systems, realizing that perfect returns are impossible without water. Black rot or dry rot, as it is commonly called, is the dread malady of drouth stricken tomatoes. We have found, as have others, that a good heavy mulch of coarse manure is a great help in conserving moisture, with or without irrigation. As one grower expressed himself, "We like to mulch, as we can use our regular supply of manure to good advantage—it benefits the crop in many ways—and finally, that piece of land is manured for next season."

Remarkable is also the complete disappearance of the bushel basket or box as a tomato carrier. Most of the offerings are in 20 to 25-pound baskets, the only drawback to this system being the scarcity and high price of baskets. We must eventually insist upon the return of these packages under present difficulties.

MARKETMAN.

FREESIA

Purity Mammoth

size, also 5/8 and up.

Freesia refracta alba, 5/8 inch.

Sweet William, single, mixed, fine strain.

Cyclamen Seed Finest American grown from the very finest strains.

Prices on application.

J. M. THORBURN & CO.

53 Barclay St., thro to 54 Park Place
NEW YORK CITY

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R. & M. GODINEAU

SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward McCon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

VISITED CHICAGO: R. R. Harris, representing Huntsville Wholesale Nurseries, Huntsville, Ala.

LOS ANGELES, CALIF.—Frank T. Mahan, landscape gardener, 1853 North Harvard boulevard, expects to share in an estate said to be worth \$100,000,000, involving the assets of the West New Jersey Association of England.

Illinois First Great Apple Show.

The Illinois First Great Apple Show, to be held in connection with the sixty-third annual convention of the Illinois State Horticultural Society, at the Hotel Sherman, Chicago, November 19-22, should prove of unusual interest as a new departure of educating the general public in the apple industry of the state, together with the use of apples in the conservation programme of the government and the necessity of apples as food.

The premium list, recently issued, copies of which may be had upon application to A. M. Augustine, executive secretary, Normal, Ill., includes much interesting information concerning the industry in general and the coming exhibition. Under the heading "Progressive Apple Growers of Illinois" are included a list of about 70 firms and individuals, with orchards varying from four to 1,800 acres, with the varieties grown in many cases.

The exhibition will be divided into sections for plates, trays, boxes, baskets, barrels and booth exhibits. The varieties open to entry in the various classes include the following: Akin, Arkansas Black, Banana, Ben Davis, Black Ben Davis, Black Twig, Delicious, Fameuse, Gano, Grimes, Huntsman, Jonathan, King David, Minkler, Maiden Blush, N. W. Greening, Rome Beauty, Salome, Stark, Wealthy, Willow, Wine-sap and York Imperial. The scales for judging are as follows:

Plates and trays—Uniformity, 20; color and finish, 30; condition, 20; freedom from blemish, 30.

Boxes and barrels—Uniformity, 15; color and finish, 20; condition, 15; freedom from blemish, 20; packing, 30. Packing boxes: Bulge, 10; tightness, 10; alignment, 10.

Baskets—Uniformity, 20; color and finish, 20; condition, 20; freedom from blemish, 20; packing, 20.

Booth exhibits—Artistic arrangement, 50; comprehensiveness, 20; quality of specimens, 30.

In all divisions there are represented nearly 200 classes, first and second prizes being offered in each, the amounts varying from \$2 to \$30, in addition to gold and silver medals. The officers of the show are W. A. Brayton, Mt. Morris, general chairman; A. M. Augustine, Normal, secretary, and J. W. Stanton, Richview, treasurer. Professor B. S. Pickett, University of Illinois, Urbana, is superintendent in charge of installation and exhibits.

Rose American Pillar.

This is a variety of much decorative merit, and one that can be utilized successfully for hiding an objectionable object, owing to its vigorous growth. It is not unusual to see sucker-like growths from the base that reach 12 feet during the current year. From such shoots as these huge panicles of bloom are obtained. Trained against a lattice-like fence with a southern aspect, the whole of the flowers show to the front, which enhances its appearance. The rosy pink blooms with a pure white eye are distinct from any other variety, and certainly attractive. The stock is easily increased by cuttings eight inches long, taken in September from half-ripened shoots that flowered during the current year. These, if dibbled into gritty soil, quickly take root, and by the following November twelvemonths will be suitable for putting where they are to flower. No rose that I know pays better than this for liberal treatment in manure, deeply dug soil and frequent doses of liquid manure during the growing season. In exhausted soil the annual growth is sparse, and the foliage assumes a pale tint instead of the dense green hue so noticeable in vigorous-growing plants; indeed, the contrast and background of foliage affords a splendid setting to the rosy pink blooms.—E. M. in London Garden.

Omaha, Neb.

NOTES.

Local florists are more and more learning to solicit business in channels where it was not looked for in the past. An example in point was that during last week the new Conant hotel, just built and opened here, was induced to buy a large quantity of flowers and send them to patients at all the hospitals in this city. Mrs. Mary H. Conant and her son, Harley, proprietors of the hotel, gave the flowers. More than 30 baskets of choicest stock were sent to the hospitals by the hotel. It was an advertisement, of course, but it must be admitted it was a good one. Some of the leaders in trade here say that if the florists would push their business to the front in such cases, they could readily work up new business and a demand for flowers.

The florists are going into the fall season with their greenhouses in good shape, and are gradually and steadily adjusting affairs for the coming of winter when some of the greenhouses will be closed down while others are operated to carry through a limited amount of the choicest stock.

Saturday, September 21, was Belgian baby day, and hundreds of Omaha women sold flowers on the streets.

A. E. L.

Harrisburg, Pa.

On North Third street, we have several flower stores, all of which do a fine business. Ruth Maeder, J. K. Longnecker and W. L. Keeney all report an excellent trade and by the looks of the new paint in this locality big things are anticipated during the coming season.

Charles L. Schmidt, 313 Market street, has returned from his plantation on the James river in Virginia and is making extensive alterations. His windows this week contain wonderfully fine vases of Golden Glow chrysanthemums.

Utley's The House of Flowers, 321 Walnut street, has been redecorated and many beautiful antiques have been added to the arrangement. The window this week is filled with the large aster, Penchblow.

The Bouquet Shop has an unusual window at this writing of blue and yellow. Blue pottery and Mexican marigolds are used in profusion. A new feature at this establishment is a pair of antique candlesticks with glass prisms.

The Berry Hill Flower Shop on Locust street is showing few flowers but is making a fine display of evergreens for fall planting and a collection of boxwood is attracting much attention.

Memorials for our boys (God bless them) who have hit the "Long, long trail," are being featured these days.

C. U.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
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Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, \$1.50.

American Florist Co.

440 S. Dearborn St.,

Chicago

PEONIES

30 acres. Can supply your wants.

Write for Catalogue.

Gilbert H. Wild

Sarcoixie,

Missouri

Specialists in Specimen Stock

FOR LANDSCAPE WORK

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.

Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists

Largest Growers in America

Box 404, DUNDEE, ILL.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown June, N. Y.

Erica Melanthera

best winter flowering Heather. Well rooted cuttings, \$60.00 per 1000, not less than 500 sold. Out of 2-inch pots, \$14.00 per 100, \$100.00 per 1000. Cash with order, please.

Pacific Nurseries
COLMA, San Mateo Co., CALIFORNIA

SPECIAL!

Boston Ferns

We have 6 houses 28 x 300 feet, devoted to pot grown Boston Ferns, in 6, 7 and 8 inch pots.
Our special this week is our 8 inch regular \$1.00 size at **85c** each.
These plants are **exceptionally fine**, perfect, bushy plants, ready for sale in any retail establishment.
Order quick before we exhaust these plants for they are a real bargain.

THE GEO. WITTBOLD CO., 745 Buckingham Place, CHICAGO

L. D. Phone, Graceland 1112.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

Mention the American Florist when writing

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

Mention the American Florist when writing.

“MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company

WYNCOTE - - PA.

WRITE FOR PRICES”

CARNATIONS

F. DORNER & SONS CO.,
Lafayette - - - Indiana

GERANIUMS

Rooted Cuttings. All sold until in December.
S. A. Nutt and Buchner.....\$15.00 per 1000
Ricard and Poitevine..... 17.50 per 1000
Parcel post shipment, bill for actual cost sent with shipment.
Cash or cuttings to accompany the order.

ALBERT M. HERR, LANCASTER, PA.

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

Alonzo J. Bryan
Wholesale Florist
Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, page 612. Correspondence solicited.

A Few Bargains

NORWAY MAPLE
6 to 8 ft.35c each
8 to 10 ft.50c each
10 to 12 ft.75c each

CALIFORNIA PRIVET
2 and 3 yrs. old.
Cut Back, Well Branched.
12 to 18 in.\$10.00 per 1000
18 to 24 in.\$13.00 per 1000
2 to 3 ft.\$15.00 per 1000
3 to 4 ft.\$20.00 per 1000

HYDRANGEA P. G.
18 to 24 in.10c each
2 to 3 ft.12c each

BARBERRY THUNBERGII
12 to 18 in.\$6.00 per 100
18 to 24 in.\$8.00 per 100

AMERICAN ARBOR VITAE
3 to 4 ft.35c each
4 to 5 ft.50c each

AUSTRIAN PINE
18 to 24 in.20c each
2 to 3 ft.30c each
3 to 4 ft.40c each

NORWAY SPRUCE
12 to 18 in.15c each
18 to 24 in.25c each
2 to 3 ft.40c each

CURRANTS
Pays, Cherry, White Grape, Victoria
2 yr. No. 1 1/2, \$4 per 100
2 yr. No. 2 \$3 per 100
Send for complete price list.

TERMS—Cash or satisfactory references. Boxing at cost.

THE LANCASTER COUNTY NURSERIES
RFD. No. 7 Lancaster, Pa.

Mention the American Florist when writing

Geraniums

Nutt, strong 2-in., per 100.....\$2.00
Viaud, strong 2-in., per 100..... 2.00
Ricard, strong 2-in., per 100..... 2.00

Dracaena Indivisa, good thrifty stock for growing on, 2-in., per 100 2.00

ELMER RAWLINGS, Allegany, N. Y.

Mention the American Florist when writing

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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Get Quotations From

LANDRETH
SEEDS WHICH SUCCEED

Bloomdsale Farm, Bristol, Pa.

CRAIG QUALITY STOCK

Order a selection of this choice stock at once and have it on hand when the rush comes. Last winter's transportation difficulties can be avoided this season by early shipping.

Our stock comprises the most popular florist plants, grown and finished at our Norwood greenhouses. Equal in all lines to the best we have ever offered. Send for our Price List.

ROBERT CRAIG COMPANY, Branch, Norwood, Pa. **4900 Market St., Philadelphia, Pa.**

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Spring Stock

Write for List of
Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower,
PEK N. ILL.

Albany, N. Y.

CLUB MEETING.

Members of the florists' club held their September meeting at the establishment of Fred A. Danker, 744 Central avenue, by invitation of Mr. Danker, who was formerly president of the club. The members decided to hold a flower exhibit at the November meeting; a schedule of exhibits will be ready at the October meeting. The arrangements will be in charge of F. A. Danker as chairman of the special committee. Under good-of-the-club, Thomas F. Tracey, manager of the Albany Cut Flower Exchange, gave a short talk on his wedding trip. Mr. Tracey and his bride, who was Miss Margaret Wilson of this city, were married on September 14. On their honeymoon, the couple visited Buffalo, Rochester, and other cities in the western section of the state. Mr. Tracey reported on what he saw at Buffalo among the wholesale trade. The members decided to invest some of the funds of the club in the Fourth Liberty Loan and also to go into the loan quite heavily as individuals. Harry Benschel of Ballston Spa, proposed at the July meeting, was elected a member. Following the business session the members were entertained with refreshments and cigars by Mr. Danker.

NOTE.

The city officials have decided to replace the oriental plane trees on the Plaza and along some of the streets of the city with maples. This will be done next spring. The plane trees did not fare well here last winter. Some were killed by the cold, and others have been broken by the wind. The city has an extensive nursery on New Scotland avenue, from which the stock for re-planting will be taken.

R. D.

NEW ALBANY, IND.—Anders Rasmussen has been appointed a member of the war industry association of the local chamber of commerce, all lines of business being represented.

Seasonable Stock READY NOW

Bougainvillea Glabra Sanderiana—Well shaped, trimmed plants, 4-in. pots, \$25.00 per 100.

Genista—5-inch, special stock, well trimmed and heavy, \$30.00 per 100.

Ficus Elastica—4-inch, 10 to 12 in. high, \$40.00 per 100.

Hydrangea, French Type—Hamar, Vibraye, Chautard, E. Mouliere, 5-inch—3 to 4 branches, \$30.00 per 100; 4-inch—2 to 3 branches, \$20.00 per 100; heavy field grown for tubs—7 to 10 branches, \$40.00 per 100.

Kentia Belmoreana—2 1/4-inch, heavy, \$10.00 per 100; 3-inch, heavy, \$20.00 per 100.

Ferns—*Cyrtomium Falcatum*, 2 1/2-inch, \$3.50 per 100, \$30.00 per 1,000; *Aspidium*, 2 1/2-inch, \$3.00 per 100. *Birds Nest Fern*, 2 1/2-inch, \$8.00 per 100; 3-inch, \$15.00 per 100.

Asparagus Sprengeri—2 1/4-inch, \$3.50 per 100, \$30.00 per 1,000.

Asparagus Plumosus—2-inch, \$3.50 per 100, \$30.00 per 1,000.

Fern Dish Ferns—All varieties, bushy stock, \$3.50 per 100, \$30.00 per 1,000, 3-inch, \$6.00 per 100, \$50.00 per 1,000.

Roses—Dorothy Perkins, White Dorothy and Excelsa or Red Dorothy, especially long tops—these plants have been staked up in open field and are well ripened. \$15.00 per 100, for selected grade.

The Storrs & Harrison Co., Painesville, Ohio

ORCHIDS 8,000

Specimen Cattleyas, all in Sheath

TO SETTLE ESTATE.

For all particulars, apply

EDWARD LEITH

P. O. Box 301

EDGEWOOD, R. I.

Mention the American Florist when writing

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

Asparagus Sprengeri, 2-in., \$3.00; 3-in., \$6.00 and 4-in., \$10.00 per 100. Fine bushy plants. At HENRY SMITH, Grand Rapids, Mich.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus Sprengeri, 2½-in., \$3.50 per 100, \$30.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

BEGONIAS.

Begonia Chatelaine, 2½-in., \$5.00 per 100; 3-in., \$10.00 per 100; 4-in., \$15.00 per 100; 5-in., \$25.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

BULBS.

Bulbs, French Paper Whites, Daffodils, Tulips, afloat and expected soon. Lily bulbs from storage, French Caddium, Frezias. See our advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs, Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, Lillium Giganteum, from cold storage, 7-9 (300 to case). Write for prices. Chas. Schwabe & Co., Inc., 90-92 West Broadway, New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 175 N. Wabash Avenue, Chicago.

CALLAS.

Callas, home grown, fine stock, ready in August. For sizes and prices, see advertisement on front cover of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CANTERBURY BELLS.

CANTERBURY BELLS.
Large 2-year-old plants for 5 or 6-in. pots. Fine for greenhouse forcing. \$3.00 per 100. JOHN F. HAUSER, Wls. Bayfield.

CARNATIONS.

*** FIELD-GROWN CARNATION PLANTS.**
Positively the best obtainable. Order early.
100 1000
Carnegie\$5.00 \$45.00
Victory 6.00 50.00
Alice 6.00 50.00
Thanos 6.00 55.00
Wietor Bros. Chicago
102 N. Wabash Ave. L. D. Phone Randolph 2081.

CARNATIONS.

Carnation plants, very fine and well packed. Matchless, Good Cheer and Aviator, \$55 per 1,000; White Enchantress and Enchantress, \$60 per 1,000; Rose Pink Enchantress, \$65 per 1,000; Mrs. C. W. Ward, \$70 per 1,000. American Bulb Co., 172 N. Wabash Ave., Chicago.

CARNATIONS. Healthy, field grown. 500 Victory, 300 Perfection, 4½ cents each. Cash with order. HEITMAN-OESTREICHER CO., Milwaukee, Wis.

2,000 Carnation plants, Enchantress, \$40.00 per 1,000. N. REDING, 6731 Ridge Ave., Chicago.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CROTONS.

Crotons. Fine healthy stock. 4-in., \$4.80 per doz., 5-in., \$9 per doz.; 6-in., \$1 to \$1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DAISIES.

DAISIES. Bellis Monstrosa Pink or White, also Long Fellow and Snowball. Fine, strong plants, \$3.00 per 1,000; \$8.25 per 3,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

DRACAENAS.

Dracaena Massangeana, 4-in., \$50 per 100; 6-in., 75c to \$1.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

ERICAS.

ERICAS.
Young stock for growing on. Strong, healthy plants out of 2½-in. pots. Biggest percentage will set buds and bloom for September and October delivery.
Fall varieties:
Gracilis Automnalis\$12.00 per 100
Ovata 12.00 " "

Xmas varieties:
Fragrans Melanthera 15.00 " "
Regemina 15.00 " "
Pres. Carnot 20.00 " "
Felix Faure 20.00 " "
King Edward 20.00 " "
Early varieties:
Cupressina 20.00 " "
Persoluta Rosea 15.00 " "
Alba 15.00 " "
Transluence 25.00 " "
Packing charges, 50 cts. for each \$10 value.
Terms: Cash with order, please.
ANTON SCHULTHEIS
316 19th Street, College Point, N. Y.

Erica Melanthera. Well rooted cuttings, \$60 per 1000. Out of 2½-in. pots, \$14 per 100; \$100 per 1000. Cash. Pacific Nurseries, Colma, Calif.

FERNS.

FERNS FROM 2½-INCH POTS. STOCK, READY NOW.

	100	1000
Boston	\$5.50	\$50.00
Roosevelt	5.50	50.00
Whitman	5.50	50.00
Teddy Junior	5.50	50.00
Scotti	5.50	50.00
Scholzeli	5.50	50.00
Splendida	5.50	50.00
Elegantissima	5.50	50.00
Whitman Compacta	5.50	50.00
Pierstoni	5.50	50.00
John Wanamaker	5.50	50.00
Davillodes	5.50	50.00
Goodii or Baby's Breath	6.00	55.00
Superbissima	10.00	
Tuberosa	5.00	45.00
Dwarf Ferns for Table Dishe.,	3.50	50.00

Liberty—Here is a fern that is distinct, differing for every other Nephrolepis. The fronds are quite distinct, the cut of the foliage being an entirely different pattern from any other variety; very fascinating and beautiful. Have never seen a single frond revert. Best of all, its foliage is a decided blue cast not seen in any other fern, giving you something new; strong grower; ranks with Boston and Roosevelt. We are the introducers of Roosevelt, Splendida and Teddy Junior, all popular sorts, but in Liberty we have the best of all; will be disseminated in 1919.

Our catalogue of everything you want for the asking. Write for it today.

THE GOOD & REESE COMPANY.
The Largest Rose Growers in the World.
SPRINGFIELD, OHIO.

Ferns, Bird's Nest, 6-in., \$1.50 each. Table 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns, Cyrtomium Falcatum, 2½-in., \$3.50 per 100, \$30.00 per 1000; Aspidum, 2½-in., \$3.00 per 100; Bird's Nest Fern, 2½-in., \$3.00 per 100; 3-in., \$15.00 per 100. The Storrs & Harrison Co., Painesville, O.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns, Boston and Scotti, 5-in., \$3.00 per doz., \$25.00 per 100; 4-in., \$15.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Ferns, Boston, fine perfect hardy plants. For this week only. 8-in., 85c each. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FREESIAS.

FREESIAS. Improved Purity, ½ to ¾-inch, per 1,000 \$7.50; ¾ to 1-inch, per 1,000, \$4.00 Write for samples. VAUGHAN'S SEED STORE, Chicago and New York.

Freesia Purity, mammoth size, also ¾-in. and up; refractra alba, ¾-in. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GENISTAS.

Genista, 5-in., special stock, well trimmed and heavy, \$30.00 per 100. The Storrs & Harrison Co., Painesville, O.

GERANIUMS.

Geraniums, 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings, S. A. Nutt and Buchner, \$15.00 per 1,000; Ricard and Poitevine, \$17.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GREENS.

Greens, Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. Caldwell The Woodsman Co., Evergreen, Ala.

Greens, Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. E. A. Beaver, Evergreen, Ala.

HYDRANGEAS.

Hydrangeas, Fine, heavy pot grown plants. Otakka, Chantard, Lorraine, Vibraye, Mouilliere, Hamar and Radiant. For prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State Street, Chicago.

Hydrangea, French type; Hamar, Vibraye, Chantard and E. Mouilliere, 5-in., 3 to 4 branches, \$30.00 per 100. 4-in., 2 to 3 branches, \$20.00 per 100. Heavy field grown for tubs, 7 to 10 branches, \$40.00 per 100. The Storrs & Harrison Co., Painesville, O.

HYDRANGEAS, Fine, sturdy, 3-inch Otakka and assorted French varieties; grown in full sun outdoors, \$8.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

KENTIAS.

Kentia Belmoreana, 6-in., \$1.00 each; 5-in., 75¢ each. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Kentia Forsteriana and Belmoreana. For sizes and prices see display advertisement elsewhere in this issue. Pochlmann Bros. Co., Morton Grove, Ill.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids, 8,000 Specimen Cattleyas, all in sheath. Edward Leith, P. O. Box 301, Edgewood, R. I.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, 4-in., 50¢ each; 5-in., 75¢ to \$1.00 each; 6-in., \$1.50 each; 7-in., \$2.00 each. Pochlmann Bros. Co., Morton Grove, Ill.

PANSIES.

Pansy plants, strong and stocky, "Superb Strain," \$3.00 per 1000; \$8.25 per 3000. Cash. Prompt shipment. These plants and strain will please you. BRILL CELERY GARDENS, Kalamazoo, Mich.

PEONIES.

Peonies, 30 acres. Can supply your wants. Write for Catalogue. Gilbert H. Wild, Sarcotie, Mo.

POINSETTIAS.

Poinsettias, 2½-in., \$0.50 per 100, \$60.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

PRIMULAS.

PRIMULA ORCONICA, Five different colors, good, strong plants out of 3-inch pots at \$10.00 per 100, \$75.00 per 1,000. Cash with order. J. H. FIESSER, North Bergen, N. J.

Primula Obconica, 3-in., \$7.00 per 100. Baby Primula Malacoides, 2½-in., \$5 per 100. Pochlmann Bros. Co., Morton Grove, Ill.

Primula obconica, 2½-in., \$4.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

ROSES.**EXTRA FINE 2½-INCH ROSE PLANTS.**

White Killarney	100	1,000
Sunburst	\$4.00	\$35.00
George Elgar	5.00	45.00
	4.00	

WIETOR BROS.

162 N. Wabash Ave., Chicago.

L. D. Phone, Randolph 2081.

BEES' WELCH GROWN ROSES.

The necessity for reducing output of roses, etc., in order to increase National Food Production, renders it impracticable and unnecessary to advertise as largely as usual. Regular buyers have had a printed offer sent to them; there are a few copies still available for applicants. Please let us have your orders and applications early, so that we may have ample time to give you prompt delivery. Thank you!

BEES', Ltd.,

175-181 Mill St., Liverpool, Eng.

Roses. Own root, 2½-in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. Mildred and Richmond, \$7.00 per 100, \$65 per 1,000. 3¼-in. stock \$35 per 1,000 additional. Pochlmann Bros. Co., Morton Grove, Ill.

ROSES.

30,000 two-year old Sunburst and White Killarney Bench Plants. \$5.00 per 100; \$40.00 per 1,000.

GEORGE REINBERG,

162 North Wabash Ave., Chicago, Ill.

2-year-olds from lath house, 3-in., 50%; 3¼-in., 65%; 4-in., 25% discount off 4-in. list prices. Prime condition for safe shipment with little or no soil at light weight. Stock list on request. Leadle Co., Expert rose growers, Springfield, O.

Rose plants. Pink and White Killarney, Maryland and Sunburst, fine stock, 3-in. pots on own roots, \$6.00 per 100; 4-in., \$8.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

SEEDS.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn in contract. Edgar F. Hurff, Swedenborg, N. J.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Winter-flowering sweet peas. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Fresh Seed. Clematis Paniclea and 100 varieties of other seeds for nurserymen. Write for list. BENJAMIN CONNELL, Nurseryman, Merchantsville, N. J.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick, Son, contract seed growers, Fredricktown, N. J.

Seeds. Flower and vegetable. All reasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Day St., New York.

Seeds, wholesale field and garden seeds. J. Boigiano & Son, Light, Pratt and Elliott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Hohnert, Glroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Flower and vegetables. Renowned specialties. Sale to seed merchants only. JOS. FAQUET, seed grower, Nice, France.

Seeds; specialties: Beets, mangoes, carrots, cabbages, celeriacs, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routsahn Seed Co., Arroyo Grande, Calif.

Seeds. Specialties in onion, carrot, beet, radish and parsnip. R. C. McGill & Co., San Francisco, Calif.

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SEEDS.

Seed. Sweet pea. All the new and standard varieties. Send for descriptive price list. C. F. Light, 325 Buller's Bldg., Philadelphia.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds: all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Lambeth, Bristol, Pa.

SMILAX.

Smilax, 2 1/2 in., fine plants, \$3.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum moss and green sheet moss. For florists and nurserymen. For spot shipment or contract. Write us. Vaughan's Seed Store, Chicago and New York.

VEGETABLE PLANTS.

Cabbage, celery and Triple Curled parsley plants. Field-grown, 50c per 100, \$3.00 per 1,000, prepaid, \$2.00 per 1,000, not prepaid. F. M. Pattington, Scipioville, N. Y.

VIOLETS.

VIOLETS. Fine field grown plants of Gov. Herrick, \$5.00 per 100, Cash. W. H. CULP & Co., Wichita, Kans.

MISCELLANEOUS.

A few bargains in Norway Maple, California Privet, Hydrangea P. G., Barberry Thunbergii, American Arbor Vitae, Austrian Pine, Norway Spruce, and Currants. For sizes and prices, see display advertisement elsewhere in this issue. The Lancaster County Nurseries, R. F. D. No. 7, Lancaster, Pa.

Greenhouse glass. Heavy in thickness, well patterned and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

MISCELLANEOUS.

Japanese Tubs for plants and shrubs. Made of well-seasoned Hinoki wood, \$1.00 per pair; \$4.50 per 10 tubs. Takenchi Bros., 444 Bush St., San Francisco, Calif.

Rosebud stickers. For sizes and prices see advertisement elsewhere in this issue. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Drer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Drer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Radcliff Basket Co., 713 Milwaukee Ave., Chicago.

Drer's Peerless glazing points, 1,000, 75c, postpaid. Henry A. Drer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Masting for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowce, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 109-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Mondinger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Fedy Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Brann Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, bothed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Potters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$5.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES. Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE, 264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Gatesburg, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

STAKES.

Bamboo cane stakes. 6 ft., \$24 per bale, 6.9 ft. \$7 per bale; 9-12 ft., \$8.50 per bale. McHutchison & Co., 95 Chambers St., New York.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Ameling Co., E. C., Chicago.
 Augerandeller Co., Geo. H., St. Louis, Mo.
 Bassett & Washburn, Chicago.
 Berzer Bros., Philadelphia, Pa.
 Berning, H. G., St. Louis, Mo.
 Bimling, J. A., Chicago.
 Chicago Flower Growers' Assn., Chicago.
 Ernie & Company, Chicago.
 Feys, D., New York.
 Ford, M. C., New York.
 Ford, William P., New York.
 Froment, H. E., New York.
 Goldstein & Futterman, New York.
 Grossberg-Tyler-Finnermann Co., Chicago.
 Hart, George B., Rochester, N. Y.
 Henshaw Floral Co., Inc., New York.
 Heintz & Nash, Inc., New York.
 Hoerber Bros., Chicago.
 Holton & Hunkel Co., Milwaukee, Wis.
 Jones, Percy, Inc., Chicago.
 Kasting Co., W. F., Buffalo, N. Y.
 Kennicott Bros. Co., Chicago.
 Kervan Co., The, New York.
 Kessler, Wm. A., New York.
 Kruchten, John, Chicago.
 Kuehn, C. A., St. Louis, Mo.
 Kuhl, Geo. A., Pekin, Ill.
 Kosik & Co., Kansas City, Mo.
 Kyle & Fuerster, Chicago.
 Mackie, William, New York.
 McCullum Co., Pittsburgh, Pa.
 Meconi, Paul, New York.
 Miller & Musser, Chicago.
 N. Y. Cut Flower Exchange, New York.
 Neidinger Co., Jos. G., Philadelphia, Pa.
 Niessen Co., The, Leo, Philadelphia, Pa.
 Pappas, Nicholas G. & Co., New York.
 Philadelphia Wholesale Florists' Exchange.
 Pierson, A. N., Cromwell, Conn.
 Pittsburgh Cut Flower Co., Pittsburgh, Pa.
 Poehlmann Bros. Co., Chicago.
 Poliworth Co., C. C., Milwaukee, Wis.
 Polykrasas, Geo. J., New York.
 Pyfer & Co., A. T., Chicago.
 Randall Co., A. L., Chicago.
 Reid, Edward, Philadelphia, Pa.
 Reinberg, George, Chicago.
 Reinberg, Peter, Chicago.
 Rice Bros., Minneapolis, Minn.
 Riedel & Meyer, Inc., New York.
 Rusch & Co., Gust., Milwaukee, Wis.
 Sheridan, W. F., New York.
 Siebrecht, Geo. C., New York.
 Towner, O. A. & L. A., Chicago.
 Totty Co., Chas. H., Madison, N. J.
 Treudly & Schenck, New York.
 United Cut Flower Co., New York.
 Vaughan, A. L. & Co., Chicago.
 Victor Bros., Chicago.
 Young & Co., A. L., New York.
 Young & Co., John, New York.
 Witthold, Geo. Co., Chicago.
 Zech & Mann, Chicago.

Books For Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are especially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price, \$2.00.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, \$4.50.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, \$1.50.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 41 illustrations. Cloth. Price, \$6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, \$1.50.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants. Illustrated. 325 pages. Price, \$1.50.

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, \$1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, \$1.10.

How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, \$2.00.

Vines, and How to Grow Them.—By Wm. M. McCullum. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, \$1.10.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, \$1.75.

Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages, 60 illustrations. Price, \$1.50.

The American Flower Garden.—By Nellie Blanchan. Well bound. 368 pages and 92 illustrations. Price \$5.35.

Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, \$2.00.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50 cents.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, \$6.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, \$1.60.

The Rose.—By H. B. Ellwanger. Its cultivation, varieties, etc. A complete guide. Price, \$1.25.

Hedges, Windbreaks, Etc.—By E. P. Powell. 140 pages, with 22 illustrations. Price, 50 cents.

Lawns and How to Make Them.—By Leonard Barnes. A very useful and practical work. Illustrated. Price, \$1.10.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, \$2.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, \$1.50.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, \$10.00.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, \$1.60.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, \$1.21.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, \$1.25.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, \$1.20.

The Book of Water Gardening.—By Peter Bisset. 200 pages. 131 illustrations. Price, \$2.50.

How to Grow Roses.—By Robert Pyle. 121 pages. Illustrated. Price, \$1.00.

Mushroom Growing.—By B. M. Duggar. 260 pages. Fully illustrated. Price, \$1.50.

The Goldfish.—By Hugo Mulvert. 160 pages, handsomely illustrated. Price, \$2.

Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, \$1.75.

Chrysanthemum Manual.—By Elmer D. Smith. Profusely illustrated. Price, 50 cents.

Landscape Gardening.—By Sam'l Maynard. 358 pages, 165 illustrations. Price, \$1.50.

AMERICAN FLORIST COMPANY

440 S. Dearborn Street,

Chicago, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

DREER'S

Florists' Specialties
New Brand New Style
"RIVERTON HOSE"
Furnished in lengths
up to 600 feet without
seam or joint.

The HOSE for the FLORIST
3/4-inch, per ft. 19c
Reel of 500 ft. 180c
2 Reels, 1000 ft. 180c
3/4-inch, per ft. 16c
Reel of 500 ft. 150c
Couplings furnished
without charge.

HENRY A. DREER
714-716 Chestnut Street
PHILADELPHIA, PA.



Mention the American Florist when writing

Newark, N. J.

DEMAND ON PAR WITH PREVIOUS YEARS.

The retailers have no complaint about business, and it seems to be quite as good as at the corresponding season of previous years. They are handling a good quality of chrysanthemums, largely from the local growers. Here as elsewhere, the draft is calling quite a number of young men from the trade.

NOTES.

James J. Plunkett, of Connelly & Plunkett, Inc., has been called to the colors and is now at Camp Green, North Carolina. Manager Hoffman has installed a handsome service flag of his own design in their show window, made of immortelles, a blue star on a white field with a red border, and it is an attractive feature.

During the summer months, Phillips Brothers thoroughly renovated and re-decorated their store. It is now well stocked with seasonable cut flowers and presents a handsome appearance.

Dennis A. Murphy, of McLaughlin & Murphy, 181 Clinton avenue, is now secretary of the Essex County Florists' Club. The business of this firm seems prosperous.

The S. A. Rogers Co., 457 Broad street, have given up the cut flower business and now deal exclusively in seeds and nursery stock.

August Begerow has been making improvements in his store, and we also found him busy with funeral work.

Charles Luthy has a good store at 363 Springfield avenue and is a constant buyer in the New York market.

The Rosery Floral Co. keeps a fine stock of cut flowers and plants and is having good business.

W. R. James, Clinton and Elizabeth avenues, has a good store and finds business improving.

A. F. F.

Irrington, N. J.

Persson Brothers have a great stock of the leading chrysanthemums coming on and are cutting early varieties. We found them busy planting a large area in pansies. Edwin Persson is in the last draft, but hopes to be able to finish the chrysanthemum season before being called.

R. Plebany & Son have a fine stock of chrysanthemums coming on and their winter sweet peas are making good growth. They have secured some coal, and hope to get their 50 per cent.

Edward Jacobi, Jr., formerly the popular secretary of the Essex County Florists' Club, is now in the American army, in France. He is greatly missed by the home folks.

At the range of E. W. Fengar, the usual large stock of chrysanthemums were noted.

A. F. F.

NEWARK, N. J.—The regular meeting of the Essex County Florists' Club will be held at Roever's hall, Elizabeth and Watson avenues, Thursday evening, October 10, at 8 p. m.

Aphine

The Insecticide that
Kills plant Lice
of many species

The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

Quart, \$1.00 Gallon, \$2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.

Quart, \$1.00 Gallon, \$3.50

VERMINE.

For red worms, angle worms and other vermin working in the soil.

Quart, \$1.00 Gallon, \$3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

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CAMBRIDGE

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World's Oldest and Largest Manufacturers of

FLOWER POTS

A. H. HEWS & CO., Inc.
Cambridge, Mass.

Boilers OF HIGH GRADE....

For GREENHOUSES

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NIKOTEEN

For Spraying.

APHIS PUNK

For Fumigating.

Ask Your Dealer for It.

NICOTINE MFG. CO.
ST. LOUIS.

Mention the American Florist when writing

USE WIZARD BRAND

CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

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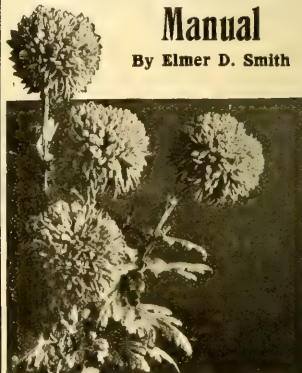
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Vol. LI.

CHICAGO AND NEW YORK, OCTOBER 5, 1918.

No. 1583

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ESTABLISHED 1885

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American Florist Co., 440 S. Dearborn St., Chicago

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The thirty-fifth annual convention will be
held at Detroit, Mich., August, 1919. Thirty-sixth
annual convention at Cleveland, O., 1920.

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AMERICAN DAHLIA SOCIETY.

Annual Meeting and Exhibition, New York, Sept. 24-25.

Well Staged Exhibition of Fine Stock.

Owing to the short time available before going to press, many important features of the annual meeting and exhibition of the American Dahlia Society, held in conjunction with the American Institute of the City of New York, at the Engineering building in that city, were of necessity omitted from my brief report in last week's issue, page 476. The exhibition was well staged and showed much fine stock. In the American Institute section two displays by Judge J. T. Marean, Green's Farms, Conn. (John Harding, Gr.), 50 of one variety and 25 of another type, were awarded first prizes and were the best collections in the show. Among the most attractive blooms in these displays were the following: Spanish Beauty, Juno, Venus, Judge J. T. Marean, His Lordship, La Grosse Bete, Catherine Wilcox, Dakota, Corona, Pluto, Goldfinch, Lady Betty, John Harding and The Nigger. In the Institute section, N. Harold Cottam & Son, Wappinger's Falls, N. Y., took eight first prizes. Others who were represented in the blue ribbon classes included John M. Slocumb, New Haven, Conn.; C. Louis Alling, West Haven, Conn.; John Lewis Childs, Floral Park, N. Y.; George L. Stillman, Westely, R. I.; Mills & Co., Mamaroneck, N. Y.; W. D. Hathaway, New Bedford, Mass., and I. W. Sailer, Richmond Hill, N. Y.

The silver medal offered by the Toronto Horticultural Society for the best seedling dahlia, any type, was awarded to John P. Rooney, 93 Bedford street, New Bedford, Mass., for the peony-flowered dahlia Mrs. Frederick Grinnell, seedling of 1911. At previous shows in different parts of the country it had been awarded one gold, two silver and two bronze medals and a number of first-class certificates.

Peter Henderson & Co.'s first prize for the best bowl or vase decoration of peony-flowering or decorative dahlias, with foliage, was awarded James H. Bowman, Paterson, N. J.

The stock intended for the show by R. Vincent, Jr., & Sons Co., White Marsh, Md., did not arrive until the second day. Notwithstanding the delay, it was in good condition, was placed on exhibition, and awarded a special prize. In this collection there was good stock of Futurity, King of Autumn, Paul Bonyan, Hampton Court and others.

The Charles H. Totty Co., Madison, N. J., was awarded special prizes by the American Institute for the new roses, Columbia and Premier.

Mills & Co., Mamaroneck, N. Y., were awarded a special prize for seedling dahlias of 1917 and first for a collection of gladioli.

Fred. Etter, Harrison, N. J., was awarded a special prize (American Institute) for a vase of the dahlia Rene Cayeux.

George L. Stillman was awarded an Institute first prize for 24 ball-shaped flowers. He also exhibited much other fine stock. We are in doubt whether to call his double-headed dahlia, Siamese Twins, a novelty, a curiosity, a freak of nature—or all three. Two flowers on one stem, joined at the back of the calyx, are at least novel.

The collection of 25 varieties staged by John W. Slocumb was noteworthy. Slocumb's Red is a fine production, and there were a number of promising seedlings.

No award was made on the American Dahlia Society's premium for "the best unnamed and tested seedling dahlia, which, "if deemed worthy and the winner willing to be called Dahlia J. Harrison Dick, in honor of our late secretary." There were a number

of entries for this premium, but it is a reasonable conclusion that none was considered "worthy" by the judges. Among those who entered seedlings in competition for the name "J. Harrison Dick" were Mrs. Charles H. Stout, Short Hills, N. J.; Leonard & Weber, Trenton, N. J.; Mrs. E. G. Layng, Short Hills, N. J.; George Fedder, Hillsdale, N. J., and C. F. Cartledge, Locust Valley, N. Y.

Mrs. Payne Whitney, Manhasset, N. Y. (George Ferguson, Gr.), made a fine exhibit of caladiums, which added variety to the show and was awarded a special prize. She also took first for a collection of flowering annuals.

John Scheepers & Co., Inc., received a first prize for his everbearing raspberry, La France, grown on the T. A. Havemeyer estate, Glen Head, N. Y.

In addition to the numerous prizes for dahlias, N. Harold Cottam & Son, Wappinger's Falls, N. Y., took first for grapes and pears. Mrs. W. O. Masten, Pleasant Valley, N. Y., took first for apples.

The Business Meeting.

The annual meeting, which was held on the afternoon of the first day, was well attended. Excepting a successor to J. J. Lane on the executive committee, the present officers were all re-elected and it was voted to establish trial grounds at Storrs, Conn., the work of preparation to begin the first of the coming year. The by-laws were amended changing the beginning of the fiscal year to January 1 and life membership in the society was fixed at \$20. An invitation was received to hold the next annual meeting and exhibition at Syracuse, N. Y. The address of President Vincent and the reports of Secretary Lewis and Treasurer Austin were well received and there was general enthusiasm throughout the session. In the evening the officers, judges and press representatives sat down to a bountiful dinner at the Hotel Navarre.

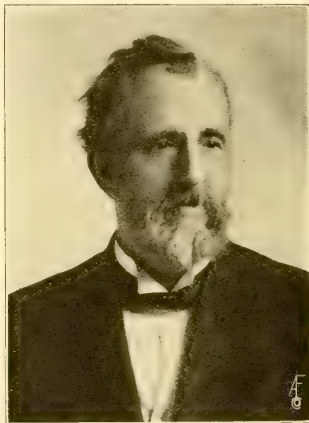
President Vincent's Address.

By the kind hand of Providence we meet here again in our annual session, and while the year has had its trials and strenuous ones, it is my pleasure as president to have the privilege of welcoming you here at this our fourth annual meeting. The secretary's report will show you of our continuous success and the interest being taken in the society, and a fairly good increase in membership. The treasurer reports our finances in good condition, so with your help and assistance, we may look forward to continuous prosperity.

This year has not been without its lessons, both in the cultivation of the old and new varieties, and also in the uses to which the dahlia can be put, and we want the slogan of our mother society, the Society of American Florists, kept up—"Say it with flowers," and "dahlia flowers whenever in season,"—as the dahlia has come to be regarded as a flower of quality when grown in its fullest perfection, and we know that it will always repay for all the care and attention that can possibly be given it.

The late Harrison Dick.—Much has been said and written regarding our loss in the death of our beloved secretary, J. Harrison Dick. He came into our society just at the time when an able hand was needed to steer our enterprise, although not strong physically, and burdened with other duties,

he consented through friendship and love of the work to help and assist us, the American Dahlia Society, in our efforts to make good. The sympathy of our society and others has been expressed to his widow and child, and it is our earnest wish that they may never lack for friends. It has been suggested and sanctioned by our executive committee, and I sincerely hope it will be carried out, that the best new dahlia of 1915 origin, if agreeable to the introducer, when selected by the judges, be named after our late secretary, as an honorable recognition of his worth and work for horticulture, and my sincere hope



R. Vincent, Jr., White Marsh, Md.
Pres. American Dahlia Society.

is that it will be a good commercial variety that will perpetuate his name for many years to come.

Our Present Secretary.—Shortly after the death of Mr. Dick, the executive committee met in New York and several names were proposed for secretary. Our present one, Jasper R. Lewis, was selected and requested to finish Mr. Dick's unexpired term, which he agreed to do, compensation, etc., left until the annual meeting. Mr. Lewis has ably filled the position to the satisfaction of all concerned as the result shows, as he has handled successfully the many difficult and different matters left in his hands, and no matter who you may elect as your presiding officer for the coming year, I certainly would like to see Mr. Lewis retained, as I know he is trustworthy and competent to fill the position.

California and other Societies.—To our California members and friends, we owe a debt of gratitude that is hard to express as they have been of great assistance to us both in membership and co-operation. As we do not all live on the Pacific coast, but in other sections where conditions are not adapted to growing dahlias, we cannot help but envy our friends living in a climate that gives them such a wonderful growing season. Our earnest desire is that their society may continue to thrive and their splendid seedlings may always be worthy of the high praise they are receiving everywhere. The Toronto Society is surging along and every year shows in-

creasing interest. Culture and observation will show the varieties best adapted to their northern climate. We wish them success and are willing to help them in any way possible, and we thank them for the silver and bronze medal their society offered us this season. To the various garden clubs and like organizations, we extend our deepest desire for their success and co-operation, and anything that the officers of our society can do either as judges or in any way for the promotion and love of the flower and growing of same, will be done. The New Haven and Boston horticultural societies had exhibits fully up to the standard of any former exhibits, and the vegetables shown at the same time made both exhibits useful and educational.

Flowers and their Mission.—A great deal has been said and written about flowers being non-essential and superfluous since our entry into the world's war. Most of these articles are by writers who have never understood the full mission of flowers to our homes or hospitals, where our loved ones are lying sick or wounded. Great Britain and other countries have advocated the growing and use of flowers for the above purposes, and we think the American flower lover and growers are advocating these flower shows at this time believing that with all the cruelty of war something is needed to brighten life and make it more like living, and many sore hearts are finding solace and quiet recreation in their gardens, more than they can in any other way. Let the cultivation of flowers go on, do your bit, read of them, plant them, grow them, show them, and get others interested in a like work. Something has also been said about using the land for flowers that might be used for food purposes. That might be true if land were scarce, but in this wonderful country of ours, there are yet millions of acres of land uncultivated, enough to spare to grow all the vegetables the entire world might need. Why, then, begrudge a small portion of the land or time for the flower garden?

American Institute.—We are greatly indebted to the American Institute, its officers and their worthy secretary, Mr. Eagleson, for their kindness and co-operation in every way possible towards making this exhibition the grand success it is this year and in the past years that we have exhibited under their auspices, and I believe that I express the sentiments of every member of the society when I say that in this period of our history we are more than thankful for their kind help, and our earnest wish is that they may never tire of well doing in having these wonderful shows which are undoubtedly beneficial to mankind. I am also indebted to our executive committee and others for their kind assistance throughout the past year.

Final.—I am proud to be your presiding officer again this year. Let us come together during this meeting to the material benefit of ourselves and all mankind, so that when we leave this wonderful city we may return home rejoicing in the knowledge gained, the friendships renewed and the new ones made, which will cement us in stronger bonds to the ends of our lives. Generosity of thought and action is an attitude of the florist, because we live close to nature, and no body of men and women anywhere stands more ready to extend a help-

ing hand to a brother or sister in trouble. We become more broad minded as we mingle with the world, more united for progress and the general distribution of our discoveries in order that our fellow tradesmen may be benefited.

Let us strive to increase the life of flowers universally, not only for our own selfish or money making purposes, but for the elevation of mankind. Neither should we confine our efforts to our country but let us make use of them freely whenever we can extend our cult from country to country the world over, in the endeavor to bring about that peace and good will which will ultimately reign throughout the world and bring us into one brotherhood of communion and fellowship.

I thank you again for your attention and welcome.

Secretary Lewis' Report.

The report of your present secretary is only for the period from April 11, 1918, to the present date. Following the loss of the society's late secretary, J. Harrison Dick, a close personal friend of myself, the executive committee, at its meeting on April 11, appointed me secretary for the remainder of the year. I have been glad to bridge the gap, first in memory of my good friend, and secondly to help President Vincent, whom I have known for a number of years.

Owing to the sudden death of Mr. Dick, it has been quite difficult to take up the burden as efficiently as it might have been done under happier circumstances. Your present secretary has therefore done his best to keep up with the more important work of his office, and with this apology passes on to his formal report.

The various meetings of the executive committee have been duly reported in the bulletin of the society. Joseph J. Lane, a former secretary of the society, and a member of the executive committee, on account of entrance into military service last May, announced his retirement from office, and the committee at that time adopted a resolution to keep on the active list all members who entered the United States military service, remitting their dues for the period of the war.

Membership Contest.—The silver cup which was donated by Richard Appel of White Plains, N. Y., to be awarded to the member who secured the greatest number of new members, has been easily won by George L. Stillman, of Westery, R. I., who from April 1 to date has sent in the names of 16 new members, with many others before that date. Mr. Stillman showed much interest in the contest, and it is to be regretted that some of our other members did not set him a faster pace. Other members also secured additional applications, President Vincent having the next greatest number after Mr. Stillman.

The Bulletin.—An issue of the bulletin was published for March, but was considerably delayed in its appearance for the reason already given. The number of advertisements in that issue showed the amount of work Mr. Dick did on behalf of this society. In fact, the March edition was at least self-supporting. Another bulletin issued early in September, was not so satisfactory from the point of financial support. At the May meeting of the executive committee, it was voted to publish another bulletin in November,



A BOXWOOD WREATH.

to contain a full report of this annual meeting and exhibition. I. S. Hendrickson suggested the advisability of issuing the bulletin every second month during 1919. This would give advertisers a definite arrangement and plan for their advertising, and would also permit the dissemination of more cultural information about our flower. As a national society, we should certainly publish all the news and educational matter obtainable that is of value to dahlia growers, but to make this possible greater support must be given the bulletin financially. Even if it has to be issued at a loss for each number, as the official organ of the society it should be continued, bettered and enlarged in scope. Your secretary considers the bulletin the strongest link between the members. Through it the society can render great service to present members, and continue to attract new ones. Its value cannot be emphasized too strongly.

Membership.—The present muster of the society is a little short of 300, but in addition to its numerical strength an encouraging feature is the fact that since your present secretary has had charge of the membership list, not one member has asked to be dropped, whereas each week brings new members into the fold. I would recommend that some membership cam-

paign be undertaken for the ensuing year, with a competent committee in charge. Mrs. Charles H. Stout, of Short Hills, N. J., has again kindly offered to donate a silver cup for the 1919 exhibition, and on behalf of the society the secretary has accepted.

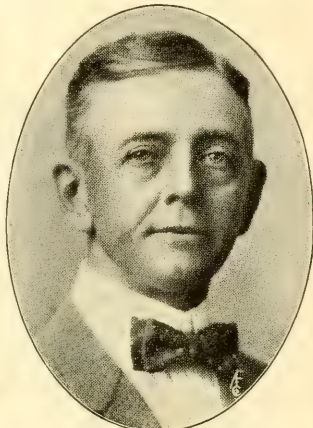
Treasurer Austin's Statement.

Bal. on hand Sept., 1917.....\$496.15
Income.....
Received from Sec'y, 1917-18:
Dues, advertising, special prizes, interest, life memberships and affiliated societies..... 750.75
\$1,216.90

Expenditures—	
For prizes.....	\$ 31.50
For Mr. Reichardt, Mgr.....	20.00
For Mr. Eagleson.....	30.00
For Dinner to judges and pres.....	20.00
Printing, A. F. De Laune Co.....	136.52
Printing, E. Mon Martin.....	7.00
Mr. Dick, salary.....	101.00
Mr. Dick, assistant.....	25.00
For postage and stationery.....	20.65
For Strump and Water and Floral design.....	20.00
J. E. Lewis, postage and typewriter.....	16.29
Commercial Printing Co.....	15.42
	\$452.38
Liberty Bonds.....	200.00
Time accounts.....	200.00
	\$852.38
	\$52.38
	\$904.72
Assets—	
Cash in bank.....	\$364.52
Liberty Bonds.....	200.00
Time account.....	203.50
Total.....	\$768.02



Wm. F. Gude, Washington, D. C.
President of Florists' Telegraph Delivery Ass'n.



Wm. L. Rock, Kansas City, Mo.
Treasurer of Florists' Telegraph Delivery Ass'n.



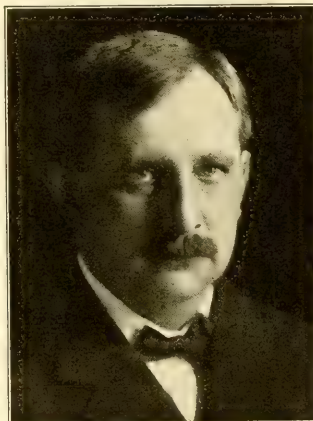
Philip Breitmeyer, Detroit, Mich.
Vice-Pres. of Florists' Telegraph Delivery Ass'n.

Florists' Telegraph Delivery.

GREAT GATHERING OF RETAILERS AT HAND.

As the time draws near for the third annual meeting of this wonderfully live and active organization of the retail florists of the country, at Cleveland, O., October 8-9, there is great preparation among the craft in that city, who will do their utmost to make the stay of the visitors profitable and pleasant. One of the features will be the store window decorations, illustrating and exploiting the purposes of the organization. These displays, as arranged during the convention week in Detroit last year, attracted great attention, both from the trade and general public, and were voted a great success. There will also be a number of new features, not the least of which should be the list of suggestions for the betterment of the service, the best of which is to receive a prize of \$50. Under the able and energetic management of President W. F. Gude, who will bring down his gavel, opening proceedings at precisely 10 a. m., and the assistance of Secretary Pochelon, who will be sure to present some bright and novel ideas for the good of the organization, there will not be one dull moment during the two days' sessions.

It is astonishing how comparatively few of the men engaged in the retail business realize the great importance of being associated with such an organization as the Florists' Telegraph Delivery. The most progressive, active, up-to-date florists in all the large cities and towns of the country hold membership in this "help one another" association. There is nothing philanthropic about it, however. The basic idea is "help me deliver this order, and I will go you fifty-fifty on the profit." The florist's business is his livelihood, not just an occupation; the fruits of his labor should be coined into good, hard dollars, money necessary to keep the wheels of trade moving. The wide-awake florist lets no prospect escape; he is out for business all the time and transactions, however small, receive his best attention, as there is no telling what the tiny seed sown may grow into. The association was itself at one time and for quite a while after its organization,



Albert Pochelon, Detroit, Mich.
Secretary of Florists' Telegraph Delivery Ass'n.

just an idea, practical and altogether right from a business standpoint, but it received little encouragement from the trade in general. In the last five years it has, however, made rapid strides forward, the business of the past year being estimated to have been well over \$2,000,000. By those in authority, active, strong, well balanced business men of the trade, the possibilities of the work of this organization as a means of opening up avenues of opportunity is considered incalculable. Each addition adds to its strength, and in many cases opens up new fields of usefulness, as well as helps to develop the old.

Those who desire to have new customers dropping in every day, and enlarge their territory so as to embrace the entire country, can do so by becoming members of this association of fellow florists. The cost is trifling, and a mere nothing as compared to the advantages. There are a number of instances where florists in small communities have had, at the time of the death of a prominent citizen, a

large influx of very profitable business, which was made possible by their membership in this body. While there is great material advantage in the orders received from out-of-town correspondents, yet it is the trade worked up in one's own territory that promises the greatest results. Comparatively few of the now quite large membership appreciate the possibilities of the business that may be worked up in their own local fields. The association's emblem is seen in some show windows high up out of the way; in other stores it hangs on the wall in the show-room or office. Many do not display it at all; they belong to the association, fill what orders are sent them, send out those that come along from their own customers, generally in answer to whether it is possible to have such deliveries made. There is, of course, nothing up-to-date about this, but unfortunately such a lethargic condition exists. Men will go to sleep at the switch, and in spite of all the good work of their enthusiastic and inspiring secretary, do not fully wake up to the great advantages of their membership.

All stores should put before their customers and the general public at every opportunity the purposes of the association. Not five per cent of possible flower buyers know that within the hour they can have flowers delivered in any city or community of this great country. To be able to do this is for the trade a great accomplishment, something to be proud of. Therefore, each member of the organization should, by every possible means in his power, exploit and feature this idea. Striking window displays, which illustrate this service, will bring customers for out-of-town deliveries, who at the time had no use for flowers at home, but through the purchase become friends of the store and regular patrons.

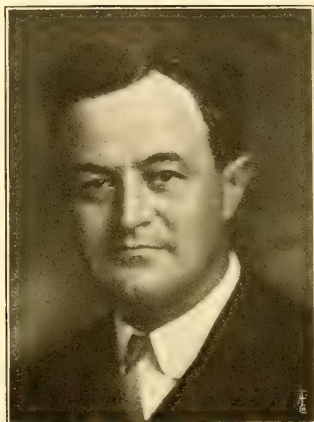
Every piece of stationery should carry the imprint of the emblem and the notice of membership in the association. A leaflet, explaining the methods of the organization, its great scope, and the rapidity of its telegraph delivery service, should be sent to all customers at least once a year, and always on hand to give to all interested persons.



August Lange, Chicago.



Frank D. Pelicano, San Francisco, Calif.



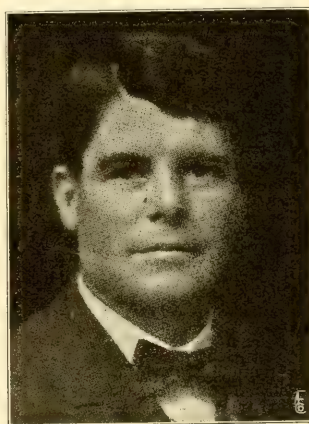
Frank X. Stuppy, St. Joseph, Mo.



Karl P. Baum, Knoxville, Tenn.



Wm. J. Smyth, Chicago.



T. J. Wolfe, Waco, Texas.



H. G. Dilleuth, Toronto, Ont.



H. P. Knoble, Cleveland, O.



Edward Sceery, Paterson, N. J.

The convention can take up nothing better than the matter of this local publicity. With every member making an intelligent effort to exploit the purposes and explaining the telegraph delivery of orders in distant cities, according to approved plans, together with window cards and other stock literature to be furnished at cost to the members, a great message would be successfully put across.

More F. T. D.'ism.

Our meeting at Cleveland, O., October 8-9, ought to merit the largest attendance we have ever had, due to the war and conditions occasioned by the war. The shipping conditions, which are so unreliable, due to the congestion of rail traffic, must be met with, and how much may we be thankful to the F. T. D. and its organization in being able to transmit our orders from one to another with the fullest confidence of their being properly filled.

Nowadays, this means much, in having the confidence of 600 members, located all over the United States and Canada, and feeling that any order taken will be carried out to the fullest detail as though it were done in your shop. And all this, in a few short years, brought about in a most interesting manner by the leaders who have the foresight and a spirit of co-operation to help one another, and who met from time to time and learned to appreciate each other's efforts so that they gave the best that was in them not only to merit the business, but also the friendship.

It was at these conventions, where everyone present entered into the spirit of all for one and one for all, that brought the success of the F. T. D. to its proper level, and take it from me, boys, when you meet the bunch at Cleveland, you will meet the liveliest crowd connected with the flower-business. From the moment our President, William F. Gude, takes the gavel to open the meeting, up to the time our Secretary Pochelon says "meeting adjourned," will be found inspiration and instruction for still further co-operation.

Now, what has brought about the success of the F. T. D.? One of the most important things I know of is the service rendered by the members. By that I mean, that if one member transmits an order to another, there has never been a time that if the order did not go through right, but what the member who received the order, was ready to make good and send another, gratis, with the proper explanation, so that the good-will was held by all parties concerned—customer, sender and receiver of the order. This means much to those who are members to know that there is dependability, and should warrant the making of more members for our association.

This get-together spirit once a year by our members cements a friendship that is lasting, and is worth more than all else, for the price of fellowship is not purchasable, and only by personal contact can it be brought about. So that for a retailer, who can attend our F. T. D. gathering, there is a real treat in store, both from a friendship as well as instructive standpoint. So here's success to the F. T. D. meeting at Cleveland, where abound some of the

livest wires in the business and from whom we can gather and learn how to "Say it With Flowers."

Yours for the Fourth Liberty Loan,
HENRY PENN.

Next Week in the Flower Shop.

There should be an increased effort to make the store as attractive as possible. Add to what has been done before by some distinguishing feature. A handsome plant basket, made up of stock that will be none the worse for a few days' crowding, or one of choice ferns and vases or moss, in which can be placed a quantity of the Tritoma Pfitzeri. This is one of the most showy of all the outside fall flowers and sure to attract attention. Instead of growing ferns, autumn leaves may be used with good effect. The idea is to make this a show piece, something to attract attention, and make an impression that would not be possible with the commonplace, ordinary stock.

A vase of 25 Columbia roses, (be sure they are specials), featured as a new rose, will prove a drawing card. A nicely printed notice costs but a trifle, but will add 100 per cent to the effectiveness of the display.

There are still splendid dahlias, which, if well handled, are good stock to carry. A vase of flowers of striking form and colors, arranged expressly to draw attention, will help in the sale of standard sorts.

The Fourth Liberty Loan is now in full swing. It is both patriotic and good policy to take an active part in this movement. Florist clubs all over the country are working hard within their organizations to make a good showing. A liberal use of the posters, together with Old Glory and the flags of the allies, should be prominent features of the store and window decoration.

An important matter is that of securing better prices on all classes of goods. Some, in fact, far too many, judge others by themselves. They feel they would not like to pay more than a certain sum for this or that, and so fear to ask it of their customers. This is poor business policy. The way to get a good price is to ask it. People are not going to voluntarily offer \$1.25 for an article they can get for \$1.00. There is not a line of goods anywhere, except possibly, garden truck or flowers, when overstocked, that has not greatly increased in price. The changes upward in all lines are so universal that people expect to pay more and seem to accept the advance as a matter of course.

All made up work should, and can easily, have from one-quarter to one-third added to the price. The figure must be stated in a confident matter-of-course tone of voice that leaves no opening or suggests that it is a feeler, or is subject to discount.

Keep the window up to its highest standard. Advertisers are very solicitous as to their position in the paper. They want select locations next to reading matter, so that their message will be noticed, and perhaps read by those not looking for it. Just so it is with the window; it must be made so attractive that the indifferent pedestrian is prompted to stop and take a look, and you get your story to him. An artistic display in the window reflects the genius of the store, which should always be in keeping with the class of trade or clientele that is desired.

Economy.

The old adage, "A penny saved is a penny earned," should be amended for use in the flower business to read, "A penny saved is three pennies earned," as the turnover is at least 83 before a gross gain of \$1 is secured. In these troubled days, when the carrying on of business is just one trying situation after another, economic management should be the keynote in every department from that of buying to the final delivery.

Plan to save, for to do it effectively there must be a system. In the first place, there should be close buying. Staple articles handled by a number of houses, such as paper, twine, boxes, stationery, tags, etc., should be bought in quantities that will be sufficient for the season. Such purchases insure lowest prices with a further reduction for payment of bill on presentation. In no way can money be made to return a greater interest than in discounts received for cash payments. In addition to lower prices on quantity purchases, there is the advantage of having the stock on hand; many sales are missed when customers will not leave orders because they cannot see the goods desired. If the sale is made, then there is the added expense of telephone, time and car fare in securing the articles, and probably additional cost in last minute delivery. This breach of economy, costs, telephone five cents, boy's time at least ten cents, car fare ten cents, which equals 25 cents, the equivalent of 75 cents in sales.

Each store should carry a line of delivery boxes, muslin lined, corrugated straw board with waterproof coating—a little more expensive in first cost, but a great saving in the end. The quantity of new cut flower and design boxes that are in their first service, destroyed or rendered unfit for first-class use, is an important item of expense in many stores.

There is great economy in planning out the business of the next day. The delivery of the stock required in plants and cut flowers, may be secured by telephoning the grower the day before, which if neglected, would likely entail the necessity of a special messenger from the store. Probably the greatest saving is effected in the careful handling of cut flowers; roses, carnations and other flowers that are roughly used in placing in or out of jars or vases snap off at the slightest touch, when away goes 5, 10 or 15 cents. Something may be gained by putting these away to be wired up for design work, but there is still much loss.

A great saving may be effected in counting out all stock necessary for designs or baskets before the work proceeds; to keep on adding flowers until the piece is thought to be good enough, while the practice in many stores, is a very poor business method.

To take an account of all flowers that go to waste each day, should be in the hands of one who will attend to it. The record of loss here will make for economy, keep the buyer on his mettle, and insure the best possible care of the stock.

It is the little things that count; just a nickel a day amounts to over \$15 a year. Sit down now and figure out how many nickels might have been saved in the course of yesterday's business. It will surprise you.

THE ROSE.

Canker Control.

Rose canker, most easily recognized by brown dead areas in the bark of the stems, is a serious disease of greenhouse roses which was first described in 1917, although it has probably been long prevalent in America, but has escaped notice largely on account of its obscure symptoms and consequent difficulty of diagnosis, according to Bulletin No. 183 of the Massachusetts agricultural experiment station, Amherst, which records results of investigations of the disease and describes successful methods for its control.

Two types of cankers occur on the stem and branches higher up. The larger ones start from wounds, especially the stubs which are left after the blossoms are cut. Cankers from these stubs run back down the stems. The disease may stop at the first live branch below, but very commonly it continues to progress downward, and each successive branch dies as it is encircled. Cankers may also start from other wounds besides cut stubs. They are usually oval in outline and may be several inches long. The second type of aerial canker does not originate with wounds, but starts directly in the healthy green bark. First, small round purple areas appear, sometimes singly, but more often in groups. As these increase in size the centers become light brown and the margins remain dark, giving a "bird's-eye" effect. When they occur in groups they coalesce and form large irregular dead areas in which, however, the individual cankers may still be distinguished for some time.

The depth of the canker varies, depending on such factors as the age of the part attacked, size of the infection court, environmental conditions and probably others. This is particularly a disease of the bark, and commonly the discolored area will be located outside the cambium entirely. But in more severe cases it may extend to, or entirely through, the pith. If the shoot is young and has not yet hardened, the canker goes deeper and the entire shoot dies. This is frequently evidenced in the sudden wilting and dying of shoots which have grown up rapidly from below the surface of the ground. Older shoots are rarely killed outright.

Only occasionally have we seen entire plants killed by this disease. One, several or all of the shoots of a plant may be attacked. Dead "brush" and dead small shoots are usually much in evidence in affected houses. The seriousness of the disease, however, lies not in the number of plants killed but in the fact that affected plants are small and weaker, resulting in diminished yields of inferior roses. The diseased plants cannot be forced, no matter how much fertilizer is applied and how well they are cultivated. New shoots do not grow from beneath the surface of the soil, but all come from the tops. These latter symptoms are the ones which the florist usually notices first, and, in fact, may be the only ones he notices.

Diagnosis of this disease is rendered difficult by two natural developments in the life of the rose plant which may easily be confused with disease: (1) Many varieties of roses naturally turn black at the crown very early; this, however, is a superficial blackening and rarely runs up much above the surface of the ground. (2) The bark of all rose stems cracks with age, especially at the base, just as the bark of trees does.

These two developments often resemble canker so closely that even one experienced in diagnosis may be misled.

CONTROL MEASURES.

In the light of all that we know about rose canker and its causal pathogene, the following measures are recommended for its control:

1. Carefully inspect the rose house to see if canker is present. If not, employ every means to prevent its entering—import as few roses as possible from other houses; examine carefully every plant brought in; reject any with suspicious dead areas in the bark.
2. If it is present on the roses it cannot be eradicated from the infected plants. The only hope lies in starting new plants from clean cuttings, in clean soil, and guarding against infection at every step in the plants' development.
3. Dip the cuttings in Bordeaux mixture.
4. Sterilize the pots by dipping for 10 minutes in boiling water.
5. Sterilize the potting soil and cutting bench soil by steaming to a temperature of over 50° C. for 10 minutes or more. Suspected manure should be treated in the same way.
6. Use raised benches, not ground beds.
7. Remove old soil if diseased roses have been grown in it, and soak the benches thoroughly with (1) formaldehyde at the rate of one pint to 25 gallons of water or (2) boiling water.

Rose Pruning.

ED. AMERICAN FLORIST:

Will you kindly tell me the proper way to prune roses to prevent blind wood? We have been told that the cut must be made above a perfect leaf and also that this is not necessary.

Colorado.

F. E. S.

Replying to "F. E. S." regarding the pruning of roses to avoid blind wood. We will say that the usual way to prune the indoor roses is to leave from one to three eyes of the current year's growth on the plants, and to thin out all the very small, twiggy wood, leaving only the several of the strongest growths. It sometimes happens that a plant will make only one strong cane; in this case, we usually leave sufficient wood at the top of the cane where it has branched, instead of pruning the cane like a walking stick. However, one will often have to contend with more or less blind wood, no matter how intelligently the pruning is done, as the variety grown has much to do with the blind wood that follows pruning. Hadley being of the varieties that throw many blind growths. Again, by the constant propagating of blind wood as cuttings from year to year, the stock of any variety will run to blind wood almost entirely. So it is readily seen that pruning has really very little to do with the plant producing this blind wood. Very often the strong, blind growths can be pruned back to two or three eyes. The following growths will often set buds.

E. W. S.

ROCKLAND, ME.—Mrs. Augusta C. Mather, who established greenhouses here in 1892, and which have since become widely known, died at her home in this city, September 13, after a long illness.

SAN FRANCISCO, CALIF.—G. Madvig, doing business as the Pacific Florist Supply Co., is in bankruptcy. An offer of \$1,500 has been received for the stock and it is believed the trustee will sell the business within 60 days.

FLORISTS' PALMS.

Fall Culture of Palms.

The month of October brings with it the necessity for artificial heat in the palm houses in all the northern portion of the country, the date for starting the fires, of course, depending on the condition of the weather. It is poor economy to postpone firing in the hope that the cool wave will pass over, for while that may occur, yet in the meanwhile the stock may have had a check from which it will suffer for months to come. When it is found necessary to shut down the houses in order to maintain a temperature of 55° it is much better to make a fire and give air enough to keep a night temperature of 60° with a slight heat in the pipes. This will provide a growing atmosphere, and the foliage will dry off better after syringing and will not be found hanging with condensed moisture in the morning. A temperature of 60°, with a fresh and buoyant atmosphere, will keep the stock in a growing condition, and with the kentias in particular will help greatly, for these plants are now making their best growth. Seedling stock, both of arecas and kentias, and also of Cocos Weddelliana, may well be kept a few degrees warmer, for the young plants are more tender in root than the larger and better-established specimens of the same genus.

From this time forward the watering and syringing should be finished before noon if possible, unless the weather is unusually warm, though this is not intended to indicate that plants that are found dry in the afternoon should wait until the following morning for water, for the only safe rule to follow in regard to watering is that of giving palms a good drink when they are dry, whether that be in the morning or afternoon. Shading becomes less needed as the sun loses its power, and should be allowed to thin down somewhat now, for although the trade demands richly colored foliage, it also requires foliage of good texture that will endure handling.

To those retailing palms it may be worth repeating that to be satisfactory in the dwelling a palm should be well rooted, or in other words, a potted plant will wear much better than a newly-potted one, provided that it is given water enough, and it will therefore pay the retailer to offer stock of this character rather than the less satisfactory plant that is not well established.

In species the present season does not show any special novelties among commercial palms, the kentias, both *Forsteriana* and *Belmoreana*, being as usual in the lead, the first named having been more called for of late years among those who want a quick-growing palm that combines both beauty and usefulness, while the buyer who wishes a hardy palm of the most graceful character and comparatively dwarf habit finds *Kentia Belmoreana* the most appealing palm on the market.

Areca lutescens seems to be regaining some of its former favor, and has found a better demand this season. This does not seem strange when taking into consideration the fact that a well-grown areca is one of the most graceful palms in the trade today, and in all probability the temporary loss of favor suffered by this species was

more due to faulty growing than to inherent weaknesses in the plant. Some years back it was discovered that areas could be very rapidly grown by means of strong heat, abundant moisture, and the free use of strong fertilizers, but this knowledge was in some instances much overworked, with the result that lots of thin-leaved and weak constituted stock were thrown on the market, and naturally proved highly unsatisfactory to the purchasers, and caused a quite natural reaction against this plant as a commercial species.

There is a great difference between plants that are grown by such methods and those that have been given more rational treatment in light and airy houses, and this difference is becoming more recognized in an increased demand for good areas. But palm growing is a rather deliberate operation in the minds of many, for many moons elapse between the seedling and the salable specimen.

The canary palm, *Phoenix Canariensis*, is still imported in considerable quantities for the benefit of those who do much decorating in public places, but prickly palms are not much in demand for use in the dwelling, and in this particular many of the phoenix are serious offenders. *Scaevolaria*, *ptychospermas*, *chamaedoreas*, *caryotas*, and *geonomas* are rarely seen in the retailer's stock, for they do not wear like the kentias, and with the exception of *Cocos Weddeliana* the cocoas family is almost unrepresented. On the whole we use but a very small percentage of the 1,200 or more species of palms that are known to the botanists.

W. H. TAPLIN

Work or Fight Classification.

Elimination of men from employment in non-essential industries by characterizing them as "slackers," according to the New York Times, and the consequent addition of nearly half a million men to labor forces available for war work is planned by the United States employment service. Community labor boards throughout the country were notified September 23, by N. A. Smythe, director of the service, to prepare and have published lists of industries in which women could be substituted for men. The boards were urged to hold up to public shame any man who continued in work not essential to the prosecution of the war.

The industries in which women can take the places of men are expected to follow the general lines laid down recently by the war labor policies board and include such work as accounting and cashier service and salesmanship. The local boards will be guided largely, it was said, by conditions in their own communities in issuing the lists of industries in which the work should be done by women. To the local boards also will be left the method of dealing with men who remain in the industries classed as non-essential, but it was said the "work-or-fight" order would be resorted to for all men within the draft age limits, while for others community sentiment would be relied upon.

SYRACUSE, N. Y.—A. Bartholme, among other florists in this vicinity, is experiencing great difficulty in the fuel situation. With his order placed in April, promises of delivery are all the satisfaction he receives, and ability to secure any part of the supply looks doubtful.

THE S. A. F.

President Totty's Liberty Loan Message.

Fellow Florists:

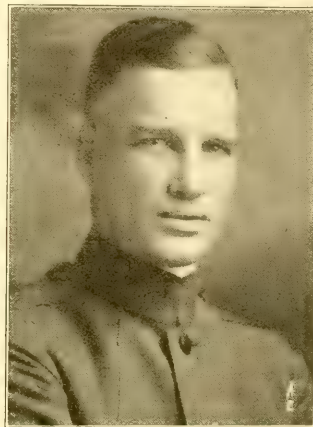
Have you contributed to the Fourth Liberty Loan? If not, why not?

Give thanks to your Creator,—

That you have the privilege of contributing to such a marvelous emancipation of humanity.

That you are permitted to back up our glorious army at the front, the boys who stop at nothing—and always get what they go after!

Never mind where we came from; it's what we are that counts. Now is our chance to show the world that we are



Lieut. Chas. T. Johnson.
Son of C. W. Johnson, Chicago.

100 per cent Americans and 120 per cent patriotic—ready with the last dollar we have to stand by the Flag.

What does it matter if our coal has to be curtailed if the government has to use it for some other purpose more vitally necessary for the moment? What matters it if many of our best employes have had to leave us for service "Over There," and we have nothing left but girls and the men over draft age to do our work? Look at the wonderful age we are living in.

We always knew what America was, and what it stood for. Now the whole world knows and looks on in delighted wonder. The name "America" will be one to conjure with in years to come, standing for nothing but "Equal Rights for All," and fighting for nothing but a "Glorious Principle."

Some of us, with our noses to the grindstone, cannot look out on God's glorious sunshine and use the broader aspects of life and read the epoch-making era through which we are passing.

Our business will not suffer in the long run. The rebound from death and desolation will be quick and lasting, and we shall make more money in the future in the business of plants and flowers than we ever dreamed of before. Faith and vision are all we need. Let the weeding drop out if he wants to. The florists are not whiners. They are real men, and the way they are working for our Fourth Liberty Loan will prove it.

Let us do our utmost to help administer the "final punch" to militarism, so we can once more settle down to our normal vocations.

In conclusion, the following from the Literary Digest covers the situation far more than any feeble words of mine can do:

"Americans! Here in your God-given land of liberty, far from the furious battles and the countless hospital-beds of France, what flame leaps to your eyes when you say 'My Country, 'Tis of Thee'? Have the words filled your soul with a passion of love and holy zeal which makes service of country the greatest thing of life, the only thing worth while, these days? Are you ready and eager to enroll in the army of 25,000,000 men and women now summoned to carry the Fourth Liberty Loan to Victory?"

CHARLES H. TOTT, Pres.

National Publicity for Flowers.

One of our Cincinnati friends sent us a clipping from a newspaper in that city covering the following item: "We don't need flowers to win the war," said officials of local draft board, No. 3, in refusing to grant exemption to Richard G. Kootz, manager of a floral business. "We cannot fire flowers at the Germans and win the war, although they may be they would prefer flowers to bullets," said Chairman Zimmerman. "We can leave the floral business to our crippled heroes when they return and to women."

In contrast is the following clipped from the report of an address by Miss Maude Wetmore, national chairman of the National League for Woman's Service, at an enthusiastic campaign meeting held at the Hotel Biltmore, New York, September 18. "We have had a wonderful opportunity lately. It was given us by the florists of the country, 30,000 strong. They gave us the opportunity to be their spokesmen at the bedsides of the sick soldiers. They asked us to give to them the message which they were sending, and they asked our women to be the ones to transmit that word of sympathy which is so wonderfully expressed and represented by a flower. All over the country today the florists of this country are giving free of expense thousands of flowers to the sick soldiers as they are returning home. To me it is a very wonderful and very beautiful thought, and I am sure that it is one of interest to all of you today."

And this, by Lt. Col. E. G. Northington, commandant of the reconstruction hospital, Fort Douglas, Utah, referring to a generous donation of flowers made to the post hospital by the Miller Floral Co., of Farmington: "There is nothing so cheerful, so brightening in their influence upon sick people, as flowers, and the offer of the Farmington growers, to supply flowers for the soldiers who may be confined to beds and wards of the post hospital, is deeply appreciated by Colonel Northington and all members of his staffs of doctors and nurses, as well as by every patient."

Few among our florists have any idea of the many stupid and ill-considered statements our promotion bureau is called to challenge and upset, or the thought of what might be were we obliged to do without our organized publicity service in these times would be more general. The public is ready to admit that there is better use for our flowers right here at home than to fire them at the enemy—and the more the public sees of our slogan "Say It With Flowers" and reads of the work the

florists are doing, the less willing will it be to believe that flowers can be really considered non-essential.

Let not anyone think that our publicity work begins and ends with our magazine advertising. Our bureau is called upon to organize and make effective much outside assistance which can only be obtained through ourselves being organized.

Are you, Mr. Reader, yet a part of our organization? Have you subscribed to our publicity campaign fund? If you have not, why not? Is there any part of our work which has not been explained to your satisfaction? The object of our weekly articles so kindly published for us, and for you, by our trade papers is to let you know what we are doing, and we are urgently requesting every florist who has not already subscribed to come forward with his "bit," now, the time when we most surely need it, if we are to carry out the plans and extend our usefulness. We are still short of the required amount of money to complete our 1918 programme, but with just a little effort on the part of those our work is to benefit, we can go ahead under full sail. Do not be half-hearted, do not be thought a non-essential.

JOHN YOUNG, Sec'y.

Credits and Collections Committee.

President Charles H. Totty has appointed the following committee on credits and collections:

Robert C. Kerr, Houston, Tex., chairman and southern retail representative.
Frederick Lautenschlager, Chicago, secretary.

C. L. Washburn, Chicago, western commission representative.

Frank X. Stuppy, St. Joseph, Mo., western growers' representative.

S. S. Pennock, Philadelphia, Pa., eastern representative.

Philip Breitmeyer, Detroit, Mich., western retail representative.

JOHN YOUNG, Sec'y.

Chrysanthemum Society of America.

EXAMINING COMMITTEES.

President Wm. W. Vert announces the committees to examine new chrysanthemums for the ensuing year as follows:

Boston, Mass.—William Nicholson (chairman), James Wheeler, Alex. Montgomery, Ship flowers to chairman, care of W. J. Thurston manager, Easton Flower Exchange, 1 Winthrop square and Otis street, Boston.

New York—Eugene Dailledouze (chairman), Wm. H. Duckham, A. H. Herrington, Ship flowers to New York Cut Flower Co., 55 Twenty-second street, New York, care of chairman.

Philadelphia, Pa.—A. B. Cartledge (chairman), John Westcott, S. S. Pennock, Ship flowers to A. B. Cartledge, 1514 Chestnut street, Philadelphia.

Cincinnati, O.—R. Witterstaetter (chairman), James Allen, J. C. Murphy, Ship flowers to chairman, Jabez Elliot Flower Market, care of janitor.

Chicago—N. J. Wietor (chairman), E. A. Kanst, Thomas W. Head, Ship flowers to chairman, 162 North Wabash avenue, Chicago.

Shipments should be made to arrive by 2 p. m. on examination days to receive attention from the committee. Must be prepaid to destination and an entry fee of \$2 should be forwarded to the secretary not later than Tuesday of the week they are to be examined, or it may accompany the blooms.

Seedlings and sports are both eligible to be shown before these committees, provided the raiser has given them two years' trial to determine their true character. Special attention is called to the rule that sports to receive a certificate must pass at least three of the five committees.

The committees will be in session to examine such exhibits as may be submitted on each Saturday during October and November, the dates of which will be October 5, 12, 19, 26 and November 2, 9, 16, 23 and 30.

CHAS. W. JOHNSON, Sec'y.

2242 West 100th Street, Chicago.

Washington Rulings and Regulations.

PAPER RESTRICTIONS.

Orders for the conservation of paper, affecting every florist in the country, have been issued by Bernard M. Baruch, chairman of the war industries board. Economy in the use of paper has been the subject of consideration with the board for some time, but it has been necessary to hasten the issuance of regulations because of the realization that the government would soon be obliged to divert to the munitions manufacturers, a large quantity of chemical pulp formerly used in making tissue and wrapping papers. Florists are requested to limit their use of tissue paper as much as possible, eliminating its use, where possible, as packing in boxes. They are also requested to reduce their use of boxes as much as can be done without injury to the trade, using as light a weight box as possible. All retail stores have been directed to discontinue the unnecessary wrapping of merchandise, thus reducing their consumption of paper, as well as to economize in their use of office stationery and other paper. Instructions have been sent out directing them to use no more paper than necessary in wrapping merchandise; to use as light a paper as is serviceable, and to re-use paper taken from parcels received. Florists are also requested to use lighter weight office stationery and smaller size envelopes; to write on both sides of the paper for long letters; to use half and three-quarter sheets of paper for short letters; to use the backs of letters received for carbons of replies, and to make use of spoiled sheets and the backs of envelopes for scratch pads.

ELECTRIC SIGNS NOT EXEMPT.

Florists and others throughout the country who desire aid in the fourth loan drive by converting their electric signs to advertisements for Liberty bonds must not violate the lightless retail regulations, according to an announcement just made by the United States fuel administrator. While Dr. Garfield declares his appreciation of the spirit that prompts the tender of such assistance, and is well aware of the good work that can be done by such advertisements, backed by the names of the strongest merchants in each community, the coal situation, he asserts, is so serious that not even to further the sale of bonds, can the lightless night order be lifted. The Fuel Administration has received a number of requests from the owners of large electric signs that they be permitted to use them nightly for the purpose of advertising the fourth loan issue. In response, Dr. Garfield has ruled that not even to further the success of a government activity can the government suspend the order, pointing out

that, if such exceptions were made, government activities now cover such a wide range that very shortly the exceptions would be so numerous as to defeat the purpose of the order.

B. F. L.

Illinois Centennial Celebration.

Plans recently completed by the executive committee directing Chicago's part in the state centennial celebration show a week crowded to the limit with patriotic activities, all centering around the historical pageant, which will be staged at the Auditorium during the centennial week, October 7-12, and witnessed free of charge on three evenings and one afternoon. The pageant consists of 12 dramatic scenes depicting the history of Illinois, with picturesque dances and settings, and a chorus of 300 voices to assist. The scenes range from ancient Indian mythology to the warlike settings of modern times, and the climax is a stirring appeal to the patriotism of the state.

The week's programme opens with a dress rehearsal of the pageant at the Auditorium on Monday evening. On Tuesday evening there will be a patriotic rally at which Prof. Thomas G. Masaryk, the Czecho-Slovak leader, will speak and a naval band will play. Every day at noon there will be patriotic meetings held at the theater under the auspices of the centennial and Liberty Loan committees, and a list of prominent speakers for these is in preparation. One of the noonday meetings, for which the date has not been set, will be under the auspices of the Roman Legion of America, and a parade which has been arranged for Saturday afternoon, October 12, is also under the direction of the Roman Legion. The nights set for the pageant are Wednesday, Thursday and Friday, and Saturday afternoon will probably be devoted to a matinee for school children. Contributions of \$50 to the pageant fund entitle the owner to a box in the Auditorium theater for one performance, which will be awarded by the drawing of lots.

Centennial fifty-cent pieces have been struck off and will be sold at the theater as well as at all the banks, department stores and hotels.

University Training Corps Inductions.

An important official notice of a new ruling of the war department, just received by the University of Illinois, where a unit of the students' army training corps is to be installed, sets aside some conditions of registration as previously announced by the university.

The committee on education and special training of the war department, in charge of the students' army training corps, has ruled, under date of September 27, 1918, that "no Class One men, physically qualified for general military service, who registered prior to September 12, 1918, may be inducted. Other registrants prior to September 12 may be inducted by application to committee."

The Late Mrs. S. S. Skidelsky.

It is with deep regret that we hear of the death of Mrs. S. S. Skidelsky, wife of S. S. Skidelsky, the well-known plantsman of Philadelphia, Pa., who passed away September 25 from pneumonia, following an illness of but six days. The deceased, a most estimable woman, was married to Mr. Skidelsky eight years ago, and a host of friends, both in and out of the trade, will sympathize with him in his deep bereavement.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

"In God's name, cheerily on, courageous friends,
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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OUTDOOR flowers have sold well in the middle west this season.

LIBERTY BONDS are perfectly hardy and reliable in any climate.

PREPARE for hard weather by repairing breakages in the greenhouse glass without further delay.

Personal.

Professor F. A. Waugh, of Massachusetts Agricultural College, Amherst, is now a captain in the regular army, in charge of the educational reconstruction work in the United States general hospital at New Haven, Conn.

C. G. Roebling, of Trenton, N. J., well known for his enthusiastic devotion to orchid culture, is seriously ill.

Fourth Liberty Loan.

PRESIDENT WILSON'S MESSAGE.

Again the Government comes to the people of the country with the request that they lend their money, and lend it upon a more liberal scale than ever before, in order that the great war for the rights of America and the liberation of the world may be prosecuted with ever increasing vigor to a victorious conclusion. And it makes the appeal with the greatest confidence because it knows that every day it is becoming clearer and clearer to thinking men throughout the nation that the winning of the war is an essential investment. The money that is held back now will be of little use or value if the war is not won and the selfish masters of Germany are permitted to dictate what America may and may not do. Men in America, besides, have from the first until now dedicated both their lives and their fortunes to the vindication and maintenance of the great principles and objects for which our Government was set up. They will not fail now to show the world for what their wealth was intended.

President "Says It With Flowers."

A large bouquet of flowers on a stand in the center of the main ward of the army debarkation hospital at Ellis Island, New York, September 29, had a card attached with the following: "The President and Mrs. Woodrow Wilson." Before returning to Washington from a recent visit to the metropolis, the President inquired about the 700 men in the hospital and sent the flowers conveying his regards and best wishes for the speedy recovery of the patients. At about the same time, a member of a local draft board in Cincinnati "started" the daily press of that city with the statement that "as flowers could not be used as bullets, they were non-essential. The thoughtful example of the chief executive of the nation in using them to bring cheer to the soldier sick, seems to fully cover the situation, however.

Christmas Shopping Restrictions.

According to Commerce Reports, at a recent conference at which retail interests were represented, it was stated the average forces employed during the year would not be increased during the Christmas season nor store hours lengthened. They also agreed to urge the purchase, except for young children, of useful articles, to spread the period of buying for holiday presents over three months, and to restrict deliveries and induce customers to carry packages wherever possible.

The Society of American Florists, it appears, was not represented at this meeting, and the problem of filling Christmas orders for cut flowers and plants in their limited period of sale, on the same basis as the purchase of umbrellas, suspenders and handkerchiefs, necessarily involves different planning.

Baskets to Canada Under Embargo.

According to a communication from the Dominion Comptroller at Ottawa, Ont., the efforts of the Toronto Retail Florists' Club to import baskets en bloc from the United States have been unsuccessful, as shown by the following ruling:

"Regarding the importation of baskets from the United States, I beg to

advise that baskets are the only commodity mentioned in the list of restricted imports from that country, and as the object of such restriction is to decrease as far as possible the importation of anything that may be regarded as non-essential during war-time, it has become necessary for many firms to adjust their business to comply with the requirement. The War Trade Board is not in a position to approve of the importation of baskets for florists' use."

Steps are being taken by Toronto florists to have their baskets manufactured there, and while they may not be as nicely finished as the imported article, they will no doubt fill the bill.

H. G. D.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

Cleveland, O., October 7, 8 p. m.—Cleveland Florists' Club, Hollenden hotel. Al. R. Barber, secretary, 1284 Euclid avenue, Cleveland.

Pittsburgh, Pa., October 7.—The Retail Florists' Association of Pittsburgh District. Noon-day luncheon at Seventh Avenue hotel. Orville Crissman, secretary, Diamond Bank Building, Pittsburgh.

Newport, R. I., October 8, 8 p. m.—Newport Horticultural Society, Music Hall. Fred P. Webber, Neville, R. I.

Chicago, October 9, 8 p. m.—Gardeners' and Florists' Union No. 10615. At 232 North Clark street. Louis Heidtmann, secretary, 4653 Fourth street, Chicago.

Lenox, Mass., October 9, 7:30 p. m.—Lenox Horticultural Society. Town Hall. Lewis Barnet, secretary, care of Allen Windeu, Lenox.

Madison, N. J., October 9, 8 p. m.—Morris County Gardeners' and Florists' Club, Masonic Hall, Edward Reagan, secretary, Morris-town.

New York, October 9, 8:30 p. m.—Greek-American Florists' Association, 119 East 23rd street. C. P. Thomas, secretary, 58 West 28th street.

Foughkeppie, N. Y., October 9, 2 p. m.—Dutchess County Horticultural Society, Fallkill building. T. H. DeGroff, secretary, Hyde Park, N. Y.

Chicago, October 10, 8 p. m.—Chicago Florists' Club, Hotel Randolph, Randolph and Wells streets. Allie Zech, secretary, 30 East Randolph street, Chicago.

Davenport, Ia., October 10, 8 p. m.—Tri-City Florists' Club, at home of member. Wm. Goos, secretary, Bettendorf, Ia.

New London, Conn., October 10, 8 p. m.—New London Horticultural Society, Municipal building. State street. Stanley Jordan, secretary, Harker's estate, Waterford, Conn.

Newark, N. J., October 10, 8:30 p. m.—Essex County Gardeners' and Florists' Club, Roevers' Hall, David Murphy, secretary, 181 Clinton avenue, Irvington, N. J.

St. Louis, Mo., October 10.—St. Louis Florists' Club, at range of W. A. Row, Kirkwood, Mo. J. J. Windler, secretary, 2300 South Grand Ave., St. Louis.

Hartford, Conn., October 11, 8 p. m.—Connecticut Horticultural Society, County building. Alfred Dixon, secretary, Wethersfield, Conn.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

October 12-26, Los Angeles, Calif.—California Liberty Fair, Charles L. Wilson, superintendent of exhibits.

November 5-8, Des Moines, Ia.—Mid-west Horticultural Exhibition, J. S. Wilson, Des Moines, chairman of committee on flowers; Francis Sestier, Des Moines, vegetables.

November 6-8, New York.—Exhibition of chrysanthemums by the Gardeners of the City of New York and the Chrysanthemum Society of America in the Engineering Society building, 25-33 West 39th street. Wm. A. Engelson, secretary, board of managers, 234 West 23rd street, New York.

November 19-22, Chicago.—Illinois First Great Apple Show, A. M. Augustine, Normal, Ill., executive secretary.

Important to Subscribers.

The dates on the yellow address label on your copy of THE AMERICAN FLORIST will show when your subscription expires. Please renew subscription promptly on expiration, to make certain of receiving your copy of each issue.

Wants, For Sale, Etc.**One Cent Per Word, Cash with Adv.****For Plant Ads., See Ready Reference Section.**
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.**Situation Wanted**—By an all around seedman and poultry supply salesman. Twenty-six years retail experience. Address
Key 931, care American Florist.**Situation Wanted**—By a first class grower of middle age with life time experience and best of references. Address
Key 935, care American Florist.**Help Wanted**—Married man with some experience; work under foreman. \$75 per month and house. Address
**Thomas F. Browne,
Greenfield, Mich.****Wanted**—Good second-hand hot water boiler; about 1000 sq. ft. capacity. State size, make, condition and best cash price.
**East End Greenhouse,
402-408 Greenwood Ave.,
Punxsutawney, Pa.****Situation Wanted**By American; single; have many years' experience in greenhouse and outside. Address
Key 932, care American Florist.**STOREMAN**All man willing to do general work in retail store. Must come well recommended.
W. W. ADAMS
1169 N. State St., CHICAGO**WANTED**In our greenhouses at Evanston, two rose growers. Good salary is offered and permanent positions to dependable men.
Apply
WEILAND-RISCH CO.
154 North Wabash Avenue, CHICAGO**Situation Wanted**Saleslady capable of doing general Store work is open for engagement. state full particulars and salary you are willing to pay in first letter.
Key 934, care American Florist.**FOR SALE**New D. S. A. Glass.
16x18.....\$7.00 per box
16x24..... 7.50 per box
WM. F. KRUEGER,
516 Potter St., Toledo, Ohio**Al Storeman Wanted**Good opportunity for a first-class man to locate in a loop establishment. Party may buy an interest in the business but this is not absolutely necessary being only a secondary consideration. Give full particulars in first letter and do not answer this advertisement unless you are desirous of bettering yourself and are willing to work hard reasonable hours for same. Address
Key 933, care American Florist.**FOR SALE**

Excellent opportunity to purchase the entire plant of The Miami Floral Co., at Dayton, Ohio, consisting of about 15 acres of land and 140,000 square feet of glass, fully equipped for cut flower growing; large stock of growing plants in good condition; pots, tools, machinery and accessories complete.

Best market in Central States for cut flower growing; excellent shipping facilities; residence, barn, garage and office building on premises.

Well adapted to vegetable growing, with ready market.

Under order of the court, I will receive sealed bids for the above property until two o'clock p. m. on October 17th, 1918, and at that time offer the same for sale at competitive bidding at the undersigned address.

It is possible that a lease might be arranged.

For further particulars communicate with

R. G. CORWIN, Receiver**711 Schwind Building,****DAYTON, OHIO****LATEST EDITION****TRADE DIRECTORY****Florists, Nurserymen and Seedsmen****OF THE****UNITED STATES AND CANADA.****Price \$3.00, Postpaid.****AMERICAN FLORIST CO.****440 S. Dearborn St., CHICAGO.**

CUT FLOWER DEPARTMENT

Finest Quality Beauties and CATTLEYAS

Russell, Richmond, Hoosier Beauty, Milady, Brilliant
Ward, White Killarney, Ophelia

'Mums, Carnations, Snaps, Gladioli, Valley, Dry Gypsophila

Plumosus, Sprengerii, Adiantum, Galax, Ferns, Smilax

PLANTS

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 4-in. pot, \$6 per doz.
Kentia Belmoreana, 4-in. pot, \$6 per doz.
Kentia Forsteriana, 5-in. pot, \$12 per doz.
Kentia Belmoreana, 5-in. pot, \$12 per doz.
Kentia Forsteriana, 6-in. pot, \$2 each.

Kentia Forsteriana, made up, 5-in. pot, \$1 to \$1.25 each.

Livistona Rotundifolia, 4-in., \$6 per doz.

Livistona Rotundifolia, 5-in., \$9 per doz.

Livistona Rotundifolia, 6-in., \$1.25 each.

Phoenix Roebelenii, 5-in. pot, \$1 each.

Pandanus Veitchii, 4-inch, 50c each.

Pandanus Veitchii, 5-inch, 75c to \$1.00 each.

Pandanus Veitchii, 6-inch, \$1.50 each.

Pandanus Veitchii, 7-inch, \$2.00 each.

Begonia Chatelaine, 2½-in. \$5.00 per 100.

Begonia Chatelaine, 3-in. \$10.00 per 100.

Begonia Chatelaine, 4-in. \$15.00 per 100.

Begonia Chatelaine, 5-in. \$25.00 per 100.

Dracaena Massangeana, 4-in. pot, \$50 per 100.

Dracaena Massangeana, 6-in. pot, 75c to \$1.

Crotons, 4-in., \$4.80 per doz.

Crotons, 5-in., \$9 per doz.

Crotons, 6-in., \$1 to \$1.50 each.

Primula Obconica, 3-in., \$7.00 per 100.

Baby Primula Malacoides, 2½-in., \$5 per 100.

Rubber Plants, 5-in., 75c each.

POT CHRYSANTHEMUMS

Magnificent Stock — October Delivery

6-inch.....50c and 75c each 8-inch.....\$1.50 to \$2.00 each
7-inch.....\$1.00 to \$1.25 each 9-inch.....3.00 to 6.00 each

2½-in. Own Root Rose Stock

Aaron Ward } \$ 7.50 per 100;
Killarney Brilliant } 70.00 per 1000.
White Killarney }

Milady } \$ 7.00 per 100;
Richmond } 65.00 per 1000.

3½-in. Own Root Rose Stock

White Killarney } \$ 11.00 per 100;
Ophelia }
Aaron Ward } 105.00 per 1000.
Sunburst }
Killarney Brilliant }

Milady } \$ 10.50 per 100;
Richmond } 100.00 per 1000.

POEHLMAN

72-74 E. Randolph St.,

Florists! Attention!

FOR ALL SAINTS' DAY

We have stocked a supply of plain and decorated Wreaths of Magnolia, Lycopodium and a combination of Grasses and Waxed Flowers. The most satisfactory method of buying these, we suggest a sample dozen or so. We have also an assortment of Flowers, Gypsophila, Grasses and Lycopodium for decorating the plain Magnolia Wreaths as per illustrations. The assortment enough for 50 wreaths is \$10.00.

We will certainly please the most critical florist with our line of Baskets. We handle the lines of many well known manufacturers as well as our own. Try a \$10.00 to \$25.00 assortment and be convinced.



No. 52.

1 inch.....	each, \$1.50;	doz., \$15.00
2 inch.....	each, 1.75;	doz., 18.00
2 inch.....	each, 2.50;	doz., 24.00
2 inch.....	each, 3.00;	doz., 30.00

Magnolia Leaves, Cycas Leaves,
Wheat Sheaves, Ruscus,
Oak Sprays (Long or Short.)

Let us
Estimate
on
Your Fall
Orders.



No. 45.

Made of prepared Lycopodium.		Will keep indefinitely.	
1 inch.....	per 100, \$15.00	18 inch.....	per 100, \$28.00
1 inch.....	per 100, 18.00	21 inch.....	per 100, 35.00
2 inch.....	per 100, 20.00	24 inch.....	per 100, 45.00

18 inch.....	each, \$1.50;	doz., \$15.00
21 inch.....	each, 1.75;	doz., 18.00
24 inch.....	each, 2.50;	doz., 27.00
27 inch.....	each, 3.00;	doz., 30.00
30 inch.....	each, 4.00;	doz., 40.00

N BROS. CO.

Long Distance Phone, **CHICAGO, ILL.**
Randolph 35.

Chrysanthemums

Yellow Golden Queen, extra fine stock, at \$3.00 to \$4.00 per doz.

WHITE POMPONS 50 cents to \$1.00 per bunch.

Hoosiers--Russells--Columbia

Best Leading Roses—We are now cutting a large quantity.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Columbia, Hoosier Beauty, Ophelia and White Killarney.

CURRENT PRICE LIST

AMERICAN BEAUTY—	Per doz.
According to length of stem.....	\$1.50 to \$5.00
RUSSELL and COLUMBIA—Best in this market.	Per doz.
Good, extra long	\$2.00 to \$3.00
Good, medium	1.25 to 1.75
Good, short60 to 1.00
HOOSIER BEAUTY, OPHELIA, SUNBURST, WHITE KILLARNEY—	Per 100
Long stems	\$3.00 to \$10.00
Good, medium	5.00 to 6.00
Good short	4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$4.00 per 100.	
LILY OF THE VALLEY , per 100	\$5.00 to \$6.00
CARNATIONS , per 100	\$3.00 to \$4.00
LILIES , per 100	15.00
CHRYSANTHEMUMS , Golden Queen, per doz	\$3.00 to \$4.00
GREENS.	
ASPARAGUS & SPRENGER , per 100	\$2.00 to \$3.00
GALAX , green and bronze, per 1,000	1.25
NEW FANCY FERNS , per 1,000	3.00
ALL OTHER SEASONABLE STOCK AT MARKET PRICES	

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

NO GREAT CHANGE IN THE MARKET.

There is no great change in the market since last week, consequently stock of all kinds is exceedingly scarce and it is almost impossible to fill all orders in full. American Beauty roses are in fair supply and clean up early at high prices. Mrs. Chas. Russell and Columbia find ready buyers, and there is never a surplus at night. Ophelia, Sunburst, Champ Weiland, My Maryland, Killarney, White Killarney, Killarney Brilliant, Double White Killarney, Hoosier Beauty, Milady, Hadley, Mrs. George Shawyer, Mrs. Aaron Ward, Mrs. Moorefield Storey, Montrose and other varieties grown for this market are in exceedingly good demand and command very satisfactory figures. Carnations are selling fast at surprisingly good prices considering the quality of the stock offered, but are scarce and are not much of a factor in the market. Asters are none too plentiful, and the gladioli season is about done. Chrysanthemums are gradually becoming more plentiful, but so far have cleaned up steadily at high prices and no one should have any reason to complain of his returns. Lilies never were so scarce at this season of the year as right now, and the demand probably never was so good. Orchids are a trifle more plentiful, but are holding their own, which is also true of lily of the valley, bringing all of \$3

SUBSCRIBE EARLY

For the New

LIBERTY BONDS

Headquarters of the

Florists' Division

are located at

E. C. Amling Co.'s Store
175 N. Wabash Ave., Chicago.

Fred Lautenschlager, Chairman.

Telephone Central 1977.

per 100 for the fancy grade. Violets, daisies, snapdragons, sweet peas and a long list of outdoor stock included in the offerings come in handy during the

extreme scarcity of indoor stock. The demand for funeral flowers was remarkably brisk the past week, both as far as the local and out-of-town demand is concerned, due probably to the result of the wave of Spanish influenza that is rapidly spreading over the country and has had such telling effect in this vicinity. Green goods are in demand and play an important part in the funeral work this week, consequently some items at times are scarce. Ferns are good property and will be high in price this season and in somewhat short supply compared to a year ago.

NOTES.

Dr. Charles Whalen, former city health commissioner, startled 100 physicians of the North Shore Medical Society Tuesday night, October 1, when he declared that before Christmas the influenza epidemic will claim fully 15,000 victims. He estimated 60 to 70 per cent of the population of this city will be afflicted. Dr. Whalen warned the physicians to take the utmost precautions with all cases. "It will take the most painstaking efforts and the concentrated power of the local physicians to save the city from a catastrophe," he said. "I feel confident that the medical fraternity will leave no stone unturned to combat the disease."

Joe Bieber and wife, who have been spending the summer at Point Place, O., returned home this week.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

BIG CROP OF ROSES:

RUSSELL-OPHELIA-MILADY-Etc.

Lilies, Valley and a Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

	Per 100
Specials	\$18.00 to \$20.00
Select	12.00 to 15.00
Medium	8.00 to 10.00
Short	6.00

RICHMOND

	Per 100
Select	\$ 8.00 to \$10.00
Medium	5.00 to 6.00
Short	4.00

MILADY

	Per 100
Select	\$ 8.00 to \$10.00
Medium	5.00 to 6.00
Short	4.00

Killarney

	Per 100
White Killarney..	Select
Killarney Brilliant	Medium
My Maryland.....	Short
Champ Welland..	

Sunburst

	Select
	Medium
Ophelia	Short

ROSES, OUR SELECTION..... Per 100 \$ 4.00

Carnations 2.00 to 4.00

Harrisii 12.50 to 15.00

Chrysanthemums, per dozen..... 2.00 to 4.00

Valley 6.00

Adiantum 1.00 to 1.50

Asparagus, per bunch..... 50c to 75c

Boxwood.....per bunch, 35c

Fernsper 1,000, \$3.00

Galax, bronze and green, per 1,000, \$1.25

Leucothoe Sprays75 to 1.00

Smilax.....per doz. strings, \$3.00

COLUMBIA--RUSSELL

and Other Good Roses.

NEW CROP OF CARNATIONS

STEMS LITTLE SHORT, BUT FLOWERS GOOD.

White and Yellow Chrysanthemums

If you want good stock and good treatment send your orders to us for everything and anything in Cut Flowers and Greens. We grow the Double White Killarney, positively the best to be found in this market.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO**

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality
Speaks
Louder
Than
Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE
Grower of

CUT FLOWERS

Prices
As
Low
As
Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefit.

WIETOR BROS.

30 East Randolph St.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF Roses in All The Leading Varieties

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	\$8.00 to \$10.00
Good	5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.	
White—KILLARNEY—Pink.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	\$3.00 to 4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00

MINIATURE ROSES.	
Baby Doll	\$2.00 to \$3.00
Elgar	2.00 to 3.00
ROSES, OUR SELECTION	4.00
CARNATIONS.	Per 100
Fancy	\$3.00
Good	2.00

MISCELLANEOUS.	Per 100
Valley	\$6.00 to \$8.00
Lilies	12.50 to 15.00
Ferns, per 1,000	3.00
Smilax, per doz. strings	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprenger, bunch.	.50
Asparagus Plumosus, bunch.	.50
Boxwood, per lb.	.35
Other Green Goods Market Rates.	

August F. Poehlmann and wife announce the marriage of their niece, Frieda L. Poehlmann, daughter of the late John W. Poehlmann and sister of Lieutenant John Poehlmann, who is now stationed at Camp Pike, Ark., to Harold F. Diller of Rantoul. Mrs. Diller assisted T. E. Waters in the supply department of Poehlmann Bros. Co., a great part of the past year, where she made a host of friends who wish her every success in her matrimonial venture.

Allie Zech, of Zech & Mann, was initiated in the Elks, September 26, when Frank Gorly, of Grimm & Gorly, came all the way up from St. Louis, Mo., to see the fun. Sam Seligman was also in town for the occasion and presented Mr. Zech with an order emblem that he prizes most highly. Dan Simonds, of the Ogden Floral Co., was also at the big doings and from all reports it was "some time."

A. L. Vaughan & Co. report that their sales Saturday, September 28, were the largest for any one day outside of the holidays since the firm has been in existence. William Timme is the latest addition to the staff at this house. A large shipment of boxwood was received this week, which is keeping the boys busy, during their spare moments, bunching same.

Fred Lautenschlager, chairman of the Florists' Liberty Loan Committee, announces that up to October 2 subscriptions numbering 756 and totalling \$108,500 had been received with many more to hear from. The trade is expected to subscribe for at least \$300,000, so anyone who has not yet purchased a bond should do so through the committee as early as possible.

Miss L. A. Fonner, of O. A. & L. A. Tonner, has made arrangements with some of the proprietors of pecan groves in Georgia to market their entire crops and is now ready to book orders for same. Several of the Tonner family, as well as others, own groves in the Jackson pecan district in Georgia.

Peter Hoefelder, of Kennicott Bros. Co., will leave for Jefferson Barracks, Mo., with the drafted men from his district October 3. The employes presented him with a beautiful wrist-watch as a token of remembrance before his departure.

J. A. Budlong has had no trouble in disposing of the yearly chrysanthemums this season at high prices compared to other years, which was due mostly to the splendid quality as well as the general scarcity of this line in this market.

PERCY JONES INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

Cut Flowers and Greens

Kroeschell Bros. Co. has purchased \$30,000 worth of government bonds of the Fourth Liberty Loan through division 19, which is one-tenth of the florists' quota. The firm itself took \$20,000 worth and the employees \$10,000.

D. F. Simonds and Julius R. Butzow, proprietors of the Ogden Floral Co., 1917 West Harrison street, dissolved partnership September 24 by mutual consent. Mr. Simonds, senior member of the firm, will continue the business.

H. Van Gelder, manager of Percy Jones, Inc., has been confined to his home the past week with Spanish influenza. He has been greatly missed at the store and all of his many friends are hoping for a speedy recovery.

Wietor Bros. are offering a good supply of roses and carnations, but will soon be strong on chrysanthemums and pompons, which they grow probably the largest quantity of in the middle west.

Heaton Nichols and wife have the sympathy of many friends in the death of their only child, Alfred, a fine young man, who joined the Canadian forces about two years ago and was killed at the front September 10.

Kyle & Foerster were well pleased with their total sales last month, which was the best September they ever experienced. The sales September 28 were triple those of the corresponding day of 1917.

Peter Reinberg is in fairly good crop with roses, especially Champ Weiland, Milady and Richmond. The out-of-town demand for stock is extremely heavy, not to mention the brisk local call.

The florists' club will meet at the Randolph hotel, next Thursday, October 10, at 8 p. m. Everybody in the trade is invited to be present whether they are members or not.

George Weiland, of Evanston, has been pretty busy this week with funeral work, which called for a large quantity of stock and frequent trips to the market.

Martin Amling, of Maywood, was one of 45 men at Camp Grant selected for the heavy artillery, all of whom will be given a special course in this branch.

E. C. Pruner, well-known traveling representative of Poehlmann Bros. Co., has spent twenty-five years in the florist business and is still going strong.

Joseph Pfeffer of the Weiland-Risch Co., has the sympathy of the trade in the loss of his mother-in-law whose death occurred this week.

Bassett & Washburn are cutting a good supply of white pompons in addition to extra fine Golden Queen chrysanthemums.

Fred Thom, 1639 Milwaukee avenue, left for Jefferson Barracks, Mo., with the drafted men from his district, October 1.

The John Kruchten Co. is offering a good supply of boxwood, which made its appearance at their store this week.

Mangel, the Palmer House Florist, reports an exceedingly brisk demand for funeral work the past two weeks.

Vaughan's Seed Store reports continued brisk demand for all bulbs, especially freesias, callas and lilies.

H. C. Wullbrand and wife will visit their pecan groves in southwestern Georgia, this month.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.	
Extra long stems.....	\$5.00 to \$6.00
Stems 48 inches.....	4.00
Stems 36 to 38 inches.....	3.50
Stems 24 inches.....	2.50
Stems 18 to 20 inches.....	2.00
Stems 12 inches.....	\$1.00 to 1.50
Short stems.....	100, 4.00 to 6.00
MRS. CHAS. RUSSELL. Per 100	
Special.....	\$25.00
Select.....	\$15.00 to 20.00
Medium.....	8.00 to 12.00
Short.....	6.00

ROSES.	
Richmond, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	4.00
Milady, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	4.00
Killarney Brilliant, special.....	\$10.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	4.00

ROSES—Continued		Per 100
Ophelia, special.....	\$10.00	
" select.....	8.00	
" medium.....	\$5.00 to 6.00	
" short.....	4.00	
White Killarney, special.....	\$10.00	
" select.....	8.00	
" medium.....	\$5.00 to 6.00	
" short.....	4.00	
Killarney, special.....	\$10.00	
" select.....	8.00	
" medium.....	\$5.00 to 6.00	
" short.....	4.00	
Mrs. Ward, special.....	\$10.00	
" select.....	8.00	
" medium.....	\$5.00 to 6.00	
" short.....	4.00	
Sunburst, special.....	\$10.00	
" select.....	8.00	
" medium.....	\$5.00 to 6.00	
" short.....	4.00	
Cecile Brunner.....	2.00 to 3.00	
Elgar.....	2.00 to 3.00	
Baby Doll.....	2.00 to 3.00	
ROSES, OUR SELECTION.....		5.00

Extra special roses billed accordingly.

CARNATIONS.		Per 100
Fancy.....	\$2.00 to \$4.00	
GLADIOLI.		Per 100
Fancy.....	\$3.00 to \$4.00	

ORCHIDS.		Per doz.
Cattleyas.....	\$12.00	
EASTER LILIES.		Per 100
Select.....	12.50 to \$15.00	

MISCELLANEOUS.		Per 100
Asters.....	\$2.00 to \$4.00	
Chrysanthemums, per doz.....	2.00 to 4.00	
Gypsophila, per bunch.....	.75 to 1.00	
Valley.....	6.00	

DECORATIVE.		
Plumosa strings.....	\$0.50 to \$0.75	
Plumosa.....	per bunch .35 to .50	
Sprenger.....	.35 to .50	
Adiantum, fancy long.....	per 100 1.00	
Smilax.....	per doz. 2.50	
Ferns.....	per 1,000 3.00	
Galax.....	" 1.25	
Mexican Ivy.....	" 5.00	
Lenothoe sprays.....	.75	
Boxwood.....	per bunch .35 to .50	

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631

CHICAGO

Buy Your Bonds from the U. S.
Buy Your Cut Flowers from US

George Mohn, of Vaughan's Seed Store, celebrated the thirty-sixth anniversary of his birthday, October 3.

Visitors: Ove Gantt, of the Ove Gantt Co., Inc., La Porte, Ind.; Mrs. Elizabeth O. Weissinger, of the Beaumont Floral Co., Beaumont, Tex.; Frank Gorly, St. Louis, Mo.; Sam Seligman, New York.

Milwaukee.

SEPTEMBER CLOSES WITH GOOD BUSINESS.

The last week in September certainly put a good finishing touch to a month, the fore part of which was not very satisfactory. Within the past fortnight, the thermometer came near

touching the freezing point, and what stock was not chilled is drying up due to the lack or rain. Thus, with the outside cut flowers at an end, with the indoor cut, with the exception of roses, at low ebb, and a steady increase in local as well as shipping business, prices all around took quite a jump. Carnations are still short stemmed, but at this writing, anything in form of a flower, especially useful in funeral work, would keep on moving. The few lilies that reach the market are quickly disposed of at very good prices.

NOTES.

The local committee having charge of the Fourth Liberty loan, among the

craft, includes Gust Rusch, Wm. Zimmermann, Fred Holton and C. C. Pollworth. They say that all the florists ought to do their utmost in helping Uncle Sam, as they have much to be grateful for in view of the consideration given them by the government thus far. Now, every one, the shoulder to the wheel.

With the whole office force, including H. V. Hunkel, at the Holton & Hunkel Co., on the sick list last Monday, the clerical work was at a stand still for half the week. H. J. Seal, the head of the force, was absent all week. While this firm has been heavy on roses right along, the cool nights have helped to reduce the cut.

BUY 4TH LIBERTY LOAN
U. S. GOVERNMENT BONDS

and pay for them with the money
you can make on flowers by buy-
ing of us. We will help you.

KYLE & FOERSTER

WHOLESALE FLORISTS
Long Distance Phone, Randolph 6784

160 N. Wabash Ave.,

CHICAGO

Fred Hesse, one of the so-called "old timers," with a store at 392 Grove street and greenhouses at his residence, 407 Twenty-seventh avenue, has disposed of his florist business to take effect October 1. Lack of good help was the main reason. He will at once go into the auto supply manufacturing line.

The Cudahy Floral Co. has discontinued the growing of carnations altogether this season. These houses are planted to tomatoes, a hobby of Manager Scott. This firm is right on crop with American Beauties, and the other variety of roses will produce heavily in the near future.

H. W. Koerner, the gladioli and dahlia specialist, is still consigning numerous gladioli to Gust Rusch & Co. While he is cutting some dahlias, the crop will fall far short of other seasons, the plants being backward, due to the dry growing conditions this summer.

Henry Schimmels, who has been conducting a cut flower store at 474 Twelfth street for the past few years, was married September 28. For the last two months, he has turned over the store to his brother, while Henry is working at a more essential line.

The C. C. Pollworth Co. laments the lack of stock to fill orders these days. While they are cutting quite a few roses, their carnation supply is still far short of demand. A few early chrysanthemums clean up in a hurry daily.

James E. Mathewson, of Sheboygan, Wis., had so much funeral work two days last week that he found it necessary to be in this market personally early Monday morning. He had some difficulty in securing his share of lump coal.

Growers of asters in this vicinity have not lost any flowers caused by rain and dirt. Still, several were handicapped by the aster disease, called the "yellows."

Walter Baerman, eldest son of Gust Baerman, has been transferred from the training camp due to a defective knee to do government work in this city.

The regular florists' club meeting will be held October 3 at the usual meeting place.

E. O.

ESCANABA, MICH.—Mr. and Mrs. Arthur Peterson are rejoicing over the arrival of a nine-pound baby boy September 4. The new florist's name is Robert Arthur Peterson.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies

30 East Randolph St., CHICAGO

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175

CHICAGO, ILL.

St. Louis.

BUSINESS SUFFERS SLUMP.

Business slowed up somewhat the last few days, no doubt on account of the beginning of the Liberty Loan campaign. We can look forward to a light slump for the next few weeks, until conditions become settled again. Flowers of all kinds show a continued improvement in quality. Roses are in excellent condition, and the cut is plentiful. Russell, Ophelia and Columbia make up the bulk. Carnations also show some improvement, but the supply is still very limited. Violets are coming in more freely, but have very little demand and the keeping qualities are very poor, as they are still soft. Gladioli are still coming in and have a good call. Dahlias are seen in great variety and size, and have a very good general demand. Outdoor stock of the perennial varieties is plentiful and makes fine window display stock. Lilies and lily of the valley are equal to the demand. Asters have about disappeared from the market. In greens, the market is well supplied.

NOTES.

F. C. Weber, Jr., states he expects St. Louis to be well represented at the coming F. T. D. convention at Cleveland. This promises to be a big and important meeting, and it would be well worth while for any retail florist to avail himself of the opportunity to hear what other retail men throughout the country are doing.

The next florists' club meeting will be held at the greenhouses of W. A. Rowe, at South Kirkwood, October 10. All members are urged to attend, as the meeting will have a number of interesting features.

The florists' club service flag now has 55 stars and is being constantly

augmented by additions. At the last meeting it was voted to display this service flag at all meetings of the club.

A number of the local florists are among the official salesmen for the Fourth Liberty Loan Bonds. The Windler Wholesale Floral Co. is one of the downtown district headquarters.

J. J. W.

Fort Wayne, Ind.


DEMAND GOOD IN ALL LINES.

Brisk business in all lines characterized last week's trade. The calls for flowers for social purposes and pre-nuptial affairs were many, and there was a very good demand for hospital flowers, while funeral work was exceedingly heavy. The very cold weather, however, put a damper on the production and there was a great scarcity of cut flowers. This was especially felt in funeral orders, as there were very few lilies available. Roses and snapdragons seem to be the mainstay of business these days, as carnations are scarce. Some good varieties of roses are appearing, especially Hoosier Beauty and Milady. Columbia continues to arrive in excellent shape, and Killarney, Shawyer and Richmond are other good varieties. Chrysanthemums are scarce, as a great many of the growers planted only the late varieties, and the unproductive weather has lessened the cut of the early chrysanthemums.

NOTES.

Herman Leitz, of the New Haven Floral Co., is again an active Liberty Loan worker. He reports that the people are responding very generously, many doubling the amounts of their subscriptions to the last loan. Winter stock is looking very good at the New Haven greenhouses. Some excellent

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Z M E A C & N H N

30 E. Randolph St.

CHICAGO

Long Distance Phones ; Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady

Sunburst

Ward

Shawyer

Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round
supply of choice stock.

MISCELLANEOUS.

Rubrum

CARNATIONS

Valley

Cattleyas

CHRYSANTHEMUMS

Good White and
Yellow in quantity

Calendulas

GREENS.

Plamosus

Sprengeri

Galax, bronze

Galax, green

Ferns

Adiantum

Smilax

Toronto, Ont.

SUPPLY SCARCE AND PRICES HIGH.

The coldest September we have experienced in 78 years has played havoc with outdoor stock and many varieties of fall flowers, which are usually prominent at this season, are hard to get. Carnations and chrysanthemums are not plentiful enough as yet to help out much, and consequently roses keep advancing in price. Present prices, possibly the highest on the continent, quote American Beauties at \$40 per 100 for firsts, \$30 for seconds and \$20 for thirds; Russell, \$25, \$15 and \$10; Ophelia, Richmond, Hoosier Beauty, Sunburst, Shawyer, Columbia, Winnett, and Killarney, \$15, \$12 and \$8 per 100; Longiflorum, \$20 per 100, and rubrum and album, short, \$6, long \$10 per 100. Business keeps up well, considering that there are no social activities. A number of weddings are booked for October, but they are by no means elaborate. The coal situation does not improve. Nine thousand applications have already been placed in this city for coal for homes which have not as yet received any coal, and orders placed as early as April are unfilled. Many of the smaller growers who use anthracite are in the same position, and there are many rumors of closing for the winter.

NOTES.

Sergt. Thos. Piper, who was at one time connected with Pitcher & Manda, and at the time of his enlistment was foreman for H. G. Dilleuth, is reported wounded. In June, 1917, Sergt. Piper was stricken with pneumonia while training in England. He is a veteran of the South African war, and holds three medals and nine bars. He went overseas with the second contingent in May, 1915, and in December was wounded by shrapnel. The extent of his present wounds is not known.

The retail florists club will hold chrysanthemum shows in the individual stores, similar to last year, which proved so successful. November 8-9 are the days scheduled and advertising matter is being prepared. All the other florists' special days will be advertised through the club.

J. A. Neal, having spent the summer at the farm, is about through with the harvesting, and is coming back to his Yonge street store.

Visitors: R. G. Strickler, representing A. L. Randall Co., Chicago; H. L. Blind, from the McCallum Co., Pittsburgh, Pa., and J. Berg, New York.

H. G. D.

WACO, TEX.—T. J. Wolfe, the well-known florist, reports the labor shortage a serious problem, but with a fair supply of coal now on hand he feels somewhat relieved in that quarter. The first rain during the year fell recently, the state having had practically a three-years' drought.

Milady and Columbia roses are being cut here, and the chrysanthemum stock shows promise of a very prolific season.

The Flick Floral Co. is receiving some extra fine Hoosier Beauty and Richmond roses from their greenhouses. Their chrysanthemums are of very good proportions for early varieties. This firm's new heating system, using the electric vacuum pump, will be a great saving of fuel this winter.

Miss S. L. Nelson, the capable secretary for W. J. & M. S. Vesey is again at her post after a two-weeks absence on her annual vacation. H. K.

Boston.

OUTSIDE MARKETS SUPPLY LOCAL NEEDS.

The condition of the market at present is wretched; the demand has exhausted the local supply and large shipments are now arriving from New York and Philadelphia to meet requirements. Prices are anything the growers and wholesalers demand, as a rule far above anything in the history of this city. The influenza epidemic is prevalent throughout the east, and dark, rainy weather has caused a shortage of flowers.

NOTES.

William Penn has returned to his desk after a week's illness. At the store of Penn, The Florist, the force is completely overcome with the extra rush of business, orders being turned down on account of not being able to get them out in limited time. Three of the workers are laid up with heavy colds.

Welch Bros. Co. took the shortage in hand in time and large shipments of roses, lilies and other flowers were secured from New York. This firm has added five salesmen to the floor force.

Thomas Galvin's force has never been busier than they are at present with funeral orders. The staff is working until 11 o'clock at night trying to keep up with the demand.

Pierce Bros. have been fortunate in having a good crop of roses coming on just at the time of the shortage and are now reaping the harvest at good prices.

John J. Cassidy is having one of his busiest periods and is unable to get wire designs in sufficient quantity to fill orders. Sprays are being substituted.

B. A. Snyder & Co. have been receiving shipments from both New York and Philadelphia and are doing everything possible to keep up with the demand.

Joseph Mangolis, with the firm of H. M. Robinson & Co., is ill at his home, an influenza victim. He is improving, it is now reported.

Carl Borowski, a well-known grower with a large range at Roslindale, died recently at Camp Devens, a victim of Spanish influenza.

Bernard Lerner, salesman in the flower market, is in a serious condition, suffering with the prevalent malady. S. K. G.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Cincinnati.

SALES GOOD BUT SUPPLY SHORTENS.

Stock has shortened up somewhat, but in some lines, is a little more plentiful than it has been up to the present. Business is good and is keeping the market cleaned up pretty well. Roses are plentiful and meet with a good demand. The carnation supply is not as heavy as it was at the last writing. Lilies are scarce. Asters continue to come into the market and they are good, too, when you take into consideration the lateness of the season. Some gladioli may be had, also dahlias are in heavy supply. Cosmos, too, is plentiful. A few early chrysanthemums, in yellows, may be had.

NOTES.

The florist trade and friends of Thomas Hardesty and wife were greatly shocked by the sudden death of their son, Robert Warren, who was killed when a train struck an auto in which he was a passenger, September 21, and sympathize with the parents in their bereavement.

C. J. Ohmer, wife, and son, James, did not get to start for their home at West Palm Beach, Florida, this week, as they had planned, but will leave later.

Fred Brueggemann, of P. J. Olinger's range at New Castle, Ind., was in the city the early part of this week on a visit.

Ray Rudolph has been sending some yellow chrysanthemums to C. E. Critchell's. They have been good.

Visitors: L. Bayersdorfer, of H. Bayersdorfer & Co., Philadelphia, Pa.; A. Miller, of the American Bulb Co., Chicago; J. C. Nielsen, representing Poehlmann Bros. Co., Chicago; A. S. Cohen, representing Wertheimer Bros., New York; J. T. Herdegen, Aurora, Ind., and Walter Tapper, Fairmount, Ind.

H.

Pittsburgh.

DAILY CLEANUP AT GOOD PRICES.

Business has been very good, and nearly all lines close out each day at satisfactory prices. There seems to be a surplus of short roses, which are about the only flowers that do not move fast. The street fakirs are on the corners each day with large quantities of them. American Beauties have a very good demand, with short and medium grades selling best. There is a heavy call for lilies and, while there are numbers of them being received, there is still a shortage. The top price is \$15 per 100. Dahlias are arriving in larger quantities and are received in perfect condition, but are short of requirements. Their wonderful color and size make them very popular in this market, and fine displays are seen in nearly all of the stores, attracting much attention. Asters, now small and short, are about over for this year, and the same is practically true of gladioli. Carnations of good quality are seen and sell well. Chrysanthemums may be expected soon in large numbers. Most of the growers are well prepared with them this year. Greens of all kinds are plentiful.

NOTES.

E. J. McCallum has received word that his brother, George, who has been at the Great Lakes naval training station for but two weeks, is confined in

the hospital with pneumonia. Late reports indicate he is slowly improving.

James Higgins is now representing the A. L. Randall Co., of Chicago, in this vicinity. His territory includes western Pennsylvania, Ohio and West Virginia.

Max Schreiber, of McDonald, Pa., is cutting the first chrysanthemums of the season. He has many new varieties this season that should prove good sellers.

John Dietz, a partner of John Kiel, of East Liverpool, has the sympathy of the trade and friends in the death of his wife, which occurred September 28.

A. L. Lorch, of Allison Park, is cutting the finest carnations seen here this season.

George Franks left September 29 for New York to attend the funeral of an uncle.

Carl Bether, of Canal Dover, is still sending excellent gladioli to this market.

Randolph & McClements had several large wedding orders last week.

Carrie Jordan has disposed of her new Lexington automobile.

Visitors: Mrs. John Paul, Cumberland, Md.; E. J. Malone, Cannonsburg, Pa.; T. Malbrance, Johnstown, Pa., and R. J. Blackshaw, La Porte, Ind.

M.

Washington, D. C.

GOOD STOCK MOVES FREELY.

There has been quite a demand for Easter lilies, but due to market conditions, a large part of the orders must go unfilled. These flowers are scarce and clean up as quickly as they arrive. It develops that some of the growers have discontinued making shipments of Easter lilies because of their inability to get them to Washington in good shape. Chrysanthemums are slow in coming in. With asters off the market, dahlias in short crop, and the Easter lily condition as above stated, the market is rather bare of flowers for use in funeral work. A few Yellow Frosts are coming in with the white varieties, but they are knotty and of decidedly inferior quality. Dahlias that are arriving are for the most part good and sell well. During the past week or 10 days, there have not been enough Russells and Hadleys to fill all orders. Those that are offered are good and sell at fair prices. Radiance is exceptionally fine and Mock is very attractive. Excellent short-stemmed Wards are to be had. Ophelia is popular, and figures well in the day's sales. For the first time in a long while, orchids were in sufficient supply last week to be looked upon as a factor in the local business. Cattleyas have been exceptionally scarce up to this time, and their supply will continue spasmodic because of their not being produced at all in this vicinity. They are bringing \$9 per dozen. Zinnias, and small supplies of cosmos are helping to fill out the stocks of flowers offered and are welcomed.

NOTES.

Two of the three brothers of J. Harber Hetherington, manager for the Washington Floral Company, are out of the fighting, according to letters just received from France. Frank W. Hetherington, who at one time was employed in the Robert Craig green-



IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.

J. E. FOLLWORTH, Sec'y and Gen'l Mgr.



No. 2
STICKERS
\$1.25 per 1000
Use them on all your packages.

No. 1 Stickers
2 in. diameter
\$1.50 per 1000

The John Henry Co.,
LANSING, MICH.

Mention the American Florist when writing

SOUTHERN WILD SMILAX

\$3.00 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet)..... \$3.50

NATURAL LOG MOSS

Per bag (100 square feet)..... \$1.75

E. A. BEAVEN, VERGREEN, ALABAMA

Mention the American Florist when writing

houses in Philadelphia, is in a hospital "Over There" with a severe attack of rheumatism brought about by having to stand waist high in water in the trenches during some of the recent fighting. Horace D. Hetherington was gassed and is also in the hospital. The third brother is William M. Hetherington, who is still on the fighting line.

The police last week apprehended a woman formerly employed in the family of James E. Dalgleish, of J. H. Small & Son, who had left that employment about four years ago, taking with her an antique breastpin valued at \$500. The pin was the property of Mrs. Dalgleish. The servant, when arrested charged with the larceny of silver and linen from a local hotel, admitted having taken the breastpin.

All of the local stores have given over a considerable amount of window space to the showing of Liberty Loan posters and script signs urging the people to go the limit in the purchase of bonds. A committee of members of the florists' club is being formed to canvass the whole trade in the District of Columbia to sell bonds.

J. K. M. L. Farquhar and H. B. Ruppert, both of Boston, Mass., were visitors last week. Joseph W. Heacock, of Wyncote, Pa., also called on a number of his friends in this city.

B. F. L.

John Kruchten Co.

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WHOLESALE FLORISTS

L. D. Phone Central 8016-8017.

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Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

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Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

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A. L. Randall Co.,

Wabash Ave. and Lake St.,
CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

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WEILAND-RISCH CO. FLOWER GROWERS

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ILLINOIS

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George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

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SOUTHERN WILD SMILAX

\$3.00 per case.

Natural Loz Moss, per bag (100 square feet), \$1.75

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing

SPHAGNUM MOSS

For Florists.
For Nurserymen.

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph Street

NEW YORK, 43 Barclay Street

VAUGHAN'S SEED STORE

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

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CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$5.00@86.00
" " 48-in.	4.00
" " 36-in.	3.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
" Mrs. Chas. Russell	1.00@ 4.00
100	
" Hoosier Beauty	4.00@10.00
" Killarney Brilliant	4.00@10.00
" Columbia	4.00@25.00
" Killarney	4.00@10.00
" White Killarney	4.00@10.00
" Richmond	4.00@10.00
" My Maryland	4.00@10.00
" Mrs. Geo. Sawyer	4.00@10.00
" Milady	4.00@10.00
" Sunburst	4.00@10.00
" Mrs. Aaron Ward	4.00@10.00
" Hadley	4.00@10.00
" Ophelia	4.00@10.00
" Double White Killarney.	4.00@10.00
" Mrs. Moorefield Storey..	4.00@10.00
" Champ Weiland	4.00@10.00
" Stanley	4.00@10.00
" Tipperary	4.00@10.00
" Francis Scott Key	4.00@10.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 3.00
" Our Selection	3.00
Carnations	2.00@ 4.00
Cartleys	per doz. 12.00
Lilium Harlequin	12.50@15.00
Valley	5.00@ 6.00
Ferns	per 1000 2.50@ 3.00
Gladioli	3.00@ 8.00
Asters	2.00@ 4.00
Chrysanthemums	per doz. 2.00@ 4.00
Pompoms, per bunch.50@ 1.50
Sweet Peas75@1.00
Boxwood, per bunch.35

THE BOOK OF GLADIOLUS



THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

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440 So. Dearborn St.
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Long Distance Telephone, Central 3373.

Mention the American Florist when writing

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing

Dahlias have their Cut Flower Season

The same as many other flowers we handle. The season is short and you should commence handling them at once. Our growers have added many new varieties and we can furnish you all the best standard commercial kinds.

\$3.00 to \$5.00 per 100. Some Novelties, \$6.00 to \$8.00 per 100.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

STOCK SCARCE; WEATHER BLAMED.

There is great scarcity of flowers in this market, which condition has existed for the past week. The blame is placed on the weather man who has reduced the temperature so that even the great enthusiasm caused by the launching of the campaign for the Fourth Liberty Loan had no effect in warming things up. The demand, however, appears to be all O. K. and prices have a distinct upward tendency. Those who have been in the market for years say they never knew such a scarcity at this time. Roses are perhaps the most plentiful flower, but they also are shortening up. Fires will soon be on regularly and conditions should improve before long. The quality of the stock is very good for the season, specials in all the leading varieties being offered in limited quantities. There is a fair quantity of American Beauties. Columbia continues to improve, all growers being delighted with it. Carnations are getting into form, and asters are almost over. Dahlias, which should dominate the market at this time, are scarce, there not being near enough to go around. Some very handsome flowers are seen, however, which bring as high in the stores as \$4 per dozen. The great majority, however, sell for 75 cents to \$1.50 per dozen retail. The reason for the scarcity is attributed to the hot, dry spell of August last, which retarded their growth. Provided the frost holds off, there should be good crops from now on. The hardy aster is used considerably; a well flowered, fine blue offered by Tom Potts is a great favorite and is seen in all the stores. Chrysanthemums are in good demand, but there are few, as yet, except Golden Glow and Smith's Advance. Gladioli are offered and outdoor snapdragon. Easter lilies are in great demand and bring the top price of \$15. The first of the single violets are in, not much for size, but delightfully fragrant. They are from R. M. Eisenhart's range at Torresdale. Saturday last saw a great clean-up, there being no surplus at any time, and nothing for sale anywhere after 12 noon.

LABOR SHORT BUT BUSINESS CARRIES ON. While all branches of the trade have a great many things to contend with, lack of labor being perhaps the most serious, the demand keeps up wonderfully well. H. H. Battles, who has lost 22 of his good men to the service or war industries, and who closed his Century Flower Shop, manages in some way to handle his large business and has all he cares to attend to. Pennock Brothers find plenty of business with good prospects ahead. The help problem is their only difficulty. J. J. Habermehl's Sons at the Bellevue-Stratford had the best summer and early fall store trade of their career. A beautiful piece of work turned out recently was a replica of a gold aviation badge, wings and propeller, for the funeral of one of the heroes of this branch of the service. The wings were of Golden Glow, which when worked up, was placed in a large panel of magnolia leaves, with a border of fresh flowers. It was very much admired. Victor Ridenour has been very busy through the late summer and early autumn.

EDWARD REID

Good Summer Roses, Asters, Gladioli, Easter Lilies. All seasonable Flowers.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ransstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, Oct. 2. Per 100

Roses, Killarney	2.00@ 6.00
" Mrs. Chas. Russell.....	4.00@ 2.00
" Ophelia	3.00@ 8.00
" Richmond	2.00@ 8.00
" Sunburst	4.00@ 8.00
Lilium Giganteum	8.00@ 10.00
Gladioli	2.00@ 6.00
Carnations	1.00@ 2.00
Asters	2.00@ 4.00
Dahlias	2.00@ 4.00

BOSTON, Oct. 2. Per 100

Roses, Beauty	20.00@ 60.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney.....	8.00@ 12.00
" Double White Killarney.....	6.00@ 12.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	8.00@ 20.00
" Mock	6.00@ 10.00
" Mrs. Chas. Russell.....	4.00@ 12.00
" Taft	2.00@ 8.00
" Milady	2.00@ 8.00
" Ward and Hillingdon.....	2.00@ 6.00
" My Maryland	2.00@ 12.00
Carnations	4.00@ 8.00
Easter Lilies	12.00@ 20.00
Valley	6.00@ 10.00
Gladioli	4.00@ 8.00

BUFFALO, Oct. 2. Per 100

Roses, Beauty Special	\$25.00@ \$30.00
" Fancy	15.00@ 20.00
" Extra	10.00@ 15.00
" Ist	5.00@ 10.00
" Killarney	3.00@ 6.00
" My Maryland	3.00@ 8.00
" Sunburst	3.00@ 10.00
" Ward	2.00@ 4.00
" Ophelia	3.00@ 10.00
" Russell	6.00@ 12.00
" Sawyer	3.00@ 10.00
Lilies	10.00@ 12.00
Cattilias	10.00@ 20.00
Asters50@ 2.50
Carnations	2.00@ 3.00
Asparagus Sprengeri .35@ .60	
Ferns	per 1,000 2.00
Smilax	20.00
Sweet Peas25@ .50
Calendulas	1.00@ 2.00
Daisies80@ 1.00
Gladioli	2.00@ 6.00

Charles H. Grakelow has not a word of complaint; lots of business, something doing all the time. He is much pleased with his membership in the F. T. D., which brings a lot of good work. Elmer Gehring, of Frankford avenue, found this summer's business fully up to that of last year. Frank Ross, who has three stores, finds the trade to be very good, his main trouble is, in common with all the others, a question of competent help. It would seem from the reports of these live men that it will pay to "keep the home fires burning," which, when the boys get home, will speed up with renewed activity.

NOTES.

A. E. Harvey, of Brandywine Summit, Pa., was in town the past week and reported the craft in the "cold carbon belt" to be in good spirits. Allowances of coal were for the greater part in, and most houses look in promising condition. This season's indoor

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,

PITTSBURGH, PA.

Growers of Quality Flowers.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St. Philadelphia, Pa.

FANCY "TWO-TONED" HANDLE BASKETS

(With Metal Liners Included)

These baskets can be had in various colors, as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of.....\$4.50 (Get our list of other Supplies.)

Geo. H. Angermueller Co., Wholesale Florists
1334 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Orchids, Peonies, Gladioli, Asters

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

tomato crop had turned out well, prices averaging about 16 cents per pound, which was a little above that of recent years. Mushrooms had been a good crop last winter, prices netted 35 cents, which was satisfactory to the growers. Although manure costs almost twice that of former prices, most growers had taken the risk and had renewed their beds for the winter season. Sweet peas will follow tomatoes in nearly all the houses.

C. POLLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and **Florists' Supplies.**
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
and Greens

Easter lilies have been a standard cut flower for years, first during the late winter and spring months, and after cold storage had been found efficient, they have been a staple the season round. Only the past few months, however, has it been discovered that they should not be allowed to open on the plants, but must be cut in the whitened bud. In this condition they pack and are handled without bruising. It appears it takes even the best of us a long time to adopt new methods.

Stephen Mortensen, who planted 5,000 of the new rose, Columbia, is delighted with the way it is coming along. Although up to September 26 fires had not been started, there was no sign of mildew. Where plants had been cut back, they were breaking with clean, fine virgin shoots. He looked for it to supersede Russell on account of its freedom from black spot.

The florists and seedsmen's quota for the Fourth Liberty Loan is \$250,000—one would wonder where it is going to come from, but the leaders say it will have to be put across. Chairman A. A. Niessen, of the florists' section, is working like a Trojan, while the various committeemen are vigorously covering their districts and meeting with good success.

One of the rose growers, who had his allowance of coal, has also put in \$1,200 worth of hickory and oak wood, which he figures will, with perhaps an additional car or two of coal, which may be allowed growers later on, give him almost 100 per cent production. When asked if he had found wood efficient, he said: "No, it is purely a gamble."

Lloyd A. Reid, Edward Reid's son, who joined the Students' Army Corps of Lafayette College only a week ago, is at home dangerously ill with the Spanish influenza. This dread disease is making sad inroads in the neighborhood of this city, being epidemic in several of the soldiers' camps. Mr. Reid is also suffering from a heavy cold.

Samuel Lilley has resigned from the Charles E. Meehan force, and will handle the carnations of the Chalfonte Cut Flower Co., of which he is president. Edward Dornheim, also with Mr. Meehan, has, in accordance with government wishes, taken a position to help production of war materials.

One of the retail florists in the center of the city was sent for by the local representative of the federal fuel commission last week and questioned as to how the trade felt on a voluntary early closing movement to conserve coal. Nothing has so far developed from this slight investigation.

Charles Morby has closed his store at Chelton and Germantown avenues. His friends wonder at this action on his part, as he is declared solvent. Mr. Morby has a good personality, is a thoroughly practical retail florist, and appeared to be doing a nice business.

GUST. RUSCH & CO.



Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206
444-446
Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Oct. 2. Per 100	
Roses, Beauty, special.....	20.00@25.00
" " fancy	10.00@20.00
" Mrs. Chas. Russell.....	8.00@12.00
" Killarney	4.00@ 8.00
" Hadley	4.00@15.00
" Sunburst	3.00@ 6.00
" Wards	2.00@ 3.00
" Ophelia	3.00@ 8.00
Carnations	1.00@ 3.00
Cattleyas	each \$0.75@\$1.00

Lilium Robrum	6.00@ 8.00
" "	5.00@ 6.00
Easter Lilies	10.00@12.00
Snappragons	4.00@ 6.00
Asters	1.00@ 3.00
Gladioli	1.00@ 3.00
Dahlias	1.00@ 2.00
Calceolarias	1.00@ 2.00
Sweet Peas50@ .75
Asparagus.....string or bunch..	.35@ .50
Adiantum	1.00
Smilax15@ .20

PITTSBURGH, Oct. 2. Per 100	
Roses, Beauty, special.....	25.00@30.00
" " fancy	15.00@20.00
" " extra	10.00@12.00
" " No. 1	6.00@ 8.00
" Hadley	4.00@10.00
" Killarney	3.00@12.00
" Sunburst	2.00@ 8.00
" Mrs. Aaron Ward	4.00@ 6.00
Cattleyas	5.00@15.00
Easter Lilies	12.00@15.00
Lilium Giganteum	12.00@15.00
Adiantum	1.00
Asparagus Sprenger, bunch, 35@40	
New Crop Green Galax per 1000	\$1.25
Asters	1.00@ 4.00
Gladioli	2.00@ 6.00
Dahlias	2.00@ 6.00
Chrysanthemums, per doz.....	1.50@ 3.00

MILWAUKEE, Oct. 2. Per 100	
Roses, Killarney, W. Killarney.....	\$3.00@ \$5.00
" " Ward	3.00@ 6.00
" Mrs. Chas. Russell.....	4.00@20.00
" Ophelia	3.00@ 8.00
" Columbia	4.00@20.00
" Hoosier Beauty	4.00@10.00
Carnations, assorted	2.00@ 3.00
Lilies	12.50
Asters	1.00@ 2.00
Gladioli	2.00@ 4.00
Chrysanthemums, per doz.....	1.50@ 3.00

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange

Roses, Gladioli, Asters.

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ransdell St., Philadelphia, Pa.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

ST. LOUIS, Oct. 2. Per 100	
Roses, Hadley	\$2.00@ \$4.00
" Killarney	2.00@ 4.00
" White Killarney	2.00@ 4.00
" Hoosier Beauty	2.00@ 5.00
" Russell	3.00@ 8.00
" Sunburst	2.00@ 6.00
" Ward	2.00@ 4.00
" Mrs. Sawyer	2.00@ 6.00
" Ophelia	2.00@ 6.00
Ferns	per 1,000 2.00
Carnations	1.00@ 2.00
Gladioli	1.50@ 5.00

Mr. Jones of the J. J. Habermehl's Sons force, speaking of flowers as essential, said: "They are admitted with their cheering color and fragrance to the bedside of the sick, when their nearest relatives and dearest friends are forbidden."

Harry Betz had a distinguished visitor a few days ago. No less a personage than Chas. W. Schwab, who called for something from his line of ornamental evergreens. Harry says he now demands a quarter admission from visitors.

Great reports came in Monday from the committee who represent the craft in the sale of the Fourth Liberty Loan. Sales are being made in many unexpected places. It is too early yet to speak of amounts, but results look very promising.

Carl Cofus, of the Jos. Heacock Co., had to refuse certain telegraphic orders the past week for the first time in his experience at this time of year. The rose houses at Roelofs look good and fine crops will soon be on again.

The Leo Niessen Co. find the parcel post most effective in the quick delivery of cut flowers to even quite long distances. From 50 to 75 boxes are sent out in care of Uncle Sam daily, all with special delivery stamp.

The L. A. Geizer business and stock at Overbrook has been sold to Richard Vanden Hengle, landscape architect, who will make this store his office and headquarters.

John Berger has been off for a week, laid up with ptomaine poisoning. He had a serious time of it, but is now able to be on deck again, a trifle shaky, but game.

Alfred A. Rust, son of David Rust, has joined the Students' Army Marine Corps, of State College, Pa. He will take up electrical engineering. K.

Philadelphia Florists' Club.

The feature of the October meeting was the address of E. T. Cole, of the federal fuel administration, who had requested the privilege of addressing the members. His description of the various conditions that had been brought about by the somewhat drastic conservation rulings convinced all present that they had previously known very little regarding the existing situation. The speaker told of the great work accomplished in saving coal and explaining its economic use by cutting out much unnecessary heat and light, the skip-stop of street cars being an example, one stop eliminated, saving power enough to run the car three blocks. He declared that the administration had decided that flowers are essential and advised the trade to be prepared next spring to show the administration what they had done to conserve fuel and also maintain the importance of their business.

Robert Craig made an eloquent appeal for the business, showing how the trade was doing everything possible in the way of conservation, both in fuel and labor, carrying on the work with the help of women, girls and elderly men. Patrick O'Mara, who was present, stated that he had never before heard the coal situation presented in such a lucid manner. He made a great plea for flowers, which, with the sentiment they carried, made it possible to "Say It With Flowers" on all occasions.

Arthur A. Niessen, chairman of the florists' committee for the Fourth Liberty Loan, made a special plea, saying that to put their quota "over the top" would do more to establish and win a favorable place for the trade in the government records than anything else they could do.

The election of officers for the ensuing year resulted as follows: Mark P. Mills, president; Edward A. Harvey, vice-president; George Craig, treasurer; Robert Kift, secretary.

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY, - - NEW YORK

New York.

INCREASED DEMAND AND PRICES ADVANCE.

The noteworthy features in the wholesale district during the past week were, a light supply of stock, a heavy demand from Boston buyers, and a considerable rise in prices. Both white lilies and lily of the valley went to \$15 per 100. The cheapest varieties of No. 2 roses brought \$2 per 100, extras \$6, and in some instances \$8. In such roses as Columbia, Russell and Francis Scott Key, prices were much higher. Several Boston buyers were in the market nearly all the week. It appears that the large number of deaths in and about that city from Spanish influenza and pneumonia has created an unusual demand for funeral work. The best special American Beauty roses kept around \$30 and \$35 per 100 and the best cattleyas at 50 to 60 cents per flower. The supply of carnations is light and the best bring \$2 and \$3 per 100. No great volume of chrysanthemums has yet arrived, but the quality is improving. This week will finish the asters.

September 30.—The market is fairly active this morning, due largely to the scarcity of stock. Compared with the demand, orchids are about the only flowers that are plentiful, and prices are declining. In roses, there has been a limited number of sales, higher than our quotations. Lilies continue to be ready money at the rate of \$15 per 100, wholesale. There is a considerable stock of dahlias on the market, but as they are the only outdoor flowers that are now of any account they are in demand at good prices. There is yet a limited quantity of delphiniums, asters, zinnias and hydrangeas, but their finish is at hand. As previously noted, chrysanthemums are slow in arriving. On account of the heavy demand for funeral stock, No. 2 roses are wholesaling at \$4 and \$5 per 100; No. 1 are quoted at \$6 and \$8.

NOTES.

A man of national prominence has said that while the Liberty Loan campaign is on, "everything else will be chores," and so far as this city is concerned, it looks that way. The campaign was opened on the night of September 27 by President Wilson in an address at the Metropolitan Opera House. Vice-President Marshall followed, September 28, in a stirring speech dedicating the Altar of Liberty at Madison Square. This Altar of Liberty is to serve as a rallying point for demonstrations in behalf of the loan. Though hurriedly constructed, it is in a sense, a work of art, being over 20 feet high and ornamented with emblematic figures and appropriate inscriptions and having a large map of the Western Front painted on its face. The view from Madison Square far up Fifth avenue will not be soon forgotten by those who have considered it as a vista. Thousands, probably tens of thousands of flags flutter in the breeze—on which are inscriptions of appeal for the loan.

I think it was the secretary of the Massachusetts state board of agriculture, who some time ago, scoffed at the



Mention the American Florist when writing

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK



proposal to employ city men on farms. Well, if he could come to "l'il ole" Manhattan, he might change his mind. Manhattan, be it known, is not a farming country—city we should say—the sky-scraping office buildings, big hotels, theatres and private residences, cover most of the land. What is covered by the saloons may soon be vacant, but that is another story. Regardless of this crowding, amateur gardeners this year, on 1,500 individual plots, each 20x20 feet, grew vegetables to the total value of \$22,385. That is the report of the war garden committee, directing the amateurs under the auspices of the park department. As a help, model demonstration gardens were established in Bryant park and Union square. Doubtless much of the work was done by boys and girls.

A large bouquet of American Beauty roses was placed on a stand in the center of the main ward at the Army Debarkation Hospital at Ellis Island. Men from their cots might see the flowers, and the news soon went around that the card attached to them bore the names: "The President and Mrs. Woodrow Wilson." Officers said that before the President went back to Washington Saturday he asked about the 700 men on the island and then sent the flowers along with his regards and best wishes for the speedy recovery of the wounded men.

PAUL MECONI**WHOLESALE FLORIST****55-57 WEST 26TH STREET****NEW YORK CITY**Telephone:
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3632-3633 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
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Roses, Beauty, special.....	25.00@25.00
" extra and fancy 15.00@20.00	
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" Hadley	4.00@10.00
" Columbia	4.00@15.00
" Francis Scott Key	4.00@25.00
" Prima Donna	3.00@10.00
" Alice Stanley	4.00@12.00
" Mrs. Geo. Sawyer	3.00@10.00
" Double White Killarney	3.00@10.00
" Killarney	3.00@8.00
" Queen	3.00@10.00
" Brilliant	3.00@8.00
" Aaron Ward	3.00@8.50
" J. L. Mock	4.00@15.00
" Ophelia	3.00@10.00
" Mrs. Chas. Russell	5.00@15.00
" Red Rover	5.00@15.00
Cattleya orchids, special.....	30.00@50.00
Rubrum	3.00@6.00
Lilacs, Longdorn and Formosa.....	12.00@15.00
Lily of the Valley	10.00@12.00
Adiantum Crowneum and	
Hybridum	5.00@7.50
Asparagus Plumosus ..doz. bels.	1.50@2 3.00
Smilax	doz. strings 1.00@2 4.50
Bouvardia, white	3.00@4 2.00
Chrysanthemums, per doz.....	2.00@5 5.00
Dahlias, per doz.....	35@1 1.00
Carnations	2.00@4 4.00
Gardenias, per doz.....	2.00@3 2.00
Violets50@1 .50

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Traendly & Schenck**Wholesale Florists and Cut Flower Exchange****436 Sixth Avenue, New York City**

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Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

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The Kervan Co.**Fresh Cut Decorative Evergreens****Highest Standard of Quality.**Largest stock in America. Send for illus-
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M. C. FORD**121 WEST 28TH STREET
NEW YORK**

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut FlowersA complete assortment of the best in
the market can always be relied upon.

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D. FEXY**Wholesale Commission Florist****106 West 28th St., New York****Consignments Solicited.**

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THE Florists' Supply House of America

Why Wait? Order These Christmas Staples Now.

Moss and Foliage Wreaths, Cycas Leaves, Crepe Flowers, Dahlias, Roses, Chrysanthemums, Carnations, in color and form look as natural as the real flowers. Chiffons, all widths and colors. Oak Boughs and Cartons of Oak and Magnolia Leaves. Fine Cycas, Red and Green Ruscus, Chenille Roping, in all colors.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

Branch Factory: 709 First Ave., New York.

Not the least interesting of the many features of the Liberty Bond campaign are the war relics, posters and paintings exhibited in many of the leading stores. Some of the paintings are by skilled artists, and are pathetic portrayals of the horrors of war; others have a touch of humor. In Myer's window, Madison avenue and 58th street, there is a canvas 3x5 feet which bears a song:

Buy—a—bond, Buy—a—bond;
Buy—a—large—one—for—a—baby;
A—small—one—for—a—baby;
Come—buy—one—for—your—country;
Come—all, Buy—a—bond!

An evening newspaper states that one bet of \$1,000 even that Alfred E. Smith will be elected governor has been reported. Charles Thorley placed that sum, taking Mr. Smith's side, with H. B. Dooling, who bet on Governor Whitman. According to the city directory, there is only one Charles Thorley—that is the well known Fifth avenue florist, and we believe him to be rich enough to lose \$1,000 without feeling it.

Miss G. Durkin, bookkeeper for J. S. Fenrich, and her assistant, Miss M. Brophy, were seen at the Waldorf-Astoria hotel, September 24, selling boutonnières in the campaign of the National League for Woman's Service. Both have a happy way of calling: "Wear a flower for a boy!" Mrs. Curtin, the lady in general charge of that section of the room, was well pleased with their receipts.

John H. Traendly, a nephew of Frank H. Traendly, who gave up a good position to enlist as a private in the regular army when the United States entered the war, has recently been made a lieutenant in the machine gun company. At present, he is at Camp Hancock, Ga.

The next meeting of the New York Florists' Club will be held in its rooms in the Grand Opera House building on the evening of October 14. Members of the Liberty Loan committee are likely to make reports, and there will be other interesting features.

As usual, the Dards store, Madison avenue and 44th street, is actively participating in the Liberty Loan campaign. Mr. Dards is on important committees, and Manager Perry has arranged a window decoration appropriate for the occasion.

William A. Scharf, of Bayshore, L. I., formerly head man for Alex. M. Westwood, in the Pennsylvania Terminal, has been made a corporal in the United States army, and is now supposed to be in France.

The Orchid Florist Co., of which C. Changuris is proprietor, has removed from 106 to 100 West 57th street, corner of Sixth avenue, where they have an exceptionally attractive store.

Mrs. W. J. Long has returned from her vacation, spent with her parents in Nova Scotia. She reports that the cas-

ualties among Canadian troops from that section have been heavy.

On account of the closing of so many private conservatories, and the necessary curtailment in commercial ranges, indications point to cheap palms for this season.

Charles Matthews, for many years a salesman in the wholesale district, but for the past year engaged in other business, is back again as salesman for Riedel & Meyer.

Andrew Scott, nephew of Alexander McConnell, and for a number of years prominently connected with the store, is now with Wadley & Smythe, 491 Fifth avenue.

A meeting of the Liberty Loan committee of the New York Florists' Club was held at the office of Secretary Young on the afternoon of September 27.

Though there is, as a rule, a scarcity of roses, H. E. Froment is receiving a good supply from the Coddington ranges, Murray Hill, N. Y.

Patrick Welch, of Boston, spent several days of the past week in this city and bought heavily in the market, stock being scarce in Boston.

C. A. Schaeffer, well known in the trade of this city and Yonkers, is now with P. F. McKenney, Fifth avenue and 42nd street.

Louis J. Reuter, now with Peirce Brothers, Waltham, Mass., spent several days of the past week in this city, buying for his firm.

The first box of Rhinebeck violets, we have noticed, reached J. S. Fenrich September 28, and were good, considering the season.

E. J. Van Reyper, recently with Riedel & Meyer, is now in the George C. Siebrecht store as salesman.

In addition to other good stock, Traendly & Schenck are receiving the rose tied Rover.

William P. Ford is handling a good stock of chrysanthemums.

A. F. F.



15 Plant Baskets

for \$12.00

Write for Catalog.

RAEDLEIN BASKET CO., 713 Milwaukee Avenue, CHICAGO, ILL.

The Hun Fears Organized Attacks!

Then let's organize our saving. Let's save by companies and regiments instead of individually.

Let's show him what Americans can do through War Savings Societies.

In eight months 116,433 Societies with 6,070,000 members have been formed.

We Have Just Begun!

Now how about you? Do you belong to a Society? **Have you formed one** among your friends or employees?

Will You Organize a Society?

Remember, a society of 20 members, each buying only one U.S. S. a month for a year, will equip **50 American soldiers with rifles**

May we count on you? May we send you more complete information? **TO-DAY?**

Pioneer Division
National War Savings Committee
51 Chambers St., New York, N.Y.

Space Donated by Chas. A. Dards

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

GREAT BRITAIN

WILLS & SEGAR

ROYAL EXOTIC NURSERY,

Onslow Crescent, S. Kensington, London

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—TO—

H. M. KING GEORGE V and H. M. QUEEN ALEXANDRA

We shall be pleased to carry out commissions from our American confreres to deliver

Cut Flowers, Floral Baskets, Floral Designs, Etc.

to American visitors in any part of Great Britain.

Cablegrams—"FLOSCULO PHONE, LONDON."

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Established 1857



745 Buckingham Place.

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Send us your retail orders.

We Have the Best Facilities in the City

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Adam Sekenger
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No. 32 NEWBURY STREET

We cover all points in Maine.

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**ORDERS
IN OR
AROUND**

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Flowers and Service

THE BELLEVUE-STRATFORD,
BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

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NEW YORK

785 Fifth Ave.

Member of Florists' Telegraph Delivery.

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BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

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Madison Ave.,
NEW YORK

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THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Albany, N. Y.

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FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

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Gudes'

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Choice Cut Flowers and Designs

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Telephone 4265-4266 Farragut.

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To out-of-town florists:

We are in the Heart of New York.

And give special attention to steamer and theatre orders. Prompt delivery and best

Stock in the market.

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Oldest Florist South

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25 E. MADISON ST.

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Telephone Randolph 2120

41 South Wabash Ave., CHICAGO

25% COMMISSION

Send all your Chicago orders to me. You get a
SPECIAL 25% COMMISSION
on all bills paid by the 10th of the following month.

Established 1874

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341 Madison Ave., New York

Help do your bit to-day by selling

Thrift and War Saving Stamps

Stand behind

The Food Conservation Laws

Display prominently patriotic posters.

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We sell orders for any place in the Twin Cities
and floral points in the Northwest. The Largest
stock in America; the largest stock; the
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Fresh Flowers and Best Service. Deliveries
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EUCLID AVENUE

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Boston, Mass.—Penn. The Florist.
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Brooklyn, N. Y.—Joseph Trepel.
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Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
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 THE BEST THAT GROWS.
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(Successor to Geo. A. Heint)
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 Both Phones, 527
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 Write or wire headquarters for flowers for
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Danker
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The Best Service



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Anderson service means fresh, sturdy stock
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We solicit telegraph orders. Regular trade discount.
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FLORIST**All orders carefully filled and delivered to all
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J. J. LeBORIOUSSeventeen large Greenhouses. Deliveries
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NEW ORLEANS
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Mail or telegraphic orders promptly and most
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We are the center of the great
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L. L. MAY & CO.Order Your Flowers for delivery
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Everything in FlowersPrompt Deliveries to any town or city
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GREENHOUSES**Memphis, Tenn.**

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The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1919.

MAIL orders for bulbs are reported unexpectedly good.

VISITED NEW YORK: President Miller of the American Bulb Co., Chicago.

FURTHER shipments of French and Dutch bulbs are expected this week.

BEAN crop of 1918 is estimated to exceed last year's by five million bushels.

CANARY seed, because of an embargo placed on its importation, has advanced from 20 cents to 25 cents per pound.

ONION SET growers in the Chicago district have about completed housing the crop with prices easier.

IMPORTERS who have Chinese narcissus bulbs now in Canada are endeavoring to get permission to bring them into the United States.

LEONARD H. VAUGHAN, of Vaughan's Seed Store, Chicago, is planning to attend the New York meeting of the Wholesale Seedsmen's League, October 8.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade October 2 were as follows: Timothy, \$8.00 to \$10.50 per 100 pounds, no change from last week.

IT is reported that the War Trade Board, as well as the Japanese authorities in Washington have given final refusal on the importation of Japanese lilies this season.

VISITED CHICAGO: Lester L. Morse, of C. C. Morse & Co., San Francisco, Calif., en route to the Wholesale Seedsmen's League meeting to be held at New York, October 8.

CHICAGO seedsmen's quota of Liberty Bonds has been placed at \$140,000, and while this seems a large sum compared with that of other lines, the seedsmen expect the full amount will be subscribed.

JOHN C. BODGER, of John Bodger & Sons Co., Los Angeles, Calif., writes, September 23, as follows: "The recent heavy rains did not reach us. Asters, however, are about the only items we have out which rain would affect."

TOLEDO, O.—Clover made a 5 to 10 cent advance October 1, closing at \$27.00, a drop of 25 cents during the week. Cash timothy was steady, selling at \$7.05. September closed at \$5.05, October \$5.00, December, \$5.20, March \$5.35 and April \$5.35.

A REPRESENTATIVE of the Holland Bulb Growers' Association, who speaks with apparent authority, says no bulbs will be sold this season below the prices fixed by the association last May and surplus bulbs, if there are any, will not be offered at auction.

Peacock-Gundestrup Suit Decision.

In a communication last month, Knud Gundestrup, proprietor of Gundestrup's Seed Store, Chicago, announced that the damage suit started about two years ago against him for \$10,000 by the Everett R. Peacock Co., seedsmen of the same city, has been decided, and Gundestrup's Seed Store found not guilty. As will be remembered, and announced in these columns at the time, the suit was filed in the above amount, it being alleged that by insinuations against the credit of the Peacock Co., by Gundestrup, the former had been slandered.

Philadelphia Seed Trade.

The H. F. Michell Co. is holding its vegetable and outdoor flower show this week. The exhibits, received on Monday, were well up to the high standard of this annual feature. The dahlias were particularly fine, nothing better having ever been seen in this city. There was also a splendid display of vegetables, many of the specialties grown from seed furnished to private gardeners, prizes being offered by the firm. The show received favorable notices in the daily press, and as usual, was well attended.

Howard M. Earl, after an association with the W. Atlee Burpee Co. covering a period of 25 years, in charge of the department of production, overseeing the extensive seed farms and stocks grown under contract, severed his connection with the firm, September 27. K.

Washington Rulings and Regulations.

The war trade board has issued a ruling affecting hemp, canary and alfalfa seed, placing them on the list of restricted imports. All outstanding licenses for the importation of these seeds have been revoked as to ocean shipments from abroad after September 18, the importation of hemp and canary seed by ocean shipment from abroad after that date being totally prohibited. No licenses will hereafter be issued for the importation of alfalfa seed for ocean shipment from abroad, except for such shipments as the seeds stocks committee of the department of agriculture may approve, and appli-

cations therefor must be submitted to the committee for its recommendation before action is taken by the war trade board. The board estimates that a saving of 1,800 dead weight tons will be effected by the restrictions on these seeds which come, in the case of hemp seed, from China, canary seed from Argentina, and alfalfa seed from Russian Turkestan.

Seven hundred and forty metric tons of bulbs and 1,250 tons of timothy and other grass seeds (not including clover seed of any variety) will be exported annually to Denmark, under an agreement which has just been concluded between the war trade board and a Danish special commission. The agreement covers all articles to be exported to Denmark from this country during the period of the war, and is conditional upon no exportation of such articles to the central powers.

B. F. L.

Seed Conditions Affecting Production.

The Maryland State College of Agriculture, College Park, under date of June, 1918, has issued Bulletin No. 216, entitled "Conditions Detrimental to Seed Production," calling attention to the fact that at no point in the production of crops can greater results be obtained with less effort and expense than with the seed. The bulletin is limited principally to a discussion of the factors that affect seeds directly, and included in its 50 pages are sections devoted to hereditary defects, foreign seed, immaturity, premature germination, effects of soils and fertilizers, injury due to high and low temperatures, lack of pollination, injury by animals and plant parasites, disinfection, selection for disease control, chemical injury and conditions affecting special crops, such as beans, beet, cabbage, corn, celery, carrot, cauliflower, cucumber, etc.

GREEN BAY, WIS.—The Green Bay Seed Co. has been incorporated by C. A. Olson, formerly of Milwaukee, and will specialize in clover.

DENVER, COLO.—The Barteldes Seed Co. will move to a new location at 1616 Champa street, where a cut flower department will be added to the firm's extensive seed business.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
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Beet,
Carrot,
Lettuce,
Onion,
Radish.
Correspondence
Solicited.

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Price: \$3.00 Postpaid

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Growers of

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Grand Rapids,

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Seed Growers

SAN JOSE, CALIFORNIA

Company

MICHELL'S NEW CROP FLOWER SEED

Cyclamen Seed
Distinctive Giant Strain

Duke of Connaught, Crimson.	100	1000
Excelsior, White with red base	1.25	10.00
Grandiflora Alba, White.....	1.25	10.00
Princess of Wales, Pink.....	1.25	10.00
Salmon Queen, Salmon Pink...	1.60	12.00
St. George, Delicate salmon, foliage marbled	1.50	12.00
Mixed Colors	1.00	9.00

Asparagus Plumosus Nanus
Greenhouse Grown Seed

1000 Seeds.....	\$3.00	10,000 Seeds ..	\$25.00
5000 "	13.75	25,000 "	56.25

Also all other seasonal Seeds, Bulbs,
Plants and Supplies.

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NATURAL, 6- 9 ft.	600	\$7.00
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Prices ex warehouse New York
Terms—Net cash 30 days.

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THE J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

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SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

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Contract Seed Growers

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GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

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— **WHOLESALE SEED GROWERS** —

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

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CABLE ADDRESS, "MCGILL-SEED"
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SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed Growers **LANGPORT, Eng.**

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WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

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Specialties: Pepper, Eggplant, Tomato, Vine Seed and Field Corn.

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Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

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Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

For SEEDS

Flower, Vegetable and Farm

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The Premier British Wholesale

and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan,
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Henry Fish Seed Co.

Bean Growers for the
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CARPINTERIA, CALIF.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-
President; S. W. Severance, Louisville, Ky.,
Secretary; Eugene Davis, Grand Rapids,
Mich., Treasurer.

THERE may be a shortage of sugar, but farmers should not, on that account, neglect to harvest the pumpkins.

THERE are 1,000 women and girls enrolled in the New York State Woman's Land Army, living in 40 units established by the organization in agricultural sections.

HALEDON, N. J.—Liberty corn, which has red, white and blue kernels, is on exhibition here, ears being sold to curious visitors, to whom the grower claims his method of producing the colored ears is a secret.

Prices of Indoor Fruits and Vegetables.

Chicago, October 1.—Cucumbers 2-dozen box, 80 cents to \$1.00; celery, crate, 35 to 50 cents; head lettuce, 2-dozen, \$1.50 to \$2.75; radishes, per 100 bunches, \$1.00 to \$1.50; tomatoes, 4 baskets, 40 cents to 75 cents.

New York September 30.—Celery (state) per bunch, 15 to 20 cents; cucumbers \$1.00 to \$2.00 per basket; mushrooms, \$1.50 to \$3.50 per basket; tomatoes, per carrier, 30 cents to \$1.75; lettuce, per package, 25 cents to \$1.25; radishes, per 100 bunches, \$1.50 to \$2.50.

Tomatoes After Frost.

Following frost, tomatoes may be pulled up plants and all and hung tops downward in a dark place, preferably a cellar. When treated in this way the fruit will ripen nicely and slowly and will be available for table use for a long time after the plants have been removed from the soil. Fruit that is very immature should be removed from the vines and may be used for pickling and in other ways. If facilities for hanging the vines are lacking, the tomatoes nearing full growth will ripen satisfactorily if wrapped separately in paper and stored in a dark place.

Cabbage for Kraut.

From returns received to July 1 by the United States department of agriculture from 116 firms and individuals engaged in manufacturing kraut, or about 117 per cent of the total number reporting in 1917, it appears that 6,801 acres of cabbage have been contracted for thus far this season, as compared with 6,008 acres reported by the same firms in 1917, representing about 68 per cent of the total acreage reported to the bureau in that year. The total acreage reported in 1917 by 99 firms, representing about 48 per cent of the number engaged in manufacturing kraut, is 8,880 acres. Of this acreage 557 acres, or about six per cent, was reported as not planted or abandoned, leaving a net acreage for harvest of 8,323 acres. A comparison of the acreage reported thus far this season with that reported by the same firms in 1917

shows an increase of about 13 per cent. If this rate of increase prevails throughout the contracting period, it would appear that a total contracted acreage of 10,034 acres may be expected.

Vegetable and Fruit Markets.

Reports received by the bureau of markets for the period September 24-30 showed that the extremely heavy movement of potatoes continued and the volume also increased for apples, grapes, onions and celery. The heaviest movement in potatoes was from the west and the great lakes region and markets supplying those sections tended lower through the week. Minnesota sacked whites declined sharply, closing the seven day period at \$2 per 100 pounds for carlots in Chicago with the general declines in other carlot and jobbing markets. Moorhead, Minn., quoted Red River Ohio's at 20 cents lower than the previous week at \$1.75-\$1.90 per 100 pounds. Colorado and Idaho shipping points declined briskly, going as low as \$1.25 per 100 pounds sacked. Maine Cobblers and Green Mountains ranged \$2.12-\$2.15 trackside at Presque Isle and prices advanced to \$2.70-\$3.00 sacked in New York and Boston. Sweet potatoes again declined about 75 cents at shipping points, ranging from \$3.50-\$4 per barrel. The onion movement was draggy and prices ruled low. Eastern and northwestern yellow stock followed a weaker range at \$2-\$2.25 per 100 pounds in consuming markets. Cabbage prices remained fairly steady at the lower level reached the previous week. New York Domestic was quoted unchanged at \$15 per ton f. o. b. Rochester. Colorado stock held at \$1 per 100 pounds trackside.

Winter varieties of apples are now moving from various producing sections. Michigan Concord grapes sold higher at 27-35 cents per four-quart basket f. o. b. Benton Harbor. Peach shipments are becoming light with New York and Colorado Elbertas ranging \$3.25 to \$4 per bushel in consuming markets. Pear values held firm with New York and Michigan Bartletts steady at \$3.25-\$3.50 in consuming markets.

Safety in Mushrooms.

There is no simple test for distinguishing between edible and poisonous mushrooms, according to specialists in the United States department of agriculture. For example, the common belief that any mushroom may be eaten with safety if the skin can be peeled readily from the cap, is quite unfounded. Peeling of this character is possible with many poisonous species. The presence of insects on mushrooms, too, is no proof that they are safe for human consumption. Insects infest some of the most poisonous as well as some of the best species of fungi. Again, there is a common belief that if poisonous mushrooms are soaked or boiled in salt water, they will do no harm. This is a dangerous and unfounded supposition.

The only safe mushrooms to eat are those which are gathered by a collector who knows exactly what he is doing. In order to make easier the all-important distinction between poisonous and nonpoisonous growths, the department has just published a new bulletin entitled, "Some Common Edible and Poisonous Mushrooms," Farmers' Bulletin 796. The illustrations and text of this bulletin should enable collectors to avoid doubtful species. The authors

point out, however, that it is most important to pick only those which it is absolutely certain are harmless. No attempt should be made to gather rare forms or those species which are not readily recognizable.

The most common edible mushroom is known to scientists as *Agaricus campestris*. This variety is not only cultivated commercially, but is widely distributed and is abundant in the wild state. The cap is fleshy and hemispherical in shape, but later becomes expanded and nearly flat. It is smooth, in color white or light brown, and the flesh is white and firm. The gills are white at first, later become pink, and finally turn a blackish brown. The stem is stout, smooth, and furnished with a ring. This type of mushroom is readily recognized, but there is some possibility that it may be confused with an *Amanita*, of which there are several varieties, most of them extremely poisonous. The risk of mistaking the common mushroom for one of these may be avoided if the fungus is not picked until the gills are pink or turning brown. The gills of the *Amanita* remain white. These poisonous fungi, however, may be distinguished from edible mushrooms with white gills by the presence of a veil or of a volva, a membranous envelope or sack which completely surrounds the plant in the young state. After this volva breaks away, a part remains on the top of the cap around its margin as scales and as a broken cup at the base of the stem. Certain edible varieties do have such volvas, but, as they are rare and the poisonous species common and dangerous, the only safe plan is to leave alone all the fungi which possess this feature.

In addition to describing the varieties of edible mushrooms, the bulletin already mentioned gives a number of recipes for their preparation. Many people, it is said, believe that mushrooms are best eaten with no other seasoning than salt, pepper, and butter. The fungi may, however, be prepared in any of the ways which have been found suitable for oysters.

Mushroom Growing

By B. M. Duggar.

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, \$1.90.

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TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

FREESIA

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size, also $\frac{5}{8}$ and up.Freesia refracta alba, $\frac{5}{8}$ inch.

Sweet William, fancy, mixed, fine strain.

Cyclamen Seed. Finest American grown from the very finest strains.

Prices on application.

J. M. THORBURN & CO.53 Barclay St., thro to 54 Park Place
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SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeriac, Parsleys, Parsnips, Turnips, Growing Crops Given Personal Attention.

Seed Packets

FLOWER SEED SIZES TO CATALOGUE
ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Hardy English Ivy

Pot grown. Extra long and heavy.

4 inch..... per 100, \$15.00

5 inch..... " 35.00

6 inch..... " 60.00

C. U. LIGGIT, 325 Bulletin Building,
PHILADELPHIA, PA.

Wichita, Kan.

HAIL CAUSES MUCH DAMAGE.

A severe hail-storm swept across the eastern section of this city on the evening of September 25 and seriously damaged greenhouses of the florists and gardeners in its path. The ranges of Chas. P. Mueller and of Frank Cluff had about one-third or more of the glass broken. It so happens that the bulk of the glass devoted to market gardening lies in the path taken by the storm and the damage was quite general. The lateness of the season, combined with the condition of the glass market, makes the situation a fairly serious proposition. Chas. P. Mueller began hustling at once the next morning, and by noon had located 20,000 or more feet of glass needed for his repairs. At the Menges greenhouses, which are devoted to vegetable growing, it was estimated that 1,000 boxes would be needed for repairs. The damage done by broken glass to stock in the greenhouses of the florists' places was surprisingly light, and unless severe weather sets in, the direct damage will not be heavy.

SEPTEMBER SALES HIT AVERAGE.

September, as a month, gave seasonable weather, and crops that survived the summer, took on new life and gave a fairly good account of themselves. Business was up to the mark in volume, probably a little better, and as there is no doubt about the expense account being larger for each month, compared with last year, the extra volume is needed. However, on the whole, the Kansas florists have little cause for complaint, and it is quite possible that the extra hustling and attention to increased efficiency will result in increased benefits, when conditions become normal again. C.

DUTCH BULBS ARE NOW DUE

DAFFODILS

Per 100 Per 1000

Emperor, double nose..... \$3.00 \$25.00

Emperor, large, round bulbs..... 2.50 21.00

Princes Maximus, fancy grade..... 1.75 15.00

Barri Conspicuous, fancy grade.. 1.50 12.50

Poeticus (Pheasant Eye), fancy.. 1.00 9.50

FREESIAS

Size IMPROVED PURITY Per 1000

 $\frac{3}{4}$ to 1 inch..... \$17.00 $\frac{5}{8}$ to $\frac{3}{4}$ inch..... 12.00 $\frac{1}{2}$ to $\frac{5}{8}$ in., first-class..... 7.50 $\frac{3}{8}$ to $\frac{1}{2}$ in., regular grade..... 4.00

VALLEY PIPS

DUTCH GROWN. Per 1000, \$27.50

CALLAS

 $1\frac{1}{4}$ to 2 in..... Per 100 \$7.00

COLD STORAGE LILIES

GIGANTEUM

Per case

7 to 9 in. (300 to case)..... \$20.00

10 to 11 in. (180 to case)..... 27.00

SPECIOSUM ALBUM

Per case

8 to 9 in. (300 to case)..... \$18.00

9 to 11 in. (140 to case)..... 17.00

SPECIOSUM RUBRUM

Per case

9 to 11 in. (140 to case)..... \$14.00

10 to 11 in. (125 to case)..... 15.00

11 to 13 in. (90 to case)..... 15.00

AURATUM

Per case

8 to 9 in. (160 to case)..... \$11.00

11 to 13 in. (75 to case)..... 13.00

Fall "Book For Florists" Mailed.

CHICAGO VAUGHAN'S SEED STORE NEW YORK

To Our Bulb Trade

We take this opportunity of advising our trade that after a great many complications, formalities and other shipping encumbrances we were successful in securing the exportation of our **FRENCH GARDEN BULBS**, from the Port of **Marseille, France**. The Garden Bulbs have been shipped on a steamer and will arrive in the United States within a very short time.

It gives us great pleasure to be able to notify our clients through this medium that we have been successful in being able to attend to their supplies.

Drevon Tegelaar & Company

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

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BEANS, PEAS, RADISH

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GROWERS FOR THE TRADE

226-230 W. Kinzie St.,

Telephone Main 2762.

CHICAGO

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The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward M. on, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

SPOKANE, WASH.—Alfred Finck, for the past eight years in charge of Natatorium park, has resigned his position and purchased a farm.

SMITH'S FERRY, MASS.—Lyman S. Briggs, for more than 40 years engaged in the nursery business here, died recently at the age of 71 years.

ALBANY, ORE.—The Albany Nursery Co. is reported to have petitioned for permission to reduce capital stock from \$25,000 to \$5,000, to lessen taxation.

GRAND RAPIDS, MICH.—The city commissioners have accepted the offer of the park and boulevard association to turn over 111 acres in the Reeds Lake district and west of the river for park purposes.

BIRMINGHAM, ALA.—At the twenty-first annual meeting of the Southern Nurserymen's Association, held here, H. Cobb Caldwell, of Atlanta, was elected president for the ensuing year, and that city selected for the 1919 meeting.

Privet Hybrid.

The accompanying illustration is from a direct sun-print and shows two branches of hardy hybrid California privet (No. 22) grown by the Elm City Nursery Co. Woodmont Nurseries, Inc., New Haven, Conn., and two branches of the regular California variety, the resemblance, it is said, being so close that it is difficult to tell one from the other. This holds equally true, it is claimed, of the two forms in character of growth, with the advantage in favor of the new hybrid, which has a pronounced tendency to branch more freely from the ground. This new hybrid (California x Ibota) is quite as hardy as Ibota.

The original plant is a stately specimen eight years old. Both this and the

plants propagated from it have never suffered in the least from winter injury, although exposed under the same conditions that killed California privet to the ground last winter.

French Forests Sacrificed.

Timber cutting for the use of the American army is proceeding on a vast scale in some of the great forest regions of France, as well as in Switzerland and Spain. The cutting of a tree in France has been, in peace times, little short of a felony, and no tree could be removed until another vigorous sapling was ready to take its place. But the stern requirements of war have compelled a change in this conservation of the forests, and the French are yielding the trees they have so long safeguarded.

California Nurserymen's Proceedings.

The Transactions and Proceedings of the California Association of Nurserymen, covering the seventh annual meeting of that organization, held at San Jose, October 10-13, 1917, has been received, much of interest being included in its 62 pages. In addition to the general business of the meeting, and the president's address and reports of other officers there are several instructive papers, among them the following: "California Nurserymen of Second and Third Decades", by E. J. Wickson, Professor of Horticulture Emeritus, University of California; "From the Nursery Row to the Orchard Row," by Elmore Chase, Deputy Inspector, Sacramento County; "How to Make Labor Content", by Max J. Crow, Gilroy; "The Vegetable Garden as a Home Beautifier", by John Vallance, Oakland; "Some Desirable New and Rare Plants", by D. W. Coolidge, Pasadena; "Standardization of Commercial Nursery Products", by Wm. T. Kirkman, Jr., Fresno; "Methods of Prevention of Tree and Plant Diseases", by Earl L. Morris, San Jose, and "State Laws and the Nurserymen", by George H. Hecke, State Horticultural Commissioner.

Short Hills, N. J., Dahlia Show.

The Short Hills Garden Club held its tenth annual dahlia show at the Short Hills club house, September 28. There were good exhibits of peony-flowered, decorative, cactus, single and seedling

dahlias. Creditable exhibits of other garden flowers, fruits and vegetables were also noted. The prizes were ribbons, as the club members felt that "on account of war conditions, expense should be curtailed as far as possible." Prominent among the winners of blue ribbons were Mrs. Stout, Mrs. Renwick and Mrs. Layng. Active in the arrangements at the show were Mrs. Burlingame and others. There was an admission fee to the show, and the proceeds were donated to the Short Hills unit of the Woman's Land Army. C. H. Totty, Madison, Bertrand H. Farr, Wyomissing, Pa., and W. A. Orton, dahlia expert of the United States department of agriculture, were the judges. The officers of the Garden Club are: Mrs. John A. Stewart, Jr., president; Mrs. Charles H. Stout, secretary; Mrs. A. H. Marckwald, treasurer; Mrs. W. A. Meikleham, chairman show committee. A. F. F.

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Also Berberis Thunbergii, Hydrangea paniculata, Weigelia, Spiraea, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENN'A.
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Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kalns.

342 pages, illustrated. Price, \$1.50.

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440 S. Dearborn St.,

Chicago

PEONIES

80 acres. Can supply your wants.

Write for Catalogue.

Gilbert H. Wild

Sarcoixie,

Missouri

Specialists in Specimen Stock

FOR LANDSCAPE WORK

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.

EUREKA, CALIFORNIA.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.

Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.



PRIVET HYBRID.

From Sun Print Direct from Nature. Two Branches of the New Hybrid California Privet No. 22 and Two of Regular California Privet, Showing Conclusively How Closely the Two Types Resemble Each Other.

For the Best New and Standard DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown June., N. Y.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

Mention the American Florist when writing

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

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BURPEE'S SEEDS

Philadelphia
Wholesale Price List for Florists
and Market Gardeners

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THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin,
Sweet, Flint and Dent Seed Corn.

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Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomdale
Farm.

Bristol, Pa.

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Geraniums

Nutt, strong 2-in., per 100.....\$2.00
Vlaud, strong 2-in., per 100..... 2.00
Ricard, strong 2-in., per 100..... 2.00
Dracena Indivisa, good thrifty
stock for growing on, 2-in., per
100 2.00

ELMER RAWLINGS, Allegany, N. Y.

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Erica Melanthera

best winter flowering Heather. Well rooted cuttings, \$60.00 per 1000, not less than 500 sold. Cut of 2-inch pots, \$14.00 per 100, \$100.00 per 1000. Cash with order, please.

Pacific Nurseries
COLMA, San Mateo Co., CALIFORNIA

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THE FRAGRANT PEONY DAHLIA

MRS. FREDERICK GRINNELL SEEDLING, 1911.
Winner First Prizes.

Tested in the American Dahlia Society Trial Gardens, Geneva, N. Y.

SOME OF ITS FINE POINTS.

Its Fragrance and Shipping Qualities.
Its Color, the Finest Pink of All the Dahlias;
more beautiful in the artificial light than
the natural.

Its Keeping Qualities, Six to Eight Days.
The Best as Cut Flower, Exhibition, Garden.
Splendid in All Ways. It Grows in Water.

LIST OF AWARDS.

First-class Certificate New Bedford Hort. Society, Sept. 14, 1911; First-class Certificate Massachusetts Hort. Society, Aug. 8, 1914; First-class Certificate Newport Hort. Society, Aug. 13, 1914; Bronze Medal Massachusetts Hort. Society, Aug. 7, 1915; Bronze Medal Newport Hort. Society, Aug. 12, 1915; Special Award Southern New England Country Fair, Sept. 14, 1915; Silver Medal New Bedford Hort. Society, Sept. 21, 1915; Silver Medal Massachusetts Hort. Society, Sept. 9, 1916; Gold Medal Rhode Island Hort. Society, Sept. 12, 1916; First-class Certificate American Dahlia Society, New York, Sept. 27, 1916; First Premium Blue Ribbon, Hyattsville, Md., Oct. 5, 1916; Diploma American Institute, New York, at the American Dahlia Society Show, Sept. 25, 1917; Special Award Southern New England Country Fair, Sept. 10, 1918; Silver Medal Toronto Hort. Society, at the American Dahlia Society's Show, New York, Sept. 24, 1918.

Order quick. Only 100 Clumps, at \$10.00 per clump. Delivery
in Fall or Spring. Cash with order. Address for particulars

JOHN P. ROONEY, 93 Bedford St., New Bedford, Mass.
Bell Phone 2486-W.

Mention the American Florist when writing

"MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company

WYNCOTE - - PA.

WRITE FOR PRICES"

Mention the American Florist when writing

CARNATIONS

F. DORNER & SONS CO.,

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Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. All sold until in December.

S. A. Nutt and Buchner \$15.00 per 1000

Ricard and Poltevine 17.50 per 1000

Purest post shipment, bill for actual cost sent with shipment.

Cash for cuttings to accompany the order.

ALBERT M. HERR, LANCASTER, PA.

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

Mention the American Florist when writing

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, page 612. Correspondence solicited.

A Few Bargains

NORWAY MAPLE

6 to 8 ft.35¢ each
8 to 10 ft.50¢ each
10 to 12 ft.75¢ each

CALIFORNIA PRIVET

2 and 3 yrs. old.
Cut Back, Well Branched.
12 to 18 in.\$10.00 per 1000
18 to 24 in.\$13.00 per 1000
2 to 3 ft.\$15.00 per 1000
3 to 4 ft.\$20.00 per 1000

HYDRANGEA P. G.

18 to 24 in.10¢ each
2 to 3 ft.12¢ each

BARBERRY THUNBERGII

12 to 18 in.\$4.00 per 100
18 to 24 in.\$8.00 per 100

AMERICAN ARBOR VITAE

3 to 4 ft.35¢ each
4 to 5 ft.50¢ each

AUSTRIAN PINE

18 to 24 in.20¢ each
2 to 3 ft.30¢ each
3 to 4 ft.40¢ each

NORWAY SPRUCE

12 to 18 in.15¢ each
18 to 24 in.25¢ each
2 to 3 ft.40¢ each

CURRANTS

Fays, Cherry, White Grape, Victoria
2 yr. No. 12, \$4 per 100
2 yr. No. 2, \$3 per 100
Send for complete price list.

TERMS—Cash or satisfactory references. Boxing at cost.

THE LANCASTER COUNTY NURSERIES
RFD. No. 7 Lancaster, Pa.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

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Published quarterly. Annual subscription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

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CRAIG QUALITY STOCK

Plants That You Really Need or Will.

CROTONS, wonderfully well colored,
all sizes.

FERNS, Norwood and Teddy, Jr.
Ficus Pandurata, the best house plant.

Now is the time to order before the delays of winter. Send for our price list.

ROBERT CRAIG COMPANY, Branch, Norwood, Pa. **4900 Market St., Philadelphia, Pa.**

Albany, N. Y.

NOTES.

James J. Karins, representing Henry A. Dreer, Inc., Philadelphia, Pa., spent several days in this city the week of September 22. He brought with him samples of the terrace ferns, cocoa palms, kentias, rubber plants, and other foliage varieties that require considerable heat through the winter. Mr. Karins made his headquarters at the Albany Cut Flower Exchange and florists from this city, Troy, and Schenectady visited the salesroom in considerable numbers and bought freely. The Dreer concern is closing out a large amount of this class of stock because of the necessity of shutting down many houses next winter through the order of the fuel administration which limits their usual amount of coal. Mr. Karins is selling the plants rather than to try to carry them over.

Fred A. Danker, of 40 Maiden Lane, was in New York on the evening of September 24, and attended the special meeting of the New York Florists' club at which President Schenck and Secretary John Young spoke at some length on the Fourth Liberty Loan. Mr. Danker brought home with him some of the cards on which florists will make reports of the amount of the bonds they buy. In regard to business, locally, Mr. Danker said that the outlook this fall is good; that at the close of the chrysanthemum season he expects flowers to be scarce. His orders for shrubs, evergreens, and perennials, he said, are sufficient to keep his nursery force on Central avenue busy until winter is here.

According to Thomas F. Tracey, manager of the Albany Cut Flower Exchange, 611-613 Broadway, wholesale florist, he has little to complain about this fall. He said that his establishment was handling a large number of Ophelia, Ward, Russell, Hadley, and Sunburst roses. He called attention to the fact that they were getting \$8 a hundred for asters, an unusually high price. One of the reasons for this is the scarcity of the flowers.

Frank M. Briere, who conducted a retail florists' shop at 218 Lark street, the past six months, has discontinued.

R. D.

Rochester, N. Y.

BUSINESS MAINTAINS HEALTHY TONE.

Business continues good although most of the demand is for funeral work, with some transient trade in ferns, palms and house plants. Frosts and rains during the past two weeks have greatly injured outdoor stock. There are some asters, however. Greenhouse flowers have been scarce, with roses especially hard to get, but during the past few days some excellent Prima Donna, Francis Scott Key and Marylands can be seen. Gladioli still hang on, although the quality is inferior. The new crop of carnations

Seasonable Stock READY NOW

Bougainvillea Glabra Sanderiana—Well shaped, trimmed plants, 4-in. pots, \$25.00 per 100.

Genista—5-inch, special stock, well trimmed and heavy, \$30.00 per 100.

Ficus Elastica—4-inch, 10 to 12 in. high, \$40.00 per 100.

Hydrangea, French Type—Hamar, Vibraye, Chautard, E. Mouliere, 5-inch—3 to 4 branches, \$30.00 per 100; heavy field grown for tubs—7 to 10 branches, \$40.00 per 100.

Kentia Belmoreana—2 1/4-inch, heavy, \$10.00 per 100; 3-inch, heavy, \$20.00 per 100.

Ferns—*Cyrtomium Falcatum*, 2 1/2-inch, \$3.50 per 100, \$30.00 per 1,000; *Aspidium*, 2 1/2-inch, \$3.00 per 100. Birds Nest Fern, 2 1/2-inch, \$8.00 per 100; 3-inch, \$15.00 per 100.

Asparagus Sprengeri—2 1/4-inch, \$3.50 per 100, \$30.00 per 1,000.

Asparagus Plumosus—2-inch, \$3.50 per 100, \$30.00 per 1,000.

Fern Dish Ferns—All varieties, bushy stock, \$3.50 per 100, \$30.00 per 1,000, 3-inch, \$6.00 per 100, \$50.00 per 1,000.

Roses—Dorothy Perkins, White Dorothy and Excelsa or Red Dorothy, especially long tops—these plants have been staked up in open field and are well ripened. \$15.00 per 100, for selected grade.

The Storrs & Harrison Co., Painesville, Ohio

is increasing in quantity and the quality shows improvement. Prices have advanced. Harrisii lilies are in demand but the supply is limited.

NOTES.

E. P. Rowe, formerly with James Vick's Sons, and now of Harrisburg, Pa., called on his many friends here September 26.

Louis Mossgraber has closed his range for the winter and has taken other employment for the time being.

F. Schlegel & Sons, of South avenue, report good business in funeral work. Transient trade is slow in starting.

Frank Bohnke has had the misfortune to lose a number of his carnation plants through blight.

George T. Boucher is showing a very attractive window of artistically arranged baskets.

Colin T. Ogden, at the Kimball conservatories, is cutting good Columbia roses.

H. E. Wilson reports unusual activity in funeral orders. CHESTER.

PORTLAND, ORE.—A. Herbert, of the Rahn & Herbert Co., who recently underwent an operation, is on the road to recovery.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Fall Stock

Write for List of
Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower,
PERKIN, ILL.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

Asparagus Sprengeri, 2-in., \$3.00; 3-in., \$6.00 and 4-in., \$10.00 per 100. Fine bushy plants. At HENRY SMITH, Grand Rapids, Mich.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus Sprengeri, 2½-in., \$3.50 per 100, \$30.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

BEGONIAS.

Begonia Chatelaine, 2½-in., \$5.00 per 100; 3-in., \$10.00 per 100; 4-in., \$15.00 per 100; 5-in., \$25.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

BULBS.

Bulbs, French Paper Whites, Daffodils, Tulips, adiant and expected soon. Lily bulbs from storage, French Candium, Freesias. See our advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs. Cold storage Giganteum, 7 to 9-in., (300 to case), \$21.00 per case; 8 to 10-in., (250 to case), \$25.00 per case; 9 to 10-in., (200 to case), \$30 per case. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs, Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, Lilium Giganteum, from cold storage, 7-9 (300 to case). Write for prices. Chas. Schwabe & Co., Inc., 90-92 West Broadway, New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 175 N. Wabash Avenue, Chicago.

CALLAS.

Callas, home grown, fine stock, ready in August. For sizes and prices, see advertisement on front cover of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CANTERBURY BELLS.

CANTERBURY BELLS.
Large 2-year-old plants for 5 or 6-in. pots. Fine for greenhouse forcing, \$3.00 per 100.
Rayfield, JOHN F. HAUSER, Wis.

CARNATIONS.

FIELD-GROWN CARNATION PLANTS.
Positively the best obtainable. Order early.
100 1000
Carnegie \$5.00 \$45.00
Victory 6.00 50.00
Alice 6.00 50.00
Thanatopsis 6.00 55.00

WIETOR BROS.
162 N. Wabash Ave. Chicago
L. D. Phone Randolph 2081.

CARNATIONS. Large, healthy, field grown.
500 Victory, 300 Perfection, 4½ cents each.
Cash with order. HEITMAN-OSTREICHER CO.,
5610 North Ave., Milwaukee, Wis.

Carnations. All high grade stock. F. Dörner
& Sons Co., Lafayette, Ind.

CROTONS.

Crotons. Fine healthy stock, 4-in., \$4.50 per doz.; 6-in., \$9 per doz.; 8-in. to \$1.50 each.
Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

Dahlias. The fragrant peony dahlia. Mrs. Frederick Grinnell, seedling 1911. Cash with order. 100 clumps at \$10.00 per clump. John P. Rooney, 93 Bedford St., New Bedford, Mass.

Dahlias. Best new and standard varieties.
Peacock Dahlia Farms, Williamstown Jet., N. J.

DAISIES.

DAISIES. Bellis Monstrosa Pink or White, also Long Fellow and Snowball. Fine, strong plants, \$3.00 per 1,000; \$8.25 per 3,000. Cash.
BRILL CELERY GARDENS, Kalamazoo, Mich.

DRACAENAS.

Dracaena Massangeana, 4-in., \$5.00 per 100; 6-in., 75c to \$1.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

ERICAS.

ERICAS.
Young stock for growing on. Strong, healthy plants out of 2½-in. pots. Biggest percentage will set buds and bloom for September and October delivery.
Full varieties:
Gracilis Autumnalis \$12.00 per 100
Ovata 12.00 " "
Xmas varieties 12.00 " "

Fragrans Melanthera 15.00 " "
Rogersianus 15.00 " "
Pres. Carnot 20.00 " "
" Felix Faure 20.00 " "
King Edward 20.00 " "

Master varieties:
Cupressina 20.00 " "
Persoluta Rosea 15.00 " "
" Alba 15.00 " "
Translucence 25.00 " "

Ericas can be kept at 40° to 45° night temperature in winter.
Packing charges, 50 cts. for each \$10 value.
Terms: Cash with order, please.
ANTON SCHULTHEIS
316 10th Street, College Point, N. Y.

Erica Melanthera. Well rooted cuttings, \$60 per 1,000. Out of 2-in. pots. \$14 per 100, \$100 per 1,000. Cash. Pacific Nurseries, Colma, Calif.

FERNS.

FERNS FROM 2½-INCH POTS. STRONG STOCK, READY NOW.

	100	1000
Boston	\$ 5.50	\$50.00
Rosevelt	5.50	50.00
Whitmanii	5.50	50.00
Teddy Junior	5.50	50.00
Scottii	5.50	50.00
Scholzeli	5.50	50.00
Splendida	5.50	50.00
Elegantissima	5.50	50.00
Whitmanii Compacta	5.50	50.00
Pieris	5.50	50.00
John Wanamaker	5.50	50.00
Davillioides	5.50	50.00
Goodii or Baby's Breath	6.00	55.00
Superbissima	10.00	
Tuberosa	5.00	45.00
Dwarf Ferns for Table Dishes	3.50	30.00

Liberty—Here is a fern that is distinct, differing for every other Nephrolepis. The fronds are quite distinct, the cut of the foliage being an entirely different pattern from any other variety; very fascinating and beautiful.

Have never seen a single frond revert. Best of all, its foliage is a decided blue cast not seen in any other fern, giving you something new; strong grower; ranks with Boston and Roosevelt. We are the introducers of Roosevelt, Splendida and Teddy Junior, all popular sorts, but in Liberty we have the best of all; will be disseminated in 1919.

Our catalogue of everything you want for the asking. Write for it today.

THE GOOD & REESE COMPANY.
The Largest Rose Growers in the World.
SPRINGFIELD, OHIO.

FERNS. Boston, Roosevelt; Whitmanii, Scholzeli, Whitmanii Compacta and Teddy Jr., out of 2½-in. pots, \$5.00 per 100; 3-in., \$10.00 per 100. Roosevelt, 4-in., \$20.00 per 100; Teddy Jr., 5-in., \$25.00 per 100. THE REESER PLANT CO., Springfield, O.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Cyrtium Falcatum, 2½-in., \$3.50 per 100, \$30.00 per 1000; Aspidium, 2½-in., \$3.00 per 100; Bird's Nest Fern, 2½-in., \$8.00 per 100; 3-in., \$15.00 per 100. The Storrs & Harrison Co., Painesville, O.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns. Boston, 2½-in., heavy, \$6 per 100; \$55 per 1,000. Whitmanii, 2½-in., \$6 per 100; \$55 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

Ferns. Boston and Scottii, 5-in., \$3.00 per doz.; \$25.00 per 100. Aspidium, 100, R. Vincent, Jr., & Sons Co., White Marsh, Md.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FREESIAS.

FREESIAS. Improved Purity, ¾ to 1-inch, \$17.00 per 1000; ¾ to ¾-inch, \$12.00 per 1000; ¾ to ¾-inch, \$7.50 per 1000; ¾ to 1-inch, \$4.00 per 1000. Write for samples. VAUGHAN'S SEED STORE, Chicago and New York.

Freesia Purity, mammoth size, also ¾-in. and up; refracta alba, ¾-in. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GARDENIA.

500 GARDENIAS. Large plants in bud; 12-15 shoots, \$6.00 per doz., \$45 per 100. Cash with order. ROSE HILL NURSERIES, New Rochelle, N. Y.

GENISTAS.

Genista, 5-in., special stock, well trimmed and heavy, \$30.00 per 100. The Storrs & Harrison Co., Painesville, O.

GERANIUMS.

Geraniums, 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings, S. A. Nutt and Buchner, \$15.00 per 1,000; Ricard and Poutevine, \$17.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLI.

GLADIOLI.
Clean, healthy, young stock, absolutely free from disease. 40 leading commercial varieties; prompt shipment after Nov. 1st. Reasonable prices; send for wholesale list. T. H. FULLER, Gladiolus Specialist, 640 Marshall St., Battle Creek, Mich.

GREENS.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. Caldwell The Woodsman Co., Evergreen, Ala.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. E. A. Beaver, Evergreen, Ala.

HYDRANGEAS.

Hydrangea, French type; Hamar, Vibraye, (Quartad and E. Mouliere, 5-in., 3 to 4 branches, \$30.00 per 100, 4-in., 2 to 3 branches, \$20.00 per 100. Heavy field grown for tubs, 7 to 10 branches, \$40.00 per 100. The Storrs & Harrison Co., Painesville, O.

HYDRANGEAS. Fine, sturdy, 3-inch Otasaka and assorted French varieties; grown in full sun outdoors, \$8.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

KENTIAS.

Kentia Belmoreana, 6-in., \$1.00 each; 5-in., 75c each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Kentia Forsteriana and Belmoreana. For sizes and prices see display advertisement elsewhere in this issue. Poehlmann Bros. Co., Morton Grove, Ill.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas, Laelocattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, 4-in., 50c each; 5-in., 75c to \$1.00 each; 6-in., \$1.50 each; 7-in., \$2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

Pansy plants, strong and stocky. "Superb Strain," \$3.00 per 1000; \$8.25 per 3000. Cash. Prompt shipment. These plants and strain will please you. BRILL CELERY GARDENS, Kalamazoo, Mich.

PEONIES.

Peonies. For varieties and prices see display advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

Peonies. 30 acres. Can supply your wants. Write for Catalogue. Gilbert H. Wild, Sarcoxie, Mo.

POINSETTIAS.

Poinsettias, 2 1/2-in., \$6.50 per 100, \$60.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

PRIMULAS.

PRIMULA OBCONICA. Five different colors, good, strong plants out of 3-inch pots at \$10.00 per 100, \$75.00 per 1,000. Cash with order. J. H. FIESSER, North Bergen, N. J.

Primula Obconica, 3-in., \$7.00 per 100. Baby Primula Malacoides, 2 1/2-in., \$5 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

Primula obconica, 2 1/2-in., \$4.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

ROSES.**EXTRA FINE 2 1/2-INCH ROSE PLANTS.**

White Killarney	100	\$1.00
Sunburst	500	\$5.00
George Elgar	400	45.00

WIETOR BROS.

162 N. Wabash Ave., Chicago.

L. D. Phone, Randolph 2081.

BEE'S WELCH GROWN ROSES.

The necessity for reducing output of roses, etc., in order to increase National Food Production, renders it impracticable and unnecessary to advertise as largely as usual. Regular buyers have had a printed offer sent to them; there are a few copies still available for applicants. Please let us have your orders and applications early, so that we may have ample time to give you prompt delivery. Thank you!

BEE'S, Ltd.,

175-181 Mill St., Liverpool, Eng.

Roses. Own root, 2 1/2-in. for benching. Aaron Ward, Opbella, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. Milady and Richmond, \$7.00 per 100, \$65 per 1,000. 3 1/2-in. stock \$35 per 1,000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

ROSES.

30,000 two-year old Sunburst and White Killarney Bench Plants. \$5.00 per 100; \$40.00 per 1,000.

GEORGE REINBERG.

162 North Wabash Ave., Chicago, Ill.

Rose plants. Pink and White Killarney, Maryland and Sunburst, fine stock, 3-in. pots, on own roots, \$6.00 per 100; 4-in., \$8.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

Field grown, two-year-old, hardy own-root stock. See display advertisement in issue of October 5, page 11. Western Rose Co., Pasadena, Calif.

See ad. Sept. 28 or send for complete stock list. Leslie Co., expert rose growers, Springfield, O.

SEEDS.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurf, Swedesboro, N. J.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Fresh Seed. Clematis Punctulata and 100 varieties of other seeds for nurserymen. Write for list. BENJAMIN CONNELL, Nurseryman, Merchantville, N. J.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Dodge & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Pansy. New crop Florists' Mixture, tr. pkt., \$1.00; 1/2 oz., \$2.00; oz., \$7.00. A. Henderson & Co., 211 N. State St., Chicago.

Seeds. Flower and vegetable. All seasonal varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett E. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, wholesale field and garden seeds. J. Bolignano & Son, Light, Pratt and Elliott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohmert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Flower and vegetables. Renowned specialties. Sale to seed merchants only. JOS. PAQUET, seed grower, Nice, France.

Seeds; specialties: Beets, mangoes, carrots, cabbages, celeriacs, parsley, parsnips, turnips, R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Specialties in onion, carrot, beet, radish and parsnip. R. C. McGill & Co., San Francisco, Calif.

You Do Not Find What You Need in Our Ready Reference Department. Write Us About It.

SEEDS.

Seed. Sweet pea. All the new and standard varieties. Send for descriptive price list. C. U. Liggit, 325 Bulletin Bldg., Philadelphia.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax, 2½-in. fine plants, \$3.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum moss and green sheet moss. For florists and nurserymen. For spot shipment or contract. Write us. Vaughan's Seed Store, Chicago and New York.

VEGETABLE PLANTS.

Cabbage, celery and Triple Curled parsley plants. Field-grown. 50c per 100, \$3.00 per 1,000, prepaid, \$2.00 per 1,000, not prepaid. F. M. Fittington, Scipioville, N. Y.

VINCAS.

VINCAS. Vinca variegata, good heavy field grown clumps, \$5.00 per 100; \$45.00 per 1,000; Vinca hayers, \$1.50 per 100; \$12.50 per 1,000. THE REEZER PLANT CO., Springfield, O.

VIOLETS.

VIOLETS. Fine field grown plants of Gov. Herrick, \$5.00 per 100, Cash. W. H. CULP & Co., Wichita, Kans.

Field grown violets. Princess of Wales, \$7.00 per 100. Cash please. H. W. ALLERSMA, Grand Rapids, Mich.

MISCELLANEOUS.

A few bargains in Norway Maple, California Privet, Hydrangea P. G., Barberry Thunbergii, American Arbor Vitae, Austrian Pine, Norway Spruce, and Currants. For sizes and prices, see display advertisement elsewhere in this issue. The Lancaster County Nurseries, R. F. D. No. 7, Lancaster, Pa.

Greenhouse glass. Heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

MISCELLANEOUS.

Japanese Tubs for plants and shrubs. Made of well-seasoned Hinoki wood, \$1.00 per pair; \$4.50 per 10 tubs. Takenchi Bros., 444 Bush St., San Francisco, Calif.

Reebad stickers. For sizes and prices see advertisement elsewhere in this issue. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Radelein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastic for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayerdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabasha Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hothed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphs Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES. Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE. 204 Randolph St. Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

STAKES.

Bamboo cane stakes. 6 ft., \$21 per bale, 6-9 ft. \$7 per bale; 9-12 ft., \$8.50 per bale. McCutcheon & Co., 95 Chambers St., New York.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Erne & Company, Chicago.
Fexy, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Goldstein & Futterman, New York.
Grossberg-Tyler-Finnermann Co., Chicago.
Hart, George B., Rochester, N. Y.
Heusbaum Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusk & Co., Kansas City, Mo.
Kyle & Foerster, Chicago.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The, Leo, Philadelphia, Pa.
Pappas, Nicholas G. & Co., New York.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poellmann Bros. Co., Chicago.
Pollwirth Co., C. C., Milwaukee, Wis.
Polykrasus, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wictor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo., Co., Chicago.
Zech & Mann, Chicago.

Books For Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are especially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price, \$2.60.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, \$4.30.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, \$1.50.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, \$6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, \$1.50.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants. Illustrated. 325 pages. Price, \$1.50.

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, \$1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, \$1.10.

How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, \$2.00.

Vines, and How to Grow Them.—By Wm. M. McCullum. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, \$1.10.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, \$1.75.

Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages, 60 illustrations. Price, \$1.60.

The American Flower Garden.—By Nellie Blanchard. Well bound. 368 pages and 92 illustrations. Price \$3.35.

Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, \$2.00.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50 cents.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, \$6.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, \$1.60.

The Rose.—By H. B. Ellwanger. Its cultivation, varieties, etc. A complete guide. Price, \$1.25.

Hedges, Windbreaks, Etc.—By E. P. Powell. 140 pages, with 22 illustrations. Price, 50 cents.

Lawns and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, \$1.10.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, \$2.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, \$1.50.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, \$10.00.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, \$1.60.

Daffodils, Narcissus, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, \$1.21.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 519 pages. Price, \$1.25.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, \$1.20.

The Book of Water Gardening.—By Peter Bisset. 200 pages. 130 illustrations. Price, \$2.50.

How to Grow Roses.—By Robert Pyle. 121 pages. Illustrated. Price, \$1.00.

Mushroom Growing.—By B. M. Duggar. 260 pages, fully illustrated. Price, \$1.50.

The Goldfish.—By Hugo Mulert. 160 pages, handsomely illustrated. Price, \$2.

Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, \$1.75.

Chrysanthemum Manual.—By Elmer D. Smith. Profusely illustrated. Price, 50 cents.

Landscape Gardening.—By Sam'l Maynard. 338 pages, 165 illustrations. Price, \$1.60.

AMERICAN FLORIST COMPANY

440 S. Dearborn Street,

Chicago, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.



NIKOTEEN

For Spraying.
APHIS PUNK
For Fumigating.
Ask Your Dealer for It.
NICOTINE MFG. CO.
ST. LOUIS.

Mention the American Florist when writing



LOGAN POTS

ARE BEST BY TEST
Write us for
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The Logan Pottery Co.,
LOGAN, OHIO.

Mention the American Florist when writing

Louisville, Ky.
NOTES.

Fred C. Haupt, at a recent meeting of the florists' society, advocated not opening accounts except with heavy buyers or persons of unquestioned responsibility, in order to save losses and labor expense. Cash for all small purchases, according to his plan, is the proper way to conduct business, especially under present conditions.

The New Nanz & Neuner Co., the oldest florist establishment in this city, established about 60 years ago, will close its retail store for the duration of the war and fill all orders from the greenhouses.

The Jacob Schulz Co., in addition to featuring flowers for all purposes, is doing considerable advertising in the daily papers exploiting the sale of evergreens, window-box plants, etc., with good results.

The F. Walker Co. supplied the decorations for the annual banquet of the King Solomon chapter of the Royal Arch Masons.

The Kunzman Floral Co. is building two houses, each 32x110 feet, which will be devoted to sweet peas this winter.

Many attractive window displays are appearing in the flower shop windows featuring the Fourth Liberty Loan.

The fall openings of the stores, while not elaborate, are helping out to some extent.

The Wm. Walker Co. now has a young lady chauffeur for delivery service.

D. L. Swift, of New Albany, is cutting fine Radiance and Kaiserin roses.

Ed. Kunzman has been cutting fine dahlias, for which he finds ready sale.

H. G. W.

Providence, R. I.

TRADE GOOD WITH ADVANCING PRICES.

Business during the past week has been good. The call for funeral work has been heavy and prices have advanced accordingly and some lines have shortened up. Inclement weather has had the effect of limiting the outdoor flowers. Asters are selling at prices varying from \$1 to \$2.50 per 100, while roses jumped from two to six cents over night. Gladioli are done for, only a few late ones coming in to market now. Carnations are better with longer stems and larger flowers. They sell on sight with demand far greater than the supply.

H. A. T.

FAYETTEVILLE, N. C.—Mrs. James M. Lamb, who has conducted the Sunnyside Floral Nurseries here since the death of her husband, a pioneer florist of this city, died August 31. The business will be continued by her daughters.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

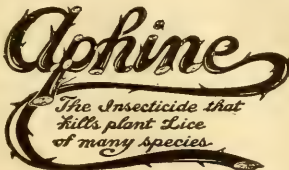
No. Diam.	Ea.	Doz.	100	No. Diam.	Ea.	Doz.	100
10 20 in.	\$3.25	\$37.50	\$287.50	50 12 in.	\$1.50	\$15.00	\$110.00
20 18 in.	2.75	33.00	237.50	60 10 in.	0.95	10.50	77.50
30 16 in.	2.25	26.00	195.00	70 8 in.	0.75	8.25	62.50
40 14 in.	1.90	22.00	168.75				

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The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

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For mildew, rust and other blights affecting flowers, fruits and vegetables.

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THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LI.

CHICAGO AND NEW YORK, OCTOBER 12, 1918.

No. 1584

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ESTABLISHED 1885

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—C. H. TOTTY, Madison, N. J.,
President; JULES BOURDET, St. Louis, Mo., Vice-
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J. J. Hess, Omaha Neb., treasurer.

The thirty-fifth annual convention will be
held at Detroit, Mich., August, 1919. Thirty-sixth
annual convention at Cleveland, O., 1920.

Buy
Your
**LIBERTY
BOND
TODAY**

And hasten peace for all

FLORISTS' TELEGRAPH DELIVERY.

Annual Meeting at Cleveland, O., October 8-9, 1918.

Officers-Elect—Wm. F. Gude, Washington, D. C., President; Philip
Breitmeyer, Detroit, Mich., Vice-President; Albert Pochelon, Detroit, Mich.,
Secretary; W. L. Rock, Kansas City, Mo., Treasurer.

Directors—A. F. Borden, Los Angeles, Calif.; Charles H. Grakelow,
Philadelphia, Pa.; W. J. Palmer, Buffalo, N. Y.

Next Annual Meeting at Buffalo, N. Y.

Well Attended and Snappy Meeting.

The ninth annual meeting of the Florists' Telegraph Delivery Association opened Tuesday morning, October 8, in the ball room of the Hollenden hotel. President Wm. F. Gude occupied the chair and seated on the platform with him were Vice-President Philip Breitmeyer, Charles Graham, Secretary Albert Pochelon and Irwin Bertermann. The meeting room ceiling was profusely decorated with American flags and those of the Allies and large groups of stately palms were on either side of the stage, over which hung a portrait of President Wilson. There were over 100 members and other florists in attendance, many of whom came from far distant points, among other cities represented being Winnipeg and Montreal, Canada, Boston, Mass., Des Moines, Ia., and St. Paul, Minn. The greatest enthusiasm was manifested by all in the anticipated gems of information and pointed suggestions that were unfolded as the meeting progressed, all designed to further the usefulness of this wide-awake youthful organization, whose work is rapidly being reflected everywhere in the retail trade.

The opening session was called to order by F. C. W. Brown, who extended a hearty welcome to the visitors on behalf of the local craft and then turned the meeting over to President Gude, who, after a few words of salutation, read his address. His admonition, "Say It With Flowers and Buy More Bonds," so often repeated throughout his address, brought applause of approval. Telegrams of regret at not being able

to be in attendance were read from Charles H. Totty, Madison, N. J.; J. W. Grandy, Norfolk, Va.; F. C. Weber, St. Louis, Mo.; Albert Knopf and A. F. Borden, Los Angeles, Calif.; W. L. Rock, Kansas City, Mo., and Charles H. Grakelow, Philadelphia, Pa. A telegram of regret was sent to Mr. Grakelow, whose absence was caused by serious illness. Secretary Pochelon read the report of Treasurer W. L. Rock, a military sextet rendered "Keep the Home Fires Burning," and the secretary's annual report then followed. Secretary Pochelon complained of the fact that out of 600 questionnaires sent out, but 188 were returned answered, although from these it was learned that the transmission of orders between the members is of surprising magnitude and fast increasing. Vice-President Philip Breitmeyer, who followed, spoke in high terms of appreciation of the work done by both Secretary Pochelon and President Gude, and referred to the active co-operation rendered the association by its Canadian members. On behalf of the members of the F. T. D. he extended the association's gratitude to the secretary for his efficient work. He also recommended that a committee be appointed from the F. T. D. to work out a plan with a similar committee of the Society of American Florists whereby the membership might be increased to the mutual advantage of both organizations. Irwin Bertermann recommended that this committee consist of President Gude, George Asmus, Philip Breitmeyer and himself.

The report of the window decoration contest was then announced, the judges being W. W. Gammage, W. J. Smyth and E. A. Feters, the first prize being awarded to Knoble Bros., second honors to the J. M. Gasser Co., and third to the Smyth & Feters Co. Others mentioned who arranged windows were: the Jones-Russell Co., A. Graham & Son., Park Flower Shop, Taylor Arcade, C. M. Wagner and the Avenue Flower Shop. Then followed the rotary system of introduction of those present.

In the nomination of officers, H. G. Dillemoth, of that committee, named the following: For president, Wm. F. Gude; for vice-president, Philip Breitmeyer. Directors: A. F. Borden, Los Angeles, Calif.; Charles H. Grakelow, Philadelphia, Pa.; W. J. Palmer, Buffalo, N. Y.; J. W. Grandy, Norfolk, Va.; George Schulz, Louisville, Ky.; Vincent Gorly, St. Louis, Mo.; Samuel Murray, Kansas City, Mo.; Charles H. Brown, New York; J. S. Wilson, Des Moines, Ia., and J. W. Furrow, Oklahoma City.

Irwin Bertermann suggested that the secretary be given more financial assistance. George Asmus, referring to this, called attention to the recent personal tour of the country by the secretary of the S. A. F., in which he secured support for the publicity fund for that society from over 90 per cent of those called on and recommended similar action on the part of the F. T. D. Philip Breitmeyer suggested that the board of directors be empowered to use such funds as necessary for such a purpose and the secretary given full support. This led to the adoption of a resolution giving the board full power to aid the secretary to such financial extent. Adam Graham here addressed the meeting, highly complimenting President Gude, and spoke reminiscently of his efficient career since he appointed him a director in the Society of American Florists in 1896.

At the Tuesday afternoon session, Floyd E. Waite, representing Mayor Davis, who was out of the city, addressed the meeting and extended the freedom of the city to the visitors. He extolled the florist vocation and gave unstinted praise to all, who by the use of flowers carry good cheer, and referred feelingly to the brave boys across the water. W. W. Gammage responded in the name of the F. T. D. Then followed a discussion of various methods of keeping records, nearly all of them varying with each other, and on motion of Henry Penn, a committee of three was authorized to devise a satisfactory book form or method for that purpose. It developed that the transmission of these orders has during the past years assumed a surprising magnitude, one florist reporting a business of over \$28,000 in this division alone and is still increasing notwithstanding the adverse conditions of war times.

The questionnaires as returned to the secretary were then read, and their consideration led to a spirited and general discussion, many recommendations resulting for the betterment of the F. T. D. service and the benefit of its members. It was deemed most desirable that the secretary be informed by all members the total amount of business done through this service at least once a year, and on motion of Herman Knoble, this was made obligatory upon the members.

On motion of George Asmus, a fee of five dollars annually will be charged to florists of foreign countries, not including Canada, for participation in the benefits of the association. At 4 o'clock adjournment was taken to accept the

invitation of the J. M. Gasser Co., to visit its establishment at Rocky River.

At the evening session, which opened promptly at 8 o'clock, Herman Knoble read an address on "Publicity" and Major O'Keefe, of Boston, Mass., addressed the meeting.

Wednesday's Proceedings.

The greater part of the Wednesday morning session was devoted to the discussion of systems in the operation of florists' establishments, together with suggestions for the improvement of the F. T. D. service. It was also decided that a censorship be established to guard the ethics of florists' advertisements and publications. Following

American Blood

For you the best red blood of
American manhood is flowing
without stint on the plains of
France today.

What are you doing to end the
war quickly and save our gallant
men?

The only way you can help
them is by buying Fourth Liberty
Loan Bonds.

If you have not bought your
bonds, do so now.

If you have already bought
some bonds, buy more today.

Our men fight with rifles, you
fight with bonds.

All must fight.

a suggestion by Vincent Gorly, it was decided to adopt a standard calendar with the language of flowers. William C. Glockner was awarded the prize for the best suggestion to advance the development of the association.

At the election of officers, President Gude, Vice-President Breitmeyer, Secretary Pochelon and Treasurer Rock were re-elected, and A. F. Borden, Los Angeles, Calif.; Charles H. Grakelow, Philadelphia, Pa., and W. J. Palmer, Buffalo, N. Y., were chosen directors. Buffalo was decided upon as the place of the 1919 meeting.

At a luncheon of the members to day over \$9,000 was subscribed for Liberty bonds.

President Gude's Address.

Permit me to thank you for your presence here this morning, which is an evidence of your paramount interest in this work, which I claim is not only of a material nature but of that higher and nobler calling of "doing unto others as you would they should do unto you"; for the betterment of all mankind throughout the world, irrespective of any financial gain.

"Say It With Flowers" and Buy More Bonds!

The last year has been an eventful one. Many unexpected problems have arisen among the growers and producers of flowers throughout the country, consequently the producers and distributors have also been much disturbed, and finally the retail florists, whose in-

terests we represent, have had all sorts of unusual problems confronting them since our meeting in Detroit last year, but in general the retail trade has little to complain of and much to be thankful for, as we are in a business which has many problems to solve which each one must solve for himself, largely on account of the peculiar conditions which arise and the unusual requests that are made of every retail florist. Therefore these gatherings, such as we have here this morning, are more needed now than ever before in the history of our business, because there is no way that we know of that will better facilitate the lightening of our burdens than the fact of getting in touch here on this floor with each other and evolving new thoughts and new ideas which should be brought out here and can be discussed to our mutual advantage.

TELEGRAPH DELIVERY ORDERS.

I believe this business in 12 months has more than doubled in volume that of any previous 12 months since the existence of our organization, hence the necessity of more up-to-date methods of business among many of our members, and especially non-members. I refer particularly to the transmission of orders, either by telephone, telegraph or mail, apparently handled by many of our members and non-members and the failure to keep copies of the same that can be used to settle disputes with the telegraph companies and parties who receive orders to execute. Quite a few cases have come to my notice in the past 12 months that would have been much easier adjusted if copies of the original orders could have been produced. Another important item which many of our florists seem to neglect is that of promptly acknowledging orders so that the sender of the order can satisfy his customer that his commission has been attended to. Another serious reflection is the careless manner in which many florists seem to keep their accounts. I know from personal experience that it is frequently necessary to write to florists and ask them if they received an order, why they have not acknowledged it, if they have filled it, and will they not kindly send a statement so that we can settle up. All of this would not be necessary and it would not exist if our members would be more accurate in transmitting orders and more prompt in acknowledging the same, and sending out bills at once in accordance with our constitution and by-laws. By so doing it might inspire our non-members to whom it is frequently necessary to send orders, because there may be no F. T. D. member in that particular locality.

"Say It With Flowers" and Buy More Bonds!

Another feature which is of utmost importance is the prompt and careful filling of orders when they are received and the little details and instructions which are to go with them carried out to the letter. It is really deplorable to think that any employer or employee should fill an order any old way, with the idea in his mind, "What difference does it make? Nobody will ever know how much was paid for it," and will execute it to make the biggest profit, irrespective of whom it may hurt. The motto of every individual or corporate member of this organization should be "He who serves best profits most." Is there anything in the transmission of orders that will inspire more confidence in your customer than to write the order of transmission in his presence, give him the name of the party you are going to send it to, if desired, and in-



sert the exact amount of money which you received, plus telegraph charges, or charges deducted, transmit the order and take copy of same for future reference? Several cases have come to our notice where orders have been executed for less than the amount transmitted, and sometimes with inferior flowers and service, without any explanation to the sender of the order.

"Say It With Flowers" and Buy More Bonds!

Are flowers non-essential? I should answer positively, No! Because flowers signify life itself, and we know that without flowers there would be no fruit of any kind. So flowers are used to cheer the human race everywhere, from childhood to old age, and are used to express our sympathies when our loved ones finally pass over to that great beyond of a higher life. There are no words in our language that have expressed thoughts, sympathies, kindly feelings and good cheer like flowers can and have, especially in these trying times, with so many loved ones away from their homes serving their country for you and me, or when members of families become sick or injured or pass away. It is then that flowers play their greatest part, and in many cases do more to heal the wounds inflicted than any other agency in existence. Oh! What more wonderful part can our association play right now, when our loved ones are hurt or become sick on foreign soil, than to send to mother or nearest kin a few flowers to cheer and help heal the wounds of those who are fighting our battles and giving their all?

"Say It With Flowers" and Buy More Bonds!

Indeed, I am told that our Canadian brothers have worked up a wonderful and beautiful custom and sentiment along these lines, and if there is no profit, counting our gains in dollars and cents, could anyone imagine anything more beautiful or inspiring, or more beneficial in upholding the morale of our soldiers and sailors all over the

world, than by telling their mothers and fathers in God's own language that we stand unitedly backing them?

FOREIGN RELATIONS.

The possibility of sending flowers, and doing good to mankind all over the world, is simply immense, and there is opportunity everywhere waiting to be grasped. Why not amend our by-laws so as to cover international conditions for the whole universe? As regards the use of flowers in wartime, indeed they were essential in ordinary times, and they are much more so in wartime when the world seems sad, for the beauty and fragrance of flowers give strength to the spirit and lighten the heavy hand of sorrow, and those who supply the world with them at this time are benefactors and deserve the praise of their fellow beings.

WINDOW DISPLAYS.

The movement that was started some time ago to stimulate window displays and recognize ability in this direction has been given another forward step at this convention. Prizes have been offered by Sam Seligman, New York; Kennicott Bros. Co., Chicago, and Chas. H. Grakelow, Philadelphia. Any florist who will carefully study the florist window displays in this city will no doubt get ideas which, when taken home and put into effect, will bring him more than his trip to Cleveland cost him.

ASSOCIATE MEMBERSHIP.

Secretary Pochelon has heretofore brought up the question of making some provision in our constitution for associate membership. There are few associations of any importance in any line of industry that have not found it expedient to receive associate members. No doubt this question will be considered by this convention favorably, but it remains to determine the conditions on which such associate membership will be given. In connection with this is the kindred matter of foreign mem-

bership. Perhaps at this time, while the war is in progress, there may be some difficulty in adjusting this matter; but it should not be allowed to sleep, as its importance is manifest to all.

"Say It With Flowers" and Buy More Bonds!

As to the matter of the relations of the Florists' Telegraph Delivery Association to the Society of American Florists, unquestionably the two organizations can mutually assist and forward each other's purposes and objects. This is forcibly illustrated thus far in the publicity campaign.

"Say It With Flowers" and Buy More Bonds!

The financial condition of this association, as shown by the reports of the secretary and treasurer, is highly satisfactory; but no association can afford to neglect the future, and your president would recommend that at the earliest possible date steps be taken toward the establishment of a permanent fund. This will give the association better standing and is in all respects highly favorable.

MEMBERSHIP, PRESENT AND PROSPECTIVE.

The condition of the membership will be reported in detail by Secretary Pochelon, and I need not refer to same except to say that our membership has been growing steadily. During the past six years it has increased to more than 10 times the initial enrollment of 57. Members should lose no opportunity to interest and bring in new members. "In union there is strength," and the more we increase our membership the greater will be our usefulness to the public, and the greater the rewards we may expect to derive.

COST FINDING AND OVERHEAD.

In the great campaign that has been going on, notably in the last five years, in this country looking toward greater efficiency in all lines, investigations into costs and overhead have been playing a considerably greater and greater

part. This is a matter that we cannot afford to ignore, and too much credit cannot be given to the work of those far-seeing members who have been interesting themselves to bring this matter properly before you. Your president predicts that the work of this convention will see another forward step taken in this matter, with corresponding benefit to our entire membership.

"Say It With Flowers" and Buy More Bonds!

Conservation is a term that has been so often used during the present war that we sometimes pass it over too lightly and fail to appreciate its full meaning and vital importance. The fast crowding events of the last three years have only served to more strongly emphasize the necessity of conserving in all lines. We understand the conservation of coal and of fuel generally. We realize the necessity for conservation of food and of all our natural resources; but it is just as necessary to conserve man power and capital and to stop waste wherever it may be found. It has been well said that "the cost of merchandise, overhead and operating expenses have gone up, and will increase still further. In order to maintain normal profits, it is obvious that it is necessary to cut down expenses as far as possible, stop losses, avoid lost motion, eliminate waste, and work faster." No store can hold on to the old, worn-out methods and yet operate at the speed that is required by present-day conditions. The war has called thousands of trained workers out of stores; the new employees are untrained. One of the most difficult problems that the florist of today has to meet is how to carry on business more efficiently than ever before, yet with less help, and at the same time avoid all waste. The florist owes it to himself, as well as to his country, to make certain that neither his time, his goods or money is wasted. If he is to actively co-operate with our government in this crisis, and at the same time benefit himself, he must conserve labor, eliminate waste, and speed up his business. He can only achieve this through evolving a more efficient system than he has heretofore used.

AIMS AND OBJECTS OF THE ASSOCIATION.

A writer in one of our prominent trade papers recently had this to say of the Florist Telegraph Delivery Association: "It stands for the closer union of retail florists, for mutual help, a standardized method of bookkeeping and accounting, a better system of credits, enlarged sales channels, the exchange of the best thought on floral matters; in short, it means the breaking down of cut-throat competition and the substitution of genuine co-operation, to the end that the florist business everywhere shall develop more normally, healthfully and broadly."

"Say It With Flowers" and Buy More Bonds!

That portion of humanity which has not as yet been made receptive to the business tendency of the age is prone to consider such aims too altruistic, too Utopian for any use; but the fact that, in rapid succession, men and firms not hitherto actively enjoying its benefits are becoming members (to see how it pans out) is the prima facie evidence that the association is on the high-road to success. When these renew their membership, it is their usual comment that they are sorry they did not join years before, because they have

profited so largely in their first year's experience. The history of the association further shows that scarcely has a member dropped out on account of being dissatisfied with the results derived from membership.

FLOWERS IN THE HOSPITALS.

At a recent meeting of the New York Florists' Club, Mrs. J. C. Clark Curtin, chairman of the committee on home and overseas relief of the National League for Woman's Service, described the distribution of flowers to sick and wounded soldiers and sailors at the different hospitals in and around New York. She expressed the thanks of her organization to the New York Florists' Club, who had given liberally to aid



Charles H. Grakelow, Philadelphia, Pa.
Director-Elect Florists' Telegraph Delivery Ass'n

this work, and read several letters from the wounded who had been cheered by gifts of flowers. This is true of another committee, notably in Washington, D. C.

NON-ESSENTIALS.

Charles A. Hinsch, president of the American Bankers' Association, at a recent convention of that organization held in Chicago, had this to say of non-essentials: "Every single line of activity runs into all the others. Every question is tied up with all the others—questions of banking, financing, transportation by land and sea, and by lake, river and canal as well, questions of industrial and agricultural production, of wages, efficiency, of social content and social unrest, and the still subtler questions concerned with the health, vigor, education and morality of the people—all are linked together. So it is that we cannot conduct the war without also conducting 'the war after the war.' It is not permitted that we live only for today. Prudence demands that the work of next week and next month be so ordered that the work of next week and next month be developed rationally and normally. Whatever our inclinations, we find ourselves inevitably looking forward."

BUSINESS ETHICS.

Questions are constantly arising between members that may lead to dif-

ferences that will prove embarrassing unless they receive broad-minded and intelligent treatment. The policy of this association has been, and it is hoped will continue to be, broad-minded and liberal. It is recognized that this is an organization for service, and that if we are to be of any use to ourselves, or to our communities, we must at all times furnish the very best services at the least expense consistent with fair and reasonable profits.

"Say It With Flowers" and Buy More Bonds!

Secretary Pochelon's Report.

Our worthy president, William F. Gude, has instructed me not to read a long, tiresome paper, but to read you a few lines from the Cleveland Plain-dealer. I must admit that I have never had the pleasure of watching our Cleveland boys at the card table do any plain dealing, but I can thoroughly assure you that they can trim other florists good and plain in bowling.

Our president has given me strict orders, instead of talking to you too long, to give you just one plain sermon and preach the "gospel of F. T. D." to you in true Billy Sunday style; and I hope that when I get through you will all walk up the "sawdust trail" to the pulpit and solemnly swear allegiance to our organization, and that you will faithfully promise to go home from this Cleveland meeting to work, co-operate and preach the gospel of the F. T. D. to your fellow florists.

The text of my sermon today will be "The F. T. D. Canal Boat." At first I thought of starting with Noah's ark, but time limit prevents this. "The Canal Boat F. T. D." was sailed by that able captain, J. A. Valentine, but it was a cumbersome affair. The crew he had to work this boat with was absolutely too small, aside from carrying too large a number of passengers who, even in the roughest kind of weather, would not give a helping hand. His annual allowance was only about \$205, and no one can blame him for becoming downhearted and tired of his job. He appointed Irwin Bertermann as captain, who looked for a new crew to sail this boat. Captain Bertermann and crew took it into their own hands to sell this old craft, over the heads of the directors, and bought a great lake steamer, which a good many of our members thought was just a pleasure steamer, and more and more passengers were crowded on board this ship, with very little increase in the crew.

This F. T. D. ship was sailed around the Great Lakes, prospered, finally stopped at Chicago, and Captain Gude was appointed at that most enthusiastic meeting in the hot month of August, on the hottest day of the year, during the Society of American Florists' convention at Houston, Tex. He soon felt that we ought to have a good sized ocean-going boat to carry our passengers, which by that time numbered 500, and the crew of about 50. Things were going along fairly well, with the exception of here and there a sneaky submarine explosion, or the noise of an undermine explosion, and after sailing this craft for about one year he could find his bearings almost blindfolded. He called a meeting in Detroit for all the directors and stockholders of the F. T. D. ship, and this meeting was so enthusiastic that he accepted the captaincy for another year. After consulting with Purser Will L. Rock, he said the time would soon be

here when we could buy a boat of a still better type; and, behold, last week orders came from Washington that our F. T. D. ship, from the Cleveland meeting on, shall be, as it ought to be, one to measure up to the spirit of our great country—a fast cruiser, submarine and mine-destroyer, burning oil in order to save coal for the florists. I wired back to our captain, "What will we do with our big bunch of passengers?" A quick official reply came back: "Transfer every F. T. D. passenger to cruiser. Reason—In war time no warship shall carry passengers; make a working crew out of the whole outfit. In other words, make every member work or fight for the F. T. D." Sighting or hearing of any small mines, underhanded submarines or other obstacles put in the way of this last F. T. D. cruiser, our captain, not afraid of anything, managed to run right over them without as much as doing the least little harm to our hull.

Can you find a better or more courageous captain than Captain Bill Gude? And, as we are at war, would we make so sad a mistake as to change our president in this country? No! Would you think it wise to change the president in our F. T. D. work? No! Rather than make a change, help to get a still better boat and become a volunteer in his crew. Become a worker like his first mate, Philip Breitmeyer.

Ladies and gentlemen, let this sermon sink deep into your thoughts, and every one of our F. T. D. members can do a great deal to keep this cruiser at full speed ahead at all times.

As I have made a great many notes and questions to put before you, I will now make a few remarks and also will impress some figures, etc., on your minds, which will take some time for you to digest, and a great many things will come up during our Cleveland meeting, where I shall be only too glad to answer any and all questions as far as I am able to do so.

MEMBERSHIP.

Our membership has not increased a great deal, and not at all the way it ought to, comparing the great amount of new business we have developed, not alone for our members but for all retail florists throughout the country, and, strange to say, we on many occasions have to send or fill orders for retailers who are not members. But can we make them see the benefit, and why, oh! why does it take so long for some of them to join us? I have almost come to the conclusion that, even with the great publicity campaign of the S. A. F., which, I am more than glad to say, our members are supporting loyally, a great many retail florists do not yet see what great benefit they are deriving from this great work and the money that is being spent by others. I think they ought to almost feel ashamed in not doing their bit to help carry the burden.

The slogan "Say It With Flowers" has become a valuable asset to every man and woman who grows or sells flowers, and no better advertisement could be gotten up for publicity from florist to the people. But a different publicity we must adopt for ours from florist to florist, and I think the only proper and feasible slogan that comes to my mind is "To say it with a club."

There are several ways of carrying on such publicity. The most direct, and best of all, is one that only costs our members a little co-operation and very

little work. How many times are you compelled to send an order to a retailer in a town where we have no member, and how many times do you receive orders from retailers who are not members? Just there and then is the time for you to strike; write him a note and ask him why he does not join and work with us. At the same time, put his address on a postal card and notify your secretary. The second way of reaching the retail florist is by publicity through the trade papers, and every time one of our members states that his business from out-of-town sources has grown to a larger amount than last year you are setting some retailer to thinking. The third is by keeping him supplied with our membership list and



W. J. Palmer, Buffalo, N. Y.
Director Elect Florists' Telegraph Delivery Ass'n

keep sending him literature from the F. T. D. office. Some have taken three, four and five years, but finally joined us. A number of good retailers have promised and threatened to join us six and seven years ago, and still they are not with us.

We have lost members. Some are overseas today and are doing their best to help our country; some have been forced out of business; some have just given out through loss of help. The answers to our questionnaires can tell volumes about the help situation. Our help is over there, fighting the battle for us, and it is our foremost duty to keep the "home fires burning" and keep things a-going so when they come back they will find their places open for them again.

A few days ago we lost our F. T. D. member at Edwardsville, Ill., J. F. Ammann, president-elect of the S. A. F., who closed his shop for patriotic reasons. Ladies and gentlemen, if our F. T. D. president would do anything like that, I would almost be tempted to call him a "slacker." The example set by Mr. Ammann is to be regretted. No matter how much our profession has to suffer through war, let us still "keep these home fires burning," and never let your courage fail you.

At all times be lenient with your fellow florist if he is the kind that deserves leniency; at the same time, be on your guard and watch the charges on your books. We all have to be a lit-

tle more conservative in order to be fully prepared for the immense amount of trade which we will undoubtedly get after the boys come back.

Can any of us write a letter of appreciation better than to "Say It With Flowers"? Every kind of celebration will "Say It With Flowers." To every convalescent soldier or sailor boy we will "Say It With Flowers."

Our membership represents in the neighborhood of 400 towns. Has anyone of you an idea of how many towns we have in this great country? There are:

2996 towns of.....	1000 to 3000
711 towns of.....	3000 to 5000
599 towns of.....	5000 to 10000
351 towns of.....	10000 to 25000
182 towns of.....	25000 to 100000
42 towns of.....	100000 to 500000
9 towns of.....	500000 and over

I have correct and more detailed figures for the various states, etc., and will give you these later. Can you tell me that there are any towns in the United States and Canada today that have not one florist? I doubt it. Now let us all get together and see whether we can not enlist some of them. Ladies and gentlemen, I can read your answer. You will tell me that there are so many small florists who, according to your opinion, do not amount to much; yet do not forget that any or all of them can and will, sooner or later, send out-of-town orders for you and me to fill. Many times we need them for orders that we would not have time enough to ship from some larger florist. It is time that we, instead of finding fault with smaller florist concerns, help and educate them to see things our way. I know that some of these so-called smaller town florists are on a better and more up-to-date footing than some of our well known and old established firms are. The F. T. D. will not stop until we have enlisted every good, reliable retailer in all towns, small or large. This organization will not wait for the local members' indorsement of a new prospective member in any town, as there is too much petty jealousy, and many a good member on our list today would not be an F. T. D. member if we had gone by the recommendation or judgment of other members.

F. T. D. members and retailers, if you would only know what co-operation and concerted efforts in our line of business by all retailers in one town can do, you would never talk of a competitor again; there would be no such a thing, but only friends in the same line of business. In a great many towns, florists do not even know each other, for, if they did, they would find out soon enough that none of them is as black as the other one thought he was.

Other F. T. D. members say they will not have anything to do with Greek florists. Ladies and gentlemen, we have in this country no English, German or Greek florists. The time has come when we only have American florists and Canadian florists, and what are they all out for, if it is not for the sole purpose of increasing the sale of flowers, or to get the public to "Say It With Flowers"? Take a broad view of all these cases, and everyone will fall when little, nasty, petty, local jealousy is discarded.

SLOW REMITTANCES.

A good deal of criticism comes into our office on account of slow remittances. No one but yourself is to blame. The credit system in the florist business was about the poorest piece of guesswork that ever existed, and only

through steady and everlasting education can this ever be remedied. The greatest help of late has been the tightening of credits in all business branches, and the average florist today is wailing to the fact that he was a great big fool. There are still some of this kind, and to a number of them you send an order, when, behold, in about six months you may get a bill, and then perhaps find that they have made a delivery for you. They will tell every traveling man that So and So owes them a bill, but why they do not send you a bill immediately after delivery is made is absolutely beyond my understanding. Some go even so far as sending their customers a bill only once a year, because they are afraid that they will lose a customer if they send a bill. Does this kind of florist ever figure that if he had all the money that is owed to him by his customers loaned out on six per cent or on Liberty Bonds he would have money enough to attend a good F. T. D. meeting and have money left and experience gained?

GAIN IN VOLUME OF BUSINESS.

The greatest surprise in regard to this matter has been revealed to me. Out of our entire membership, there were not more than 25 who can actually tell you what amount of out-of-town business they are doing annually. It is small wonder to me now that our organization is not more fully appreciated. The ones whose answers were in figures, I can safely state, are the retail florists you hear mentioned as being successful in all their different departments of their business. According to the majority of the answers, there is a great deal of increase of the out-of-town business, and some day our members will get down to actual figures and we will be able to tell what has been accomplished. In most cases they have roughly guessed at it, but as the F. T. D. has not got down to a guessing contest I will relate a few specific figures. Here is one amount of business for the last twelve months: 913 orders received, amounting to \$3,909.03, averaging, each order, \$4.25; 773 orders sent out, amounting to \$4,829.27, averaging, each order, \$6.25. This means a total volume of new business of \$8,738.30 for one year. Six or seven years ago, I doubt whether this party had more than \$500 or \$600 worth of this kind of business. The party in question pays \$20 annual dues, and naturally he is in a large city. If all F. T. D. members will keep close tab on their out-of-town business in this same city, they could pleasantly surprise themselves, as their business in this branch is probably just as large, if not larger.

Do not think that where there are a good many F. T. D. members in one town any one gets the "lion's share," and if he does get it it is for the simple reason that he sends out a great many orders on the reciprocity basis. Study how you can manage to send out more orders than anyone else in your town, and your figures will climb upward from year to year. There are some of our members' figures that run way over the \$10,000 mark, and even in some of the smaller towns they have big figures to show.

One man said, in one of the trade papers, the amount of F. T. D. exchange orders was about \$2,000,000 per year. He only guessed at it, because I think that it is even more than that, but, anyhow, he started something. A lot of our members wrote in to the F. T. D. office and stated that they did not get their share. I had but one answer for all

of them, and that was: How much and how many orders have you sent out? Remember, in the F. T. D. you first must learn to put your share of work in before you can expect to get results.

FINANCES IN GOOD CONDITION.

Our finances are in fine shape, when you compare that seven years ago our income annually was \$205 and we were then about \$385 to the bad for the year. We have today in our guarantee fund nearly \$9,000, invested safely by our treasurer in Liberty Bonds and other securities. We have bought \$1,000 in Liberty Bonds in Kansas City, the home of our treasurer, Mr. Rock. We have purchased \$500 in Washington, the home of our president, Mr. Gude, and we will this year buy \$500 worth of the Fourth Liberty Loan in Detroit, the home of your secretary, and \$500 will be bought in Cleveland, the home of our hosts.

To show you the progress our little organization has made, let me tell you that in the month of September, the secretary's office forwarded to the treasurer the neat little sum of \$3,379.50. Pretty good for one month. This is the largest sum ever sent to the treasurer at one time.

You perhaps wish to know what we are doing with all the money we get hold of. We blow it all in as fast as we get it, with the exception of our income towards the guarantee fund. All other incomes are spent for your benefit to the best of our ability. We have shown you results, and have it from your own figures returned in the questionnaires. If all your investments will bring you as good results as your little annual dues in the F. T. D. bring you, you can safely congratulate yourself.

All your officers have done all their work for your benefit, and have done it voluntarily for the past eight years. They had to stand abuse, nasty criticisms and many other petty affairs, but they have fought your fight and feel that at last they are getting a little appreciation.

THE CLEARING HOUSE.

The clearing house has had a very busy season for the past 12 months, but has not had any serious trouble, because usually one letter from this source brings results with both members or non-members; ninety per cent of bills sent into the clearing house are paid. In most cases, it is negligence, or as it happens a little financial trouble on account of present conditions, but one remarkable feature, I must tell you today, is that we hardly ever get a bill through the clearing house, or have to collect from our Canadian members, and I do hope they will enlighten all American retail florists on this subject.

Hundreds of bills have gone through the clearing house, and our records are open only to our members as every discretion must be used to forestall legal trouble. Many retail florists, and even some of our members, have been taught to follow the straight and narrow path of the golden rule of paying bills promptly, and today many of them do not have their credit questioned for one minute. It is a great deal better policy to cure such evil than to kill and destroy a man's business. Let us rather help a brother member, providing he is of the kind who deserves help, than to give him another kick, if he has been a little more unfortunate than we have, and in nine out of 10 cases, we will be rewarded and make a very good member for our organization out of him.

One of the questions that was left out of the questionnaire was to be:

"Has the F. T. D. clearing house of past due bills been of any benefit to you, and to what extent?" Do you believe that this clearing house system can be made to be of greater value to our membership?"

I personally would say, Yes, for the simple reason that it is a step in the right direction to make cleaner and better business relations; it will also have the greatest and best effect on all retailers, who are not F. T. D. members, and will help to win some of them to join and work with us.

The correspondence in our files in regard to collections will speak volumes and no one has the slightest idea what an immense pressure we can put behind our organization, and I can safely state that the time will come when all good retailers must be F. T. D. members, not alone for the sake of sending and receiving orders, but for the sake of establishing a credit with all F. T. D. members, and for our own protection. I can see the time coming when we will only fill orders for F. T. D. members. The road we are traveling has not yet been touched by our American engineer corps, but when they get through with their job on the other side, they will see that we will also get better roads in this country.

DAILY THOUGHTS AS YOU GO ALONG.

President Wilson is doing his best to make the world safe for Democracy. Let the F. T. D. make all retail florists safe for our profession.

At the peace conference table, they will adopt our slogan, "Say it with Flowers," with the slight change of "Say it with a club trimmed with Flowers."

F. T. D. is like a religion. If you do not work sincerely, and believe in it heartily, you will get no more benefit from it than some of you who belong to a church but do not attend, work and co-operate with your church.

All members, who do not work and co-operate with the keenest interest, shall be made to pay the double amount of dues of those who work and study and improve our service.

When I first thought of sending out the questionnaires, I had absolutely no idea of starting a guessing contest, but evidently the largest number of our members thought that this is what I meant. But let me tell you, you gave your cards away, and showed me more plainly than ever that 80 per cent of our retail florists are still running their shops on the guess work system, and it is small wonder that some, and a good many do not even know whether a certain bill is paid or not. Remember, that in all respects we have long outguessed you, and we will sooner or later get you to work or fight—at least, for your own business. The F. T. D. is doing its best to make your business better and increase your sales of flowers, and you will not even give us a helping hand.

The sending out of our questionnaire has also helped the S. A. F. publicity fund. Several of our members have sent in their checks, which were immediately sent on to Secretary Young. But what is still better, most of the members who have not paid anything toward the publicity fund, have promised to do so as soon as possible.

The committee on S. A. F. publicity, I would like to advise to show more consideration to our Canadian F. T. D. members, who have come forward with liberal subscriptions, and why not spread our national campaign money also over in Canada?

We must also remember that in all advertising features, to be sure and "Say it with Flowers" in the United States and Canada. I notice in a great many writeups in the trade-papers Canada is left out. This must be overcome and our Canadian members must be shown consideration. Total sales of flowers in the Dominion today are larger than in England, Scotland, Wales and Ireland. Total sales in the United States and Canada are larger than in all Europe.

Our profession has forged itself way ahead of Europe. Our trade-papers are of much greater instructive and constructive value than any trade-papers of other countries.

The 25 per cent discount proposition should not be tolerated, and any one receiving such orders, or giving such orders, or even letters in regard to it, shall immediately and directly criticize such proposals. One retailer, not an F. T. D. member, started this 25 per cent. The following week another from the same town followed suit. I am glad to state that our entire F. T. D. membership stands solid against such business methods and has condemned it bitterly.

F. T. D. window displays and prize competition are worthy of a great deal of recognition, and it surely gives our out-of-town service a great deal of publicity.

Rotary florists, Kiwanis and other business men's clubs, are great fields for our out-of-town service.

How we can overcome the great many kicks about sending small orders such as \$1, \$2 or \$3, to be delivered in large towns.

The F. T. D. emblem is too much advertised to change. Improve on it, and you will be better off.

Treasurer Rock's Report.

July 31, 1918, to October 8, 1918—"Right up to the Minute."

Receipts:	
Membership	\$ 60.00
Annual dues	4,150.50
Guaranty fund	140.00
Sale of electrotypes	7.00
Interest	\$4,337.50
	81.25
	\$4,438.75
Disbursements:	
Reporting meeting, St. Louis, Mo.	35.92
Printing:	
Lists of members	48.00
Folders	40.20
Postals	15.50
	103.70
Auditing	25.00
Advertising (Trade papers)	44.70
Secretary's expenses:	
Miscellaneous	49.68
Clerks	234.00
	283.68
Expenses, F. C. W. Brown to select emblem:	
Printing and postage ..	43.20
Prize design	240.00
	243.20
Total disbursements	736.20
Net receipts for period....	3,702.55
Balance July 31, 1918....	9,287.32
Balance	\$12,989.87
Invested as follows:	
General mortgage bonds of Atchison, Topeka & Santa Fe Ry. Co. (Par value \$3,500)	\$3,310.00
Imperial Russian government bonds (Par value, \$2,000)	1,895.92
Kansas City, Kan., Internal Improvement bonds (Par value \$500)	513.44
U. S. "Liberty Loan" Bonds, First Issue, 1,000.00	
U. S. "Liberty Loan" Bonds, Second Issue	500.00
Cash on deposit with First National Bank, Kansas City, Mo.	5,770.51
	\$12,989.87

Exhibits in the Meeting Hall.

An immense basket over five feet high was shown filled with specimen blooms of the new rose, Premier, by E. G. Hill Co. and Jos. H. Hill Co., Richmond, Indiana. The latter company also showed a vase of their new rose, "Mme. Butterfly." The Chicago Flower Growers' Association showed vases of Columbia, Liberty and Russell roses. The new solanums, Cleveland and Orange Queen, were shown by Carl Hagenburger, West Mentor, O. The Nauman Co. and The Friedley Co. of Cleveland made exhibits of foliage and blooming plants; the cyclamens and begonias staged by the latter were especially fine. The Jones & Russell Co.



Serv. ce Flag of the St. Louis Florists' Club.

showed a collection of daintily filled small baskets and vases. Knoblo Bros. had an exhibit of some beautiful effects in baskets and table decorative work. Henry A. Dreer, Inc., Philadelphia, Pa., had an exhibit of palms, ferns and crotons of unusual quality. Plant tubs and woodenware novelties were shown by M. Greenebaum, New York. Poehlmann Bros. Co., Chicago, had on exhibition two F. T. D. paintings, which caused much favorable comment.

The Visitors.

The following were among those in attendance:

S. A. Anderson, Buffalo, N. Y.
W. H. Anderson, Lebanon, Tenn.
Geo. Asmus, Chicago.
Karl P. Baum, Knoxville, Tenn.
Charles E. Barton, Norwalk, O.
Irwin Berrmann, Indianapolis, Ind.
M. Bloy, Detroit, Mich.
Philip Breitmeyer, Detroit, Mich.
Chas. H. Brown, New York.
A. S. Cohen, New York.
Walter E. Cook, Cleveland, O.
V. A. Cowgill, Salem, O.
C. E. Critchell, Cincinnati, O.
L. F. Darnell, Cleveland, O.
L. F. Darnell, Cleveland, O.
Guy E. Davis, Ypsilanti, Mich.
A. T. DeLaMare, New York.
F. Geo. Dicks.
H. G. Dillon, Toronto, Ont.
G. Doehmling, Detroit, Mich.
J. H. Dunlop, Toronto, Ont.
Chas. F. Feast, Baltimore, Md.
Mrs. Ferguson, Sandusky, O.
E. A. Fetters, Detroit, Mich.
H. C. Forster, Detroit, Mich.
Sam Freund, Chicago.
W. W. Gammage, London, Ont.
A. Graham, Cleveland, O.
Geo. M. Geraghty, Toronto, Ont.
Wm. C. Glockner, Albany, N. Y.
V. Gorly, St. Louis, Mo.

Wm. F. Gude and daughter, Washington, D. C.
Carl Hagenburger, Mentor, O.
E. B. Hamilton, London, Ont.
Ira C. Harper, Pittsburgh, Pa.
J. T. Harrison, Toronto, Ont.
L. C. Hecock, Ellyria, O.
Henry Heepe, Akron, O.
J. J. Higgins, Toronto, Ont.
H. B. Howard, Chicago.
R. Hoffman, Cleveland, O.
Robert Hughes, Cleveland, O.
Harry James, Toronto, Ont.
J. J. Karins, Philadelphia, Pa.
H. R. King, Winnipeg, Man.
T. J. Kitchner, Cleveland, O.
Frank Kocout, Cleveland, O.
Paul R. Klingsporn, Chicago.
John A. Lambert, Toledo, O.
O. A. Longhans, Wheeling, W. Va.
DeForest W. Ludwig, Pittsburgh, Pa.
Fred H. Lemon, Richmond, Ind.
E. H. Mann, Richmond, Ind.
Miss Matern, Sandusky, O.
Frank McCabe, Chicago.
Jas. McLaughlin, Cleveland, O.
Frank J. McKenna, Montreal, Que.
H. P. Merrick, Cleveland, O.
James Morton, Chicago.
G. J. Munsell, Detroit, Mich.
F. T. Nelson, Cleveland, O.
Katherine O'Connor, Cleveland, O.
Major P. F. O'Keefe, Boston, Mass.
H. Olson, Chicago.
Henry Penn, Boston, Mass.
H. L. Blind, Pittsburgh, Pa.
Albert Poehel, Detroit, Mich.
W. E. Priest, Cleveland, O.
E. C. Pruner, Chicago.
Richard Ralston, Cleveland, O.
Frank A. Riley, Akron, O.
J. W. Rodgers, Dayton, O.
J. Rosnosky, Chicago.
Chas. E. Russell, Cleveland, O.
Max Schilling, New York.
Mrs. H. M. Schmitt, Erie, Pa.
Samuel Seligman, New York.
F. E. Selkregg, North East, Pa.
H. W. Sheppard, Cincinnati, O.
Frank B. Smith, Hamilton, O.
Henry Smith, Grand Rapids, Mich.
J. F. Smyth, Chicago.
Mrs. Stuart, Chicago.
J. F. Sullivan, Detroit, Mich.
C. C. Thomas, Indianapolis, Ind.
A. H. Voght, Coldwater, Mich.
Geo. H. Washburn, Bloomington, Ill.
Tim Waters, Chicago.
Fred C. Weber, Jr., St. Louis, Mo.
D. Weeks, Ashland, O.
E. A. Wilhelm, Cleveland, O.
H. L. Wilson, St. Paul, Minn.
J. S. Wilson, Des Moines, Ia.
John Young, New York.

Polly Pry's Foreigners.

"I'd like to see some foreigners," sighed little Polly Pry.
"A whole shipload of emigrants go slowly walking by.
With funny kerchiefs on their heads and garments quaint and queer—I'd like to see them, standing round right in my garden here!"
"Oh, be upon you, Polly Pry!" said Aunt Milda Mott.
"To wish a lot of foreigners into your garden plot!
If you will look about, my dear, I'll show you full a score
Already at your very feet while you've been wanting more.
Now here are Tiger lilies—they are natives of Japan—
And gay as any little Jay who ever waved a fan;
Your pansies—a resemblance you certainly must see
To Uncle Johnny-Jump-up, who came from Germany."
A Turk first brought your tulip into Europe long ago;
The forebears of your zinnias all lived in Mexico.
Siberia claims that sellas that you planted on your lawn;
Your sweet peas are from Sicily and far away Ceylon.
A J there's your calla lily with a kerchief on her head—
She holds the Cape of Good Hope as her native garden bed—
The tall and stately golden band is purely Japanese;
Your bluebells came from Europe and your hycluths from Greece.
Your June pinks used to blossom on Russia's distant hills!
About the Mediterranean first grew your daffodils;
Sweet william roamed from China to the Pyrenees, 'tis said,
Before he ever settled in your grandma's garden bed."

"Who ever thought that foreigners," laughed little Polly Pry.
"Were looking at me every day as I went walking by!"
The next time I am wishing, dear Aunt Milda Mott,
I'll wish a few Americans into my garden plot."
—Florence Borce Davis, in St. Nicholas.

Next Week in the Flower Shop.

The most important matter in the business now, is a quiet but sure campaign for an advance in prices. It is all very well to say "It cannot be done" but as Wm. F. Gude is wont to quote, "the fellow who says that, is all the time being distanced by the men who are doing it." The way to get an advanced price is to ask it; not in an apologetic, "wonder if they will stand for it," tone of voice, but in a confident \$1.25 or \$1.50, like you said \$1.00 last year. People know it costs more to raise flowers; they expect to pay more just the same as you do for your stock, and doubly so when the purchase is made outside the business. All that extra money paid for paper, string, stationery, boxes, salaries, light, heat and all the rest of it, must be gotten back in profits, for which prices have to be raised to bear the strain.

A few bright colored croton plants are good stock at this time; they have the autumn colors. A four-inch pot plant will, out of the pots and the roots mossed, make a fine addition to a basket of dahlias, chrysanthemums or other flowers. A croton spray is also a good finish in many a bunch, just where the ribbon is tied.

The stock of house plants should now be at its best, all nicely featured, to make the best showing possible. They are for sale, their mission is to decorate the home, and no opportunity should be overlooked to impress this important fact on all possible buyers.

How does the front look? Are the evergreens in the boxes and along the pavement line below the show windows? Are the tubs filled? Get a good stock of these fancy evergreens in the empty houses of some of the growers before they are browned by the early frosts. They sell much better when bright and green. Many people will be impressed by your display that would not otherwise think of them.

Are you featuring the F. T. D. idea? A wonderful out-of-town business can be built up when it becomes more generally known. It has to be ding-donged, time and time again, with every repetition at a different angle, before any appreciable returns are noticed. Every means should be taken to impress the fact that through the F. T. D., of which you are a member, flowers can be delivered within the hour in any city in the United States. It may seem slow at first, but every order induces others, until there will be business from this source every day.

Chrysanthemums are now becoming a factor and they should sell well. Arrange a dozen of a kind in deep vase baskets with autumn leaves. Tie with a bow of ribbon. A few baskets of this kind, standing about the store, are very decorative, and flowers may be sold from them the same as from vases, while the filled basket will now and then find a customer just because it was ready to be picked up.

It is at times a little trouble to get together, but new money, crisp notes and bright silver coin, fresh from the mint, is much appreciated by customers in change. A little box of flowers or a plant occasionally for the paying teller in your bank, will keep him interested in the service.

Impress upon everyone in the store the importance of 100 per cent service. Every order should be filled to the letter, perfect in all respects, and most important, go out on time. Nothing builds

a trade up faster than satisfied customers.

Do not neglect the "welcome home" box of flowers. It is a source of pleasure to your customers, who are sure to drop in and thank you for the remembrance. It is a good way to open up the season.

K.

Dahlias at New York Show.

As stated in our issue of October 5, page 513, the exhibition of the American Dahlia Society held in the Engineering building, New York, September 24-25, in conjunction with the American Institute of the City of New York, brought out much fine stock, but the falling off in quantity of the new or popular cactus varieties shown would



The Late Lieutenant Arthur Nichols.
See Obituary Column

indicate that this type has not kept pace in popularity with the peony and decorative varieties. Among the best blooms seen on the exhibition tables were the following:

Cactus.—Sweet Briar, pink; B. F. Fellows, dark orange; Wodan, salmon; Richard Box, lemon yellow; Ricord, coppery red; Margaret Bouchon, center white, outer petals lavender rose.

Decorative.—Charity, pure white, extra large; Venus, flesh pink; Dakota, coppery red; Corona, bright scarlet; Judge Marean, apricot; Sulphurea, sulphur yellow, extra large; Mildred Slocombe, lavender pink; The Millionaire, lavender changing to white in center; Nebelunghort, rose pink; Tom Dundy, red; George Walter, salmon; Attraction, lavender pink; Futurity, rose; Mammoth, red; Siamese Twins, freak double-headed red.

Peony.—Hampton Court, light pink; Mrs. Frederick Grinnell, pink; Sunshine, apricot; Mrs. Garoben, white; Wallers, rose pink; Mme. Hernott, white; Mrs. Wanaar, pink; Excelsior, orange, extra large; Proserpine, bright scarlet.

Pompons.—Ideal, yellow; Bella of Spring, dark pink; Amber Queen, orange; Daisy, apricot.

Show.—La Grosse Bete, crimson; John Harding, lavender rose; Catherine Wilcox, pale lavender. A. D. Livoni is still among the best, this variety winning second prize for the best pink.

The Greenhouse Beautiful.

Under the above title there has just been issued by the Foley Greenhouse Mfg. Co., Chicago, a very attractive book, showing ground plans, with interior and exterior views, of some of the many handsome structures built by this firm for the embellishment of home grounds and practical educational work in prominent institutions of learning. A useful greenhouse or conservatory is good, but where this practical utility is combined with the artistic outline and finish shown in these buildings, the growing of plants under glass becomes a much keener pleasure to those directly interested and spreads a beneficent influence far beyond.

Florists, nurserymen and seedsmen are at times concerned with regard to the planning and erection of private greenhouses, and everyone called upon for advice in such matters will find it a great convenience to have Foley's book at hand. The examples shown therein cover a wide territory and one or more will be readily accessible for personal inspection. The illustrations show single greenhouses or ranges built for the following: J. W. Bettendorf, Bettendorf, Iowa; R. H. McElwee, Lake Bluff, Ill.; Mrs. Cyrus H. McCormick, Lake Forest, Ill.; Wm. Wrigley, Jr., Lake Geneva, Wis.; Albert C. Elser, Pine Lake, Hartland, Wis.; Major E. S. Moore, Lake Forest, Ill.; C. E. Schaff, Houston, Texas; E. C. Whart, Vincennes, Ind.; Ferdinand Schlesinger, Milwaukee, Wis.; L. B. Kuppenheimer, Hubbard Woods, Ill.; James H. Cogswell, Cleveland, O.; W. L. Velle, Moline, Ill.; Clyde M. Carr, Lake Forest, Ill.; E. H. Gold, Holland, Mich.; Mrs. H. K. Wick, Youngstown, O.; John Dupee, Coronado, Calif.; J. W. Corrigan, Cleveland, O.; O. C. Barber, Barberton, O.; Julius Rosenwald, Chicago; James Simpson, Glencoe, Ill.; E. M. Barton, Hinsdale, Ill.; Late Rt. Rev. Archbishop Quigley, Chicago; Mrs. Newell C. Stiles, Chicago W. A. Douglas, Oak Park, Ill.; University of Ill., Champaign, Ill.; Ohio State University, Columbus, O.; Iowa State College, Ames, Ia.; St. Mary's Academy, Notre Dame, Ind.; Culver Military Academy, Culver Ind.; Eastern Indiana Hospital for the Insane, Richmond, Ind.; Iowa Institution for Feeble Minded Children, Glenwood, Iowa.

The descriptive text and a chapter on specifications will be found most helpful and suggestive to beginners.

Nation of Idealists.

During a speech at a luncheon at the American Club, London, Lord Reading, British Ambassador to the United States, said in part:

"I am not sure that we all appreciate in this country what idealism is inspiring and stimulating the American people. We had not all recognized in earlier days that America was a nation of idealists. Too many had been inclined to think that they were materialists. We have learnt during this war that this is not true, and that America is ready to sacrifice everything for an ideal, provided that the ideal is noble and the cause is good."

BROOKLYN, N. Y.—George P. Buckley, well-known in this vicinity as a florist and gardener, died at his home, 1275 Atlantic avenue, September 21, age 70 years.

OBITUARY.

Peter Crowe.

Peter Crowe, originator of Adiantum Croweanum, introduced in 1904, and widely known as a successful rose grower, died at his home in Utica, N. Y., September 30, after a long and useful career. The deceased was born in Limerick, Ireland, 77 years ago, and early showed an aptness for gardening, becoming quite expert during the 10 years he was employed in the green-houses and gardens on the extensive estate of Lord Kinnear, near the city of Dundee, having moved to Scotland when 12 years of age.

In 1865 Mr. Crowe came to America, being employed for a period of seven years on large estates and commercial establishments in the vicinity of New York. In 1875, having decided to enter business for himself, he went to Utica, built a small range, moved it two years later to a tract of seven acres, and to which shortly afterward he added 19 acres of land, with a proportionate increase in glass. His son, William J., became a partner in the business, the firm being Peter Crowe & Son, but, following his death in 1902, Mr. Crowe, in order to relieve himself of work and responsibility, leased two-thirds of the houses to Brant Bros., who have conducted them from that time. Since 1902 Mr. Crowe had devoted his time entirely to raising ferns, his product being well known in the wholesale markets of New York, Chicago, Philadelphia, Boston, Detroit and Buffalo.

Peter Crowe was a member of the New York Florists' Club and of the Florists' Club of Utica. For many years he was prominently identified with the American Rose Society, served on its executive committee, and was an exhibitor at many of the shows, numerous cups, medals and other prizes being awarded his excellent entries. In addition to bringing his business to the front rank among the florist establishments in the state, he took great interest in civic affairs and worked loyally and untiringly for many of the improvements that have been made in Utica during recent years. He is survived by a widow, four brothers and two grand-daughters.

Theodore Shober.

The Philadelphia trade has lost one of its most valued members in the death of Theodore Shober, which occurred October 7, following an illness of only one week, pneumonia having developed from influenza. The deceased, who was 42 years of age, was of magnificent physique, six feet two inches in height, strong and robust and always on the job. He was of a most genial disposition, beloved by all who knew him. As foreman of the palm department at the range of the Joseph Heacock Co., at Wynonette, Pa., he was invaluable, having been with the company for 20 years and was recognized as one of the leading palm growers of the country, being especially expert in kentias. He was unmarried, and is survived by a sister, Julia.

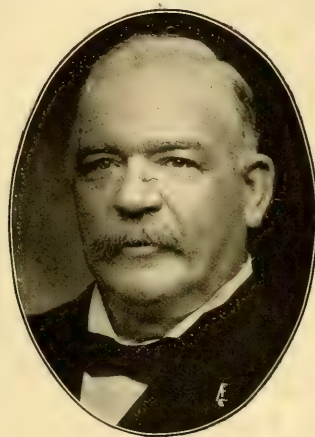
Joseph Luneman.

Joseph Luneman, known to many florists and nurserymen in the United States and Europe, died October 3 on a farm in Gwynedd township, Montgomery county, Pa. Up till a year ago he represented the firm of Kallen & Luneman, of Boskoop, Holland, selling their products in the United States. After this country's entry into the war, he decided to settle down and fill a position with a nursery. He was very industrious and ambitious and

during the past months labored hard, too hard, for his health had not been very good of late, and together with the many disappointments he experienced, his strength rapidly failed. He came from a fine and prominent family, his father being a member of the firm of Kallen & Luneman. The sympathy of all who knew him either in America or abroad will go out to his parents and relatives. He was a clean, likeable young man who naturally endeared himself to everyone with whom he came in contact.

Lieutenant Arthur Nichols.

Lieutenant Arthur Nichols, son of Heaton and Mrs. Nichols, formerly of Joliet, Ill., who enlisted in the Canadian army in 1917, receiving his training at Camp Warden, the aviation field near Toronto, where he won his commission, was killed in action, Sep-



The Late Peter Crowe.

tember 10, while fighting in the Chateau Thierry sector in France. Lieutenant Nichols, who was not quite 20 years of age, was well and favorably known in Joliet, having been engaged with his father, until recently a prominent florist of that city. A host of friends will receive the news of his untimely death with sincere regret, while the heart-felt sympathy of many both in and out of the trade is felt for his bereaved parents.

Charles Brown.

Charles Brown, prominent florist of Canton, O., died at his home in that city recently after a four weeks' illness from a complication of diseases, at the age of 47 years. He located in Canton 48 years ago and for 10 years was employed by the late President William McKinley, and for the past 33 years has been engaged in the florist business in which he took an active interest until his death. He was also identified with other enterprises. The deceased was a member of several fraternal organizations, funeral services being conducted under the auspices of the Masonic lodge with interment at West Lawn cemetery. A widow, Mrs. Florence Brown, survives, under whose direction the business will be continued.

Charles Gustavus Roebeling.

Charles Gustavus Roebeling, of Trenton, N. J., one of the foremost mechanical engineers of the world and well known in horticultural circles as the

owner of one of the greatest private collections of orchids in the United States, whose serious illness was reported in these columns last week, died at his home in that city, October 5, age 69 years. Mr. Roebeling was president of the John A. Roebeling's Sons Co., one of the greatest engineering concerns in the world, but in his busy life he found time to make a specialty of hybridizing orchids and his efforts were wonderfully successful, his entries at the flower shows in New York, Philadelphia and other eastern cities being awarded many blue ribbons. Among the most noteworthy of the many great engineering feats performed by Mr. Roebeling were the completion of the construction of the Brooklyn bridge which was started by his father, and the designing of special machinery to transfer the obelisk Cleopatra's Needle, from its original place on the Nile in Egypt to its present site in Central Park, New York. As a memorial to his son, Washington A. Roebeling, who went down on the Titanic, it was Mr. Roebeling's custom to lavishly decorate the church at Easter which he attended with the choicest blooms from his conservatories.

Nathan R. Graves.

Nathan R. Graves, well known as a horticultural photographer, died at his home in Rochester, N. Y., October 5, at the age of 46 years, following a nervous breakdown. He was an expert in his calling and his pictures have been reproduced in the trade papers and in the reports of the Rochester park commission. He was a member of the Rochester Florists' Association, in which organization his loss will be keenly felt.

Mrs. Florence Eckel Weir.

Mrs. Florence Eckel Weir, president of the retail firm of James Weir, Inc., Fulton and Pierrepont streets, Brooklyn, N. Y., died October 2, after a lingering illness, of cancer. She was born in Augusta, Ga., 45 years ago, but had been a resident of Brooklyn for many years. She is survived by her husband, James Weir, two daughters and one son.

SPRINGFIELD, O.—The Schmidt & Botley, Co., Inc., has made extensive improvements at its establishment.

OTTAWA, ONT.—Five of the 12 houses at the Scrims' range are being dismantled and may not be rebuilt until the end of the war.

ST. MARY'S, O.—The range of Henry J. Vanderhorst on South Webb street will be dismantled owing to the illness of Mrs. Vanderhorst.

RACINE, WIS.—Christ Saaby has taken over the business of Clark Adams, on Washington avenue, the latter having entered other employment.

DENVER, COLO.—The City Floral Co. has made improvements at its establishment in the form of a lean-to, 16x100 feet, which will be devoted to pot plants.

KITCHENER, ONT.—C. H. Janzen, as a fuel conserving measure, will limit his production to five houses this winter, one of which will be devoted to vegetables.

PETERBORO, ONT.—At the annual exhibition of the florists of this city at the fair, Jordan E. Eddy, of the Peterboro Floral Co. made fine displays and were prominent among the prize winners.

MONTREAL, QUE.—The florists' bowling club has elected the following officers for the season: John Eddy president, Herbert J. Eddy, captain and secretary-treasurer. The club will compete in the city league, opening October 9.

THE AMERICAN FLORIST

ESTABLISHED 1855.

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When sending us change of address always send the old address at the same time.

Advertising rates on application. From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO

"In God's name, cheerily on, courageous friends,
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

THIS ISSUE 52 PAGES WITH COVER

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THE men at the front are forging ahead and you would be glad to lend a hand on the battlefield. By purchasing Liberty Bonds you can aid them at home without risk.

PROBABLY never before in the history of the trade have cut flowers been so scarce and the demand so strong at this time of year, largely due to the unusual number of deaths caused by the influenza epidemic. Prices are at holiday figures, or higher, and the shortage of help is seriously felt at all retail establishments.

Non-Essentials Protected.

Last winter a good many people thought the government should pick out the businesses that were not essential to winning the war and shut them up out of hand, so that all capital, labor and material might be applied to essential businesses. Very little study was needed to convince the government that the matter could not be handled in any such rough-and-ready fashion. Since then it has been steadily expanding its war work, and that expansion has necessarily trenches more and more on businesses that could not engage in directly essential work.

Finally it has come to a point where, without any arbitrary classification by the government but simply by the expansion of most essential industries, some businesses are pinched almost to the point of extinction. And, the other day, Chairman Baruch of the war industries board asked Chairman Harding of the war finance corporation to take up the matter of giving support, in the form of loans or credit, to non-essential businesses, in order to keep them alive.

Far from wanting to wipe them out, the government finds it advisable to intervene for the purpose of keeping them from being wiped out; because all of these so-called non-essential businesses, though they can contribute nothing directly—save taxes—to war work, are inextricably woven into the national fabric of credit and commerce. The government does not want to start an unraveling of the skein. It does not want a lot of insolvencies. It does not want to raise wholesale doubts about commercial credits. It wants the least possible disorganization of industry, so that when peace comes the wheels can start turning again as smoothly and promptly as possible.—Saturday Evening Post.

National Publicity for Flowers.

On Monday, October 14, there will be on sale throughout this country and delivered to over half a million homes of the better sort the November issue of the Metropolitan Magazine. All florists are requested to secure a copy or copies of this number, remove therefrom our campaign page, in two colors, featuring chrysanthemums, and post it conspicuously in the store windows, or in other places where it will be seen by the public. Such posting will connect any establishment with the magazine publicity and should very materially stimulate a demand for chrysanthemums, which this season are in unprecedented supply. For the convenience of the trade, our promotion bureau has arranged for a supply of these pages, printed only on one side, and will mail two copies, packed in a strong tube, on receipt of 10 cents to cover the cost.

This prominent advertisement opens our fall programme for magazine publicity, and to get the best results from it the trade should link up their establishments with the magazine campaign through their own local advertising. It is best done through the use of the electrotypes the promotion bureau has supplied, which feature as closely as possible the magazine advertisements. So closely do they match that one of our subscribers actually reports a mail order wherein credit was given him for "Seeing your ad in the Saturday Evening Post and local papers."

The Thanksgiving and Christmas holidays are to be especially featured in some half-dozen magazines of large cir-

culation, and plate advertisements for local newspapers will be provided; all that is necessary to complete them is the insertion of name and address.

The committees have planned to the last penny the expenditure of the fund at their disposal, which, sad to say, is so short of actual requirements as to make an important part of the publicity arrangements tentative. You, Mr. Non-subscriber, can help to change this condition very materially. Of course, we know you are buying Liberty Bonds—the money you pay for them you are lending to the government. Whatever you give to our campaign fund you lend to yourself—at an extraordinarily high rate of interest, easily collected.

Can you not see your way to advance yourself just a little money for your own good? JOHN YOUNG, Sec'y.

National Association of Gardeners.

BOSTON CONFERENCE POSTPONED.

Owing to the epidemic of Spanish influenza prevailing in Massachusetts, which is prohibiting the holding of public meetings, it has been found necessary to postpone the New England gardeners' conference, which was to have been held in Boston October 18, under the auspices of the local members of the National Association of Gardeners. Another date will be arranged for the meeting as soon as the restrictions are raised, and it is hoped that the conference may be called for early in November. M. C. EBEL, Sec'y.

Federal Horticultural Board Hearing.

There will be a hearing before the Federal Horticultural Board, Washington, D. C., Friday, October 18. Those interested should meet at the store of Gude Bros., 1214 F Street, N. W., at 9:00 a. m.

WM. F. GUDE, Chairman.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

New Orleans, La., October 13, 2 p. m.—Gardeners' Mutual Protective Association, 114 Exchange place, John Parr, secretary, 4539 North Rampart street, New Orleans.

Baltimore, Md., October 14, 8 p. m.—Gardeners' and Florists' Club of Baltimore, Exchange hall, St. Paul and Franklin streets. Robert T. Patterson, secretary, 934 East Preston street, Baltimore.

Cincinnati, O., October 14, 8 p. m.—Cincinnati Florists' Society, Hotel Gibson, 8 p. m. Alex. Ostendap, secretary, 16 East Third street, Cincinnati.

New York, October 14, 8 p. m.—New York Florists' Club, Grand Opera House building, Eighth avenue and 28th street. John Young, secretary, 1170 Broadway, New York.

Rochester, N. Y., October 14, 8 p. m.—Rochester Florists' Association, 95 East Main street. Ambrose H. Secker, secretary, Rochester.

Boston, Mass., October 15, 7:30 p. m.—Gardeners and Florists' Club of Boston, Horticultural hall, Wm. N. Craig, secretary, Faulkner Farm, Brookline.

Pittsburgh, Pa., October 15, 12 noon.—Retail Florists' Association of Pittsburgh District, Lunch at Seventh Avenue hotel. Orville Crissman, secretary, Diamond Bank building, Pittsburgh.

Toronto, Ont., October 15, 8 p. m.—Gardeners' and Florists' Association, King George's hall, Elm street. George Douglas, secretary, 309 Merton street, Toronto.

Lancaster, Pa., October 17, 8 p. m.—Lancaster County Florists' Association, Chamber of Commerce, Albert M. Herr, secretary, Lancaster.

Helena, Mont., October 19.—Florists' and Nurserymen's Association of Montana, E. A. Calmetes, secretary, Helena.

Important to Subscribers.

The dates on the yellow address label on your copy of THE AMERICAN FLORIST will show when your subscription expires. Please renew subscription promptly on expiration, to make certain of receiving your copy of each issue.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Ads., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By an all around seedman and poultry supply salesman. Twenty-six years retail experience. Address

Key 931, care American Florist.

Situation Wanted—By a first class grower of middle age with life time experience and best of references. Address

Key 935, care American Florist.

Help Wanted—Married man with some experience; work under foreman. \$75 per month and house. Address

Thomas F. Browne,
Greenfield, Mich.

Wanted—Good second-hand hot water boiler; about 1000 sq. ft. capacity. State size, make, condition and best cash price.

East End Greenhouse,
402-408 Greenwood Ave.,
Punxsutawney, Pa.

FOR SALE.

Florist Delivery Car. Panel top. Good as new. Ford. Car is now in Chicago. Write quick.

Key 936, care American Florist.

FOR SALE

New D. S. A. Glass.

16x18.....\$7.00 per box

16x24..... 7 50 per box

WM. F. KRUEGER,

516 Potter St., Toledo, Ohio

Situation Wanted

By American; single; have many years' experience in greenhouse and outside. Address

Key 932, care American Florist.

HELP WANTED

Smart young man to take care of cut flower stock at **THORLEY'S**. Wages to commence with \$20 per week.

Fifth Ave. at 46th St., New York.

Gardeners' Examination.

An examination for **Gardener**, Class G, Rank II, Division Z, will be held at the offices of the Park Board in Union Park, Chicago, October 15, 1918, at 8:30 a. m. The examination is open to all men 21 years of age or over, regardless of residence. Original entrance pay, 37½ to 50 cents per hour.

Subjects: Special subject, to include a test on the identification, general care, planting and characteristics of trees, shrubs and perennials, and on making and maintaining lawns, weight of 6; experience, weight of 3; physical, weight of 1.

Application must be filed in the office of the Board in Union Park, Chicago, before 5 p. m. of October 14, 1918.

FRED G. HEUCHLING
Superintendent of Employment.

Al Storeman Wanted

Good opportunity for a first-class man to locate in a loop establishment. Party may buy an interest in the business but this is not absolutely necessary being only a secondary consideration. Give full particulars in first letter and do not answer this advertisement unless you are desirous of bettering yourself and are willing to work hard reasonable hours for same. Address

Key 933, care American Florist.

FOR SALE

Excellent opportunity to purchase the entire plant of The Miami Floral Co., at Dayton, Ohio, consisting of about 15 acres of land and 140,000 square feet of glass, fully equipped for cut flower growing; large stock of growing plants in good condition; pots, tools, machinery and accessories complete.

Best market in Central States for cut flower growing; excellent shipping facilities; residence, barn, garage and office building on premises.

Well adapted to vegetable growing, with ready market.

Under order of the court, I will receive sealed bids for the above property until two o'clock p. m. on October 17th, 1918, and at that time offer the same for sale at competitive bidding at the undersigned address.

It is possible that a lease might be arranged.

For further particulars communicate with

R. G. CORWIN, Receiver

711 Schwind Building,

DAYTON, OHIO

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

San Francisco.

CHRYSANTHEMUMS DOMINATE MARKET.

There has never been a season when chrysanthemums were so plentiful as they are at present. They are to be seen everywhere. The street peddlers carry a fine stock and offer it at low prices. As far as the grower is concerned, the market is demoralized. The outside demand this year has fallen off greatly, so this city has to absorb the heavy supply as best it can. To add to the troubles of the growers, a very unusual rainstorm, lasting four days, last week, destroyed thousands of fine blooms. Coming so early in the season, they were, of course, unprepared, and the loss to many growers will be serious. So much for the chrysanthemum market. Roses are improving very much of late and to the great satisfaction of everybody we are receiving some fine Mrs. Chas. Russell; it is a great seller at fancy prices. Ophelia is improving in quality rapidly and some fine stock is being received. Hadley is very good and very plentiful. Ulrich Brunner has disappeared from the market. Cecile Brunner is still plentiful. Carnations are very poor and in no demand. Violets are coming along finely, having been greatly benefited by the recent rain. Gladioli are still to be had, but are lacking in quality. Cattleya labiata is being noticed much more freely of late, but is still in short supply. Lily of the valley is to be had in limited quantities. Gardenias are not as abundant as during former weeks. Dahlias are still plentiful enough, but the quality is lacking; white dahlias are largely being used in funeral work. Lilium rubrum is still quite plentiful and is a fine seller. A very good selling novelty just now is sprays of Crataegus pyracantha; this is very attractive, with its brilliant orange berries and dark green foliage. Asters are coming in heavily, but it is expected they will not last much longer; they have had a long season and a fairly profitable one for the growers. The severe storm practically put all the hardy perennials out of the market. The public is beginning to take much more interest in pot plants now, and anything attractive finds a ready demand. Boston ferns are the most popular.

NOTES.

Wm. Kettlewell, of Burlingame, who is one of the foremost private gardeners in this state, has developed a beautiful strain of marguerite-flowering asters, which as a summer annual has few equals. They were shown at the dahlia show and attracted great attention. They have been in flower since last May and bid fair to continue until November. Many of the florists have visited the growing plants at Burlingame and are enthusiastic in their praise as to their possibilities as cut flowers.

The annual begonia show held by H. E. Botkin at his greenhouses at Ross was a great success again this season. All the proceeds were handed to the Red Cross. The Botkin collection of begonias is one of the finest in this country, and no expense is spared to acquire all that is latest and best in this flower. Many in the trade were present during the day.

The Pacific Florists' Supply Co., of which G. Madvig was manager, has been adjudged a bankrupt, and the stock and fixtures have been sold to satisfy the creditors. The assets amount to practically nothing, and the creditors will receive very little. Mr. Madvig's whereabouts are unknown at present.

The Japanese growers report that most of the chrysanthemums are recovering from the recent rains. The early flowering varieties were the hardest hit, but the midseason varieties all escaped with very little damage.

The Art Floral Co. is in receipt of a fine lot of lily of the valley daily. This has been a scarce article for a long time, and it is a very grateful addition to the fall supply of flowers.

Avensino Bros. are displaying some beautiful specimen Crataegus pyracantha in pots, full of orange berries. They are most attractive and they tell us they are splendid sellers.

The first Wm. Turner of the season arrived during the past few days. The flowers were excellent for so early and commanded the highest figures thus far received.

Bertha Cohn, who has been manager of the Thomas Floral Co., on Jones street, has resigned to accept a position with F. C. Jaeger & Son, on Powell street.

Edwin Hoff, who has been manager of the MacRorie-McLaren Co.'s store on Powell street, has joined the merchant marine service and has left for the far east.

W. B. Aldrich, representing the M. Rice Co., of Philadelphia, spent several days here calling on the trade. He says business is excellent.

JAMES T. LYNCH.

Boston.

FUNERAL DEMAND GROWS DAILY.

The influenza epidemic is on the increase in this vicinity and the steady demand for funeral work gains in proportion. Large shipments of flowers are received daily from New York and Philadelphia. Prices are high and the demand so heavy that some of the smaller stores are forced to use artificial stock. Roses are in most demand. Chrysanthemums are arriving in large numbers and sell freely at from \$2.50 to \$4. October Frost, Smith's Advance and Halliday are the best varieties. Dahlias are quite plentiful and clean up easily at \$5 per 100 for short stemmed grades. Large varieties move at \$1.50 and \$2 per dozen. Easter lilies have a heavy call at \$4 per dozen.

NOTES.

Welch Bros. are having the busiest time of their career. A steady stream of flowers is arriving from New York to meet the demands. Their sales force has been doubled, and all hands work late in the evening, shipping to their out-of-town customers.

At Penn's store, business has to be turned away, for their force has been working night and day for the past three weeks trying to fill orders and get them out on time. Their autos are out as late as 12 o'clock at night, delivering funeral flowers.

Wm. Elliott is having a good crop of roses, among his best being Christie Millar, Ophelia, single Irish roses and Mignon. He is also shipping to market chrysanthemum plants, of which he has 2,000 pots for this season.

Thos. Roland is cutting from his Revere range Columbia, Ophelia, Killarney Queen, Pink Ophelia and Hadley roses. From his Nahant greenhouses, he is sending crotons, dracaenas, begonias and cyclamens.

Wm. Stiche is seen at the market for the first time in several years, selling his stock. His salesman, Nathan Learned, passed away with influenza.

A. M. Davenport has a good crop of begonias ready for market; also bird-nest and holly ferns, and a large assortment of small stock for table use.

Wm. Phelps, of Lexington, is cutting several varieties of single chrysanthemums, a good strain of dephinium and some Easter lilies.

Wilbur Osgood, salesman for the Rudlong Rose Co., a sufferer from the prevailing epidemic, is improving slowly.

George Hamer, assistant manager at the flower market, is home sick. From latest reports, he is improving slowly.

Julius Snyder has returned from New York, where he has been for several days buying up stock for home use.

At Zinn's store, where they specialize in funeral work, they are working night and day getting out designs.

J. M. Simpson, of Woburn, is sending in good carnations which sell readily for \$12 per 100. S. K. G.

Toronto.

DEMAND RESEMBLES HOLIDAY RUSH.

At this writing stock of all kinds is so scarce that there is a scramble to secure enough to fill orders. Business is only average, but, with so many seeking stock, you would imagine there was a holiday rush on. Even at the high prices at which roses are held, they are not plentiful enough. Carnations do not as yet prove a factor, and we are waiting for the heavier supply of chrysanthemums to come along. The frosts of the past week have stopped the outdoor supply, and dahlias, which were just becoming plentiful, were all killed. Gladioli and asters suffered a like fate.

NOTES.

Harry James and wife, of The People's Florist, have been heard from at Canton, O. They expect to be at Cleveland to meet the Toronto contingent, and the usual Toronto members will motor to the F. T. D. meeting. J. J. Higgins and wife, George M. Geraghty, John T. Harrison and H. G. Dilemuth will be in the party and will be joined by Frank Smith, of Hamilton, en route. There are quite a number of other delegates from Canada.

The next meeting of the retail florists' club will be postponed until Tuesday, October 15, as the regular meeting night would be on Monday, which is Thanksgiving day in Canada. This being our only meeting before the chrysanthemum show, and with the embargo on baskets, it is expected that all members will be present at roll call.

Miss Meecham has opened a store at 13½ Queen street, East, called Ye Little Gray Flower Shoppe. The interior decorations are in gray, with hangings and wall decorations in keeping, giving a pleasing effect.

Daniel J. Cooke has returned from overseas and is again to be seen at H. G. Dilemuth's. Dan has surprised the boys and is receiving their congratulations on his new classification.

Park Commissioner Chambers has returned to his duties, after being absent on sick leave for some time. He is looking much better and expects to be himself in a short while.

W. W. Tattle, who usually supplies the bulk of the dahlias grown in this section, claims that this is a failure this season, the frost cutting down most of the stock.

R. T. Dean has been successful with his asters, cutting in large quantities until nipped by the frost.

The Allan Flower Shop has opened in the new Allan Theater building on Richmond street, West. H. G. D.

Wichita, Kan.

The breakage of glass in the greenhouses of the florists and market gardeners, by the hailstorm of September 25, will total at least 120,000 feet. Most, if not all, is insured in the Florists' Hail Association. As this city is in the glass belt of Kansas and Oklahoma, there was no great trouble in locating the quantity needed for repairs, and the work of replacing has been favored by fair, mild weather.

Harrie Mueller, son of Chas. P. Mueller, who is in "the service," has been visiting the home folks for a few days.

Business is keeping up fine, but stock is so scarce that some large orders have been turned down for lack of flowers. C.

THE Florists' Supply House of America

Why Wait? Order These Christmas Staples Now.

Moss and Foliage Wreaths, Cycas Leaves, Crepe Flowers, Dahlias, Roses, Chrysanthemums, Carnations, in color and form look as natural as the real flowers. Chiffons, all widths and colors. Oak Boughs and Cartons of Oak and Magnolia Leaves. Fine Cycas, Red and Green Ruscus, Chenille Roping, in all colors.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

Branch Factory: 709 First Ave., New York.

Cincinnati.

BUSINESS SHOWS MARKED IMPROVEMENT.

Business is the best that we have had for some time. Everything that comes into the wholesale houses is moving quickly and bringing good prices. The shipping trade is very strong. Roses are plentiful but clean up well; in fact, they generally clean up as fast as they come into the market. Carnations, on the other hand, are somewhat scarce and many more could be sold if they were to be had. Dahlias are in a good supply and meet with a firm market. Easter lilies are fairly plentiful again. Chrysanthemums are becoming more of a factor, the size of the cuts increasing from day to day. Among others, some excellent yellow and pink may be had. Cosmos is in heavy supply. It finds a market that is fairly good. Violets are selling well. A few gladioli are available.

NOTES.

Will Stein, who was with the William Murphy Co. for four years, and who is now in the service and stationed at Camp Sherman, is down with the influenza. It is reported that his case is not a serious one.

Miss M. M. Carroll, with the Woman's Motor Corps, and E. G. Gillett, with Team L, have each been devoting a very considerable part of their time on Liberty Bond work with their respective teams.

Miss Alma Murphy, who has been a nurse in a hospital at Wichita, Kan., and who is a sister of Chas., Fred and Louis Murphy, passed away Sunday evening.

William Shafer has been sending some excellent lilies to C. E. Critchell. They are the first since he took hold of his plant a month ago.

L. H. Kyrk has been cleaning up large lots of dahlias each day during the past fortnight.

Visitor: Charles Baum, Knoxville, Tenn. H.

Buffalo.

TRADE IN GENERAL SATISFACTORY.

Weather conditions have been very unfavorable, cold and rainy nearly every day the past week, and a severe frost has practically killed all outdoor flowers. A few straggling asters and calendulas are about all that remain. The rose supply would be equal to all requirements if transportation facilities were available and reliable, but express delays seem inevitable. Carnations are scarce, and while a few chrysanthemums are offered, there is no quality stock as yet. Dahlias from the east are good when they get here, but they are uncertain as to arrival. Trade in general has been very good.



15 Plant Baskets

for \$12.00

Write for Catalog.

RAEDLEIN BASKET CO., 713 Milwaukee Avenue CHICAGO, ILL.

Mention the American Florist when writing

NOTES.

The regular meeting of the florists' club was held at Kasting's hall October 1 with the largest attendance in some time. George Tyler addressed the members on the subject of the Liberty Loan and Chairman Anderson and his committee were on hand to aid in bringing the florists' quota up to \$89,000. The results were very satisfactory. President Wernick had arranged for a discussion on the flower business from the standpoints of the growers, wholesalers and retailers, among the speakers being Harold Brookins, of Orchard Park. George B. Hart, of Rochester, who was unable to be present, sent a very interesting paper which was read by the secretary. Mr. Brookins also brought out some very fine and new ideas on how to run a range on a systematic basis. Edward Slattery, retailer, who had been invited to speak, asked to be excused until the next meeting, as he had not been able to complete his paper. Following the business session, lunch was served.

The one-hundredth anniversary of one of the city's leading firms gave many of the florists orders for quantities of American Beauties and other choice flowers.

No window lights in store windows and a street car strike has made night trade poor. Some stores are now closing at 6 p. m.

BISON.

PATERSON, N. J.—The Paterson Floricultural Society held an excellent flower show in the Y. M. C. A. building, September 28. A liberal donation was made to the Red Cross.

JAMESTOWN, O.—One of the seven houses at the range of James Johnson was almost completely destroyed by fire recently. The engine room and sheds were also damaged.

Do You Believe In Team Work?

Do you believe that 100 soldiers organized for an attack will be more effective than 100 soldiers each fighting his own little battle?

Then you believe in the **War Savings Society**, for here dimes, quarters and dollars are **organized** to fight—and they fight more surely and more effectively because of the organization.

How about your friends or employees? Are they organized to **save**? Are they banded together to release men, money and materials for essential war work by saving on non-essentials.

If they are not will you organize them? Will you start a Society? Will you volunteer to lead a company of war savers?

More than 116,000 societies have already been formed with 6,000,000 members, but **we have just begun!**

It's up to you. We'll gladly give you full information.

Pioneer Division
National War Savings Committee
51 Chambers St., New York, N.Y.

Space Donated by Chas. A. Dards

CUT FLOWER DEPARTMENT

Finest Quality Beauties

and CATTLEYAS

Russell, Richmond, Hoosier Beauty, Milady, Brilliant,
Ward, White Killarney, Ophelia

'Mums, Carnations, Snaps, Valley, Dry Gypsophila

Plumosus, Sprenger, Adiantum, Galax, Ferns, Smilax

PLANTS

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 4-in. pot, \$6 per doz.
Kentia Belmoreana, 4-in. pot, \$6 per doz.
Kentia Forsteriana, 5-in. pot, \$12 per doz.
Kentia Belmoreana, 5-in. pot, \$12 per doz.
Kentia Forsteriana, 6-in. pot, \$2 each.

Kentia Forsteriana, made up, 5-in. pot, \$1 to \$1.25 each.
Livistona Rotundifolia, 4-in., \$6 per doz.
Livistona Rotundifolia, 5-in., \$9 per doz.
Livistona Rotundifolia, 6-in., \$1.25 each.
Phoenix Roebelenii, 5-in. pot, \$1 each.
Pandanus Veitchii, 4-inch, 50c each.
Pandanus Veitchii, 5-inch, 75c to \$1.00 each.
Pandanus Veitchii, 6-inch, \$1.50 each.
Pandanus Veitchii, 7-inch, \$2.00 each.

Begonia Chatelaine, 2¼-in., \$5.00 per 100.
Begonia Chatelaine, 3-in., \$10.00 per 100.
Dracaena Massangeana, 4-in. pot, \$50 per 100.
Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.
Crotons, 4-in., \$4.80 per doz.
Crotons, 5-in., \$9 per doz.
Crotons, 6-in., \$1 to \$1.50 each.
Primula Obconica, 3-in., \$7.00 per 100.
Baby Primula Malacoides, 2¼-in., \$5 per 100.
Rubber Plants, 5-in., 75c each.

POT CHRYSANTHEMUMS

Magnificent Stock — October Delivery

6-inch.....	50c and 75c each	8-inch.....	\$1.50 to \$2.00 each
7-inch.....	\$1.00 to \$1.25 each	9-inch.....	3.00 to 6.00 each

2½-in. Own Root Rose Stock

Aaron Ward	} \$ 7.50 per 100; 70.00 per 1000.
Killarney Brilliant	
White Killarney	
Milady	} \$ 7.00 per 100; 65.00 per 1000.
Richmond	

3½-in. Own Root Rose Stock

White Killarney	} \$ 11.00 per 100; 105.00 per 1000.
Ophelia	
Aaron Ward	
Sunburst	
Killarney Brilliant	} \$ 10.50 per 100; 100.00 per 1000.
Milady	
Richmond	

POEHLMAN

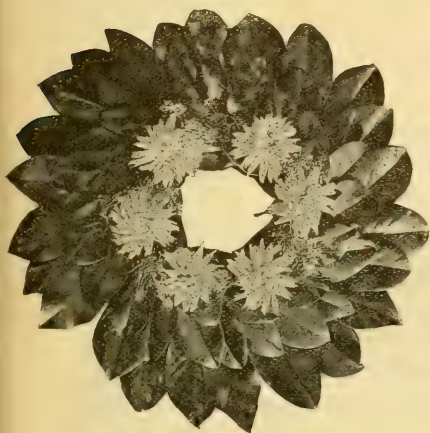
72-74 E. Randolph St.,

Florists! Attention!

FOR ALL SAINTS' DAY

We have stocked a supply of plain and decorated Wreaths of Magnolia, Lycopodium and a combination of Grasses and Waxed Flowers. The most satisfactory method of buying these, we suggest a sample dozen or so. We have also an assortment of Flowers, Gypsophila, Grasses and Lycopodium for decorating the plain Magnolia Wreaths as per illustrations. The assortment enough for 50 wreaths is \$10.00.

We will certainly please the most critical florist with our line of Baskets. We handle the lines of many well known manufacturers as well as our own. Try a \$10.00 to \$25.00 assortment and be convinced.



No. 52.

18 inch.....	each, \$1.50;	doz., \$15.00
21 inch.....	each, 1.75;	doz., 18.00
24 inch.....	each, 2.50;	doz., 24.00
27 inch.....	each, 3.00;	doz., 30.00

Magnolia Leaves, Cycas Leaves,
Wheat Sheaves, Ruscus,
Oak Sprays (Long or Short.)

Let us
Estimate
on
Your Fall
Orders.



No. 45.

Made of prepared Lycopodium.

Will keep indefinitely.

12 inch.....	per 100, \$15.00	18 inch.....	per 100, \$28.00
14 inch.....	per 100, 18.00	21 inch.....	per 100, 35.00
16 inch.....	per 100, 20.00	24 inch.....	per 100, 45.00

18 inch.....	each, \$1.50;	doz., \$15.00
21 inch.....	each, 1.75;	doz., 18.00
24 inch.....	each, 2.50;	doz., 27.00
27 inch.....	each, 3.00;	doz., 30.00
30 inch.....	each, 4.00;	doz., 40.00

N BROS. CO.

Long Distance Phone, **CHICAGO, ILL.**
Randolph 35.

Chrysanthemums

Yellow Golden Queen, extra fine stock, at \$3.00 to \$4.00 per doz.

White and Yellow Pompons \$1.00 per bunch.

Hoosiers -- Russells -- Columbia

Best Leading Roses—We are now cutting a large quantity.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Columbia, Hoosier Beauty, Ophelia and White Killarney.

CURRENT PRICE LIST

AMERICAN BEAUTY—
According to length of stem.....\$1.50 to \$6.00 Per doz.

RUSSELL and COLUMBIA—Best in this market. Per doz \$3.00
Good, extra long\$1.50 to 2.00
Good, medium\$.75 to 1.00
Good, short

HOOSIER BEAUTY, OPHELIA, SUNBURST, WHITE KILLARNEY—SHAWYER
Long stems\$10.00 to \$12.00
Good, medium8.00
Good short5.00 to 6.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$5.00 per 100.

LILY OF THE VALLEY, per 100.....\$5.00 to \$6.00

CARNATIONS, per 100\$4.00 to 6.00

LILIES, per 10015.00

CHRYSANTHEMUMS, Golden Queen, per doz.\$3.00 to \$4.00

GREENS.

ASPARAGUS & SPRENGERI, per 100.....\$2.00 to \$3.00

GALAX, green and bronze, per 1,000.....1.25

NEW FANCY FERNS, per 1,000.....3.00

ALL OTHER SEASONABLE STOCK AT MARKET PRICES

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

Chicago.

STOCK IS EXTREMELY SCARCE.

Stock of all kinds is extremely scarce and it is impossible to fill anywhere near the large demand. The heaviest call is for funeral flowers, causing a complete cleanup in practically all items including outdoor stock which never realized such high prices as it did during the past week. The demand, Saturday, October 5, was particularly heavy and everything that looked like a flower sold at a high figure. Mildewed roses that would find the dump in ordinary times sold at surprisingly good figures and chrysanthemums that in former years sold at 50 cents to 75 cents per dozen, at this period brought as high as \$3 and \$4. Stock was never so scarce in this market as it was the past week, owing to the heavy demand and never brought such high prices going all down the line at a holiday including Christmas, which will give the out-of-town buyer an idea of the general market conditions here. A \$20 or \$30 package of flowers is so small that when one sees it one can hardly believe it possible until he begins to do a little figuring which makes him wonder how the retail florist gets by. The retail florist, however, is not complaining, for business has been good with him, with an extremely heavy demand for funeral work. One loop florist's sales last week averaged over \$500 per day

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

Cut Flowers and Greens

compared to \$100 a day for the same period of 1917, and other reports are along the same line, and all very encouraging. One wholesaler says that his firm has already done enough business in October to make the total months' sales greater than those of the same 31 days of last year, even if business takes the biggest kind of a slump the next three weeks, which is hardly likely. Carnations are scarce as can be and so are roses of all kinds including American Beauty, which are moving quickly at prices above the advertised quotations, and clean up satisfactorily at all times. The outdoor stock is about done, especially gladioli and

asters. Chrysanthemums are none too plentiful and command high prices. Orchids are in fair supply but there is a great shortage of lily of the valley. Lilies are very scarce. Violets, calendulas, daisies, snapdragons, and pansies are included in the offerings. Greens are in fair supply but there was a temporary scarcity of ferns last week. A large number of out-of-town visitors were here the past week in quest of stock, which from all reports received is scarce in practically every section of the country. California chrysanthemums made their appearance in quantity in the local wholesale market this week.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

**BIG CROP OF ROSES:
RUSSELL-PINK KILLARNEY-Etc.**

Lillies, Valley and a Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL	Per 100
Specials	\$18.00 to \$20.00
Select	12.00 to 15.00
Medium	8.00 to 10.00
Short	6.00
RICHMOND	Per 100
Select	\$ 8.00 to \$10.00
Medium	6.00
Short	5.00
MILADY	Per 100
Select	\$ 8.00 to \$10.00
Medium	6.00
Short	5.00
Killarney	Per 100
White Killarney	Select \$8.00
Killarney Brilliant	Medium 6.00
My Maryland	Short 5.00
Champ Weiland	
Sunburst	Select 8.00
Ophelia	Medium 6.00
	Short 5.00

ROSES, OUR SELECTION	Per 100
Carnations	\$ 3.00 to 5.00
Harrisii	15.00
Chrysanthemums, per dozen	3.00 to 4.00
Valley	6.00
Adiantum	1.00 to 1.50
Asparagus, per bunch	.50c to 75c
Hoxwood	per bunch, 35c
Ferns	per 1,000, \$3.50
Galax, bronze and green, per 1,000	\$1.25
Leucothoe Sprays	.75 to 1.00
Smilax	per doz. strings, \$3.00

COLUMBIA--RUSSELL

and Other Good Roses.

NEW CROP OF CARNATIONS

STEMS LITTLE SHORT, BUT FLOWERS GOOD.

White and Yellow Chrysanthemums

If you want good stock and good treatment send your orders to us for everything and anything in Cut Flowers and Greens. We grow the Double White Killarney, positively the best to be found in this market.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO**

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

Quality
Speaks
Louder
Than
Prices.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE
Grower of

CUT FLOWERS

Prices
As
Low
As
Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

WIETOR BROS.

30 East Randolph St.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF Roses in All The Leading Varieties

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	\$8.00 to \$12.00
Good	5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.	
White—KILLARNEY—Pink.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00

MINIATURE ROSES.	
Baby Doll	\$2.00 to \$3.00
Elgar	2.00 to 3.00
ROSES, OUR SELECTION	4.00
CARNATIONS.	Per 100
Fancy	\$4.00
Good	3.00

MISCELLANEOUS.	Per 100
Valley	\$8.00 to \$8.00
Lilies	15.00
Ferns, per 1,000	3.00
Smilax, per doz. strings	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Aparagus Sprengeri, bunch50
Aparagus Plumosus, bunch50
Boxwood, per lb.35
Other Green Goods Market Rates.	

Mention the American Florist when writing

NOTES.

Fred Lautenschlager, chairman of the Florists' Liberty Loan Committee, called a meeting of all members of the local trade in the east room of the Hotel La Salle, last Sunday, October 6, which was poorly attended and means that another call will be issued and all those who were not present then will be requested to attend. The chief object of the meeting was to boost the subscription of Liberty Bonds. The trade is expected to subscribe for at least \$300,000 worth but are still far from their quota and it is up to some to come across and buy more. Mr. Lautenschlager reports that the subscriptions at the meeting were as follows: August Poehlmann, \$10,000; additional subscriptions, Allie Zech, \$500; Charles Fisk, \$3,000; Hoerber Bros., \$500; Foley Greenhouse Manufacturing Co., \$1,000; Stielow Bros. Co., \$500; Ernest Amling, \$200; W. B. Wallace, \$200; Edward Muret, \$300; Batavia Greenhouse Co., \$600; O. A. Tonner, \$100; William Kalous, \$200, and Weiland & Risch, \$300. Paul Weiss, Ernst Weinhoeber Co., Sam Pearce and several others present promised to increase their subscriptions. Mr. and Mrs. August Erickson, 5825 Rogers avenue, retired florists, were present and subscribed \$500 worth of bonds to help back up their two boys who are at the front with Pershing. W. E. Beebe was the principal speaker and aided materially in having those present increase their subscriptions.

Mrs. Frances Spickerman, proprietor of the Sandwich Greenhouses, Sandwich, is more than a 100 per cent American and the mother of two real patriots. Her son Francis is a wireless operator on the steamer Alabama, now plying on the Great Lakes, and another son, Dr. Arthur Spickerman, who was stationed in the medical department at Ft. Sheridan, was here transferred to Evanston, where he has charge of the fight against the Spanish influenza. In addition to giving her two sons to the service she donated enough flowers and plants to the county fair at Sandwich to realize \$178 for the Red Cross. Mrs. Spickerman was a visitor this week, but was too modest to volunteer this item, which was obtained through a close friend.

An examination for the position of gardener will be held at the offices of the West Park board in Union park, October 15, 1918, at 8:30 a. m. Applications must be filed in the offices of the board

in Union park before 5:00 p. m., October 14. The examination is open to men 21 years of age or over regardless of residence. Original entrance pay is 37½ to 50 cents per hour. The duties include identification, general care, planting and characteristics of trees, shrubs and perennials, and making and maintaining lawns.

Miss Marguerite McNulty made a trip to the Peter Reinberg greenhouses at the farm last week in the firm's truck and succeeded in selling every one of the eight employees a good sized Liberty bond. She is particularly well pleased with the showing, for every one of the men were born in Germany, but are nevertheless 100 per cent Americans. Miss McNulty is not through with her job yet and it would not be at all surprising if she turned in another pretty big subscription before the drive is over.

Herbert E. Smith, of Frank B. Smith's Sons, Danville, was here on a buying mission last week. His firm has a nice military wedding order booked for October 12, which includes the church and home decorations. The bride-to-be is Miss Virginia Le Seure, a granddaughter of Uncle Joe Cannon. Mr. Smith's many friends here had to look twice before they recognized him minus his mustache.

J. S. Wilson, of Des Moines, Ia., passed through here October 7 en route to Cleveland, O., where he is attending the ninth annual F. T. D. meeting. He has charge of the trade division in the present Liberty Bond drive at Des Moines, which has already gone way above its quota, as did the city and state, the latter having the honor of being first in the Union.

A meeting of the creditors of the bankrupt firm of Pyfer & Olsem, Wilmette, will be held at the office of Sidney C. Eastman, referee in bankruptcy, 903 Monadnock block, this city, at 10 a. m., October 15, at which time creditors may attempt to prove their claims, appoint a trustee and transact such other business as may come before the meeting.

T. E. Waters is attending the ninth annual meeting of the Florists' Telegraph Delivery, Cleveland, O., this week, where he has charge of Poehlmann Bros. Co.'s trade exhibit. Mr. Waters left early, as did James Morton, E. C. Pruner and Sam Seligman, of New York, who happened to be in the city.

The Alpha Floral Co. reports that business the past two weeks was exceptionally good, the demand for funeral work being particularly heavy. Andrew Chronis says that the daily sales during this period were surprisingly large compared to the same two weeks of 1917.

Zech & Mann have oversubscribed their quota of Liberty bonds and a 100% honor emblem now decorates the office. Business at this house is exceedingly brisk and stock of all kinds is at a premium. Chrysanthemums are more plentiful here, but move quickly at high prices.

George Weiland of Evanston is able to be about again after being laid up for several days with the Spanish influenza. His right hand man, Charles London, thought he would not be in style unless he had it also, so he followed suit and is confined to his home this week.

H. Van Gelder, president and manager of Percy Jones, Inc., is again on duty after being confined to his home with an attack of Spanish influenza. His firm is handling a large quantity of chrysanthemums in addition to a heavy supply of magnolia leaves.

Stanley Ida, 2540 South Fifthth court, Cicero, manages to hold down two jobs at one time. He works at the Western Electric Co. nights and looks after his greenhouses as well with the assistance of his brother.

A. F. Longren has an exhibit of baskets in room 50 at the Palmer House, where his friends are invited to call and inspect same.

A. C. Kohlman, of the E. C. Amling Co., is back on the job after three weeks' jury service in the criminal court.

Morris Grossberg, of the Grossberg-Tyler-Finnerman Co., is back from a successful out-of-town business trip.

George Kaspar, of the Batavia Greenhouse Co., is back on the job after being on the sick list for several days.

Peter Mamomas of the Alpha Floral Co. is back from a pleasant visit at New York.

H. B. Kennicott, of Kennicott Bros. Co., left this week on a business trip to Florida.

A Miller, of the American Bulb Co., is back from a business trip to New York.

The florists' club will meet at the Randolph hotel, October 10, at 8 p. m. Rolf Zettlitz, of Lima, O., spent a few days here on business this week.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.	
Extra long stems.....	\$5.00 to \$6.00
Stems 48 inches.....	4.00
Stems 30 to 36 inches.....	3.00
Stems 24 inches.....	2.50
Stems 18 to 20 inches.....	2.00
Stems 12 inches.....	1.50
Short stems.....	1.00, 6.00

MRS. CHAS. RUSSELL. Per 100	
Special.....	\$25.00
Select.....	\$15.00 to 20.00
Medium.....	8.00 to 12.00
Short.....	6.00

ROSES.	
Richmond, special.....	\$10.00 to \$12.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Millady, special.....	\$10.00 to \$12.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Killarney Brilliant, special.....	\$10.00 to \$12.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00

ROSES—Continued Per 100	
Ophelia, special.....	\$10.00 to \$12.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
White Killarney, special.....	\$10.00 to \$12.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Killarney, special.....	\$10.00 to \$12.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Mrs. Ward, special.....	\$10.00 to \$12.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Snuburst, special.....	\$10.00 to \$12.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Cecile Brunner.....	4.00
Elgar.....	4.00
Baby Doll.....	4.00

ROSES, OUR SELECTION..... 5.00
Extra special roses billed accordingly.

CARNATIONS. Per 100	
Fancy.....	\$3.00 to \$5.00

GLADIOLI. Per 100	
Fancy.....	\$3.00 to \$4.00

ORCHIDS. Per doz.	
Cattleyas.....	\$12.00

EASTER LILIES. Per 100	
Select.....	\$15.00

MISCELLANEOUS. Per 100	
Asters.....	\$4.00 to \$6.00
Chrysanthemums, per doz.....	2.00 to 4.00
Gypsophila, per bunch.....	.75 to 1.00
Valley.....	6.00

DECORATIVE.	
Plumous strings.....	\$0.50 to \$0.75
Plumous.....	per bunch .35 to .60
Sprengreri.....	“ .35 to .60
Adiantum, fancy long.....	per 100 1.00
Smilax.....	per doz. 2.50
Ferns.....	per 1,000 3.50
Galax.....	“ 1.25
Mexican Ivy.....	“ 5.00
Leucothoe sprays.....	\$1.00
Boxwood.....	per bunch .35 to .50

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Randolph 631

CHICAGO

Buy Your Bonds from the U. S. Buy Your Cut Flowers from US

E. Allan Peirce, distributor of Peirce paper flower pots, Waltham, Mass., is calling on the trade here this week. Mr. Peirce is also engaged in the growing business with his brother under the firm name of Peirce Brothers. He says that stock is as scarce in the east as it is here, but believes the local dealers are realizing higher prices for their product right now.

Walter A. Moore, of the Hollywood Gardens, Seattle, Wash., who is on his way to Washington, D. C., stopped off here October 8. He reports business as good, and says that William Desmond, our old friend from Minneapolis, Minn.,

is doing finely and is so well pleased with the western country that he has bought a home there.

O. J. Friedman is having a big run on funeral work and a good call for wedding flowers. Mr. Friedman is devoting almost all of his time to Uncle Sam as a public speaker and even goes so far as to pay his own traveling expenses, which he is more than willing to do for the good old United States.

Bussett & Washburn's force has been working under difficulties the past week, quite a number of the employees being sick with the Spanish influenza.

The office crowd was the hardest hit. Miss Harper was the only one to escape.

A board of retail florists held a mock trial one day this week, when it found the local wholesale market guilty of what one calls high profiteering. The penalty will be made known when there is a glut.

Arthur Liebermann, younger brother of Fred Liebermann, of Kennicott Bros. Co., died this week at Jefferson Baracks with pneumonia.

Joe Marks, with A. Henderson & Co., is back from a trip through the east with a short stay at New York.

KYLE & FOERSTER

WHOLESALE FLORISTS

160 N. Wabash Ave.,

CHICAGO

Long Distance Phone, Randolph 6784

George Wienhoeber has a very appropriate window at his South Wabash avenue store that is making all those that pass by stop, look and think. The scene is staged in France and the hero of the big act is a sergeant in the United States Army, who is standing over a dead German with fixed bayonet ready to tackle more. The sergeant is wounded in the leg, but the do or die spirit gathered from the grim look of determination on his face is wonderful and gives one an idea of the caliber of men that are over there. The idea of the window is to aid the Fourth Liberty Loan and is so realistic that the fuel administrator gave him a special permit to keep the light burning, so as to give the public a chance to see it.

Fred Lautenschlager, chairman of the Florists' Liberty Loan Committee, reports that the trade subscribed for \$209,600 worth of bonds which represent 1,407 subscriptions. The committee will have to hustle some to secure the balance, \$90,400, so everyone who has not already bought a bond through the trade or can possibly buy more should do so immediately, for this line of industry cannot possibly afford to fall short of its quota. The florists as a rule are a little slow to come across, but are always there at the finish with the "I Will" spirit. Everyone should get busy quick and help the committee by buying as many more as he possibly can. Do it now.

Chris Pedersen, 58 East Randolph street, is having a heavy run on funeral work. He is not complaining of the high prices now prevailing in the market and says that the public seem to understand the situation fully, but they appear to be willing to pay the price and ask no questions. He had an order for a blanket from the Great Lakes Naval Training Station last Sunday, October 6, that cleaned up all the stock he had on hand.

Mrs. Stuart, of the Bohannon Floral Co., George Asmus, manager of Schiller's, Paul Klingsporn, manager of the Chicago Flower Growers' Association, and J. E. Quallich and Frank McCabe of the A. L. Randall Co., are attending the F. T. D. meeting at Cleveland, O., this week. Mrs. Stuart will visit relatives in Canada before returning home.

Allie Zech has just received a letter from Jack Beyers, who has been with the American troops in several big battles since July 4, and writes that he is still safe and sound. He adds that Leo Koropp, son of the well-known manager of the Ohio Floral Co., who was gassed

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies

30 East Randolph St.,

CHICAGO

*Mention the American Florist when writing***Grossberg-Tyler-Finnermann Co.**

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175

CHICAGO, ILL.

Mention the American Florist when writing

sometime ago, has recovered and is again on the job.

H. N. Bruns, who has suffered with catarrh for many years, had an operation performed on his nose which has been keeping him in pretty much lately. Mr. Bruns expects to undergo another operation for the same cause in the near future which a specialist says will make him as "fit as a fiddle."

Poehlmann Bros. Co. is in good crop with American Beauty roses of splendid quality that are commanding as high as \$7.50 per dozen this week. Mrs. Chas. Russell are seen in good supply at this store this week, as well as orchids, especially Cattleya labiata.

Wietor Bros. are cutting quite heavily of Ophelia roses, which are in exceedingly brisk demand at high prices. N. J. Wietor is busy during his spare moments in selling Liberty Bonds and has made a remarkable showing in his restricted territory.

Carl Werner, who has been with C. Fraunfelder for many years, manages to visit the wholesale market occasionally. He reports business as good, with a strong demand for funeral work.

The George Wittbold Co.'s retail department is working overtime to meet the heavy demand for funeral designs which keep pouring in from all parts of the city and county.

Jerry Kohout, who is in Class 1 of the draft, expects to be called to the colors in the near future. His brother, Edward, is now with the American troops in France.

A. L. Vaughan & Co. are having a good run on boxwood this week, which they are handling in quantity, in addition to a complete line of other green goods.

J. Nichols, of Dale & Nichols, Hancock, Mich., passed through the city October 9, enroute to Chillicothe, O., where his brother is seriously ill.

Weiland & Risch are cutting a good supply of roses, particularly Mrs. Chas. Russell and Mrs. Bayard Thayer, two of the best varieties on their list.

Vaughan's Seed Store received a shipment of candidum lily bulbs this week, French stock.

Private C. C. Wilmore, of Denver, Colo., stopped off here this week on his way back to an eastern camp.

Visitors: Chas. Siebrecht, Winona, Minn.; Mrs. William Dittman, New Castle, Ind.; W. A. Keeling, manager of Glass Acres Gardens Co., Inc., Sioux City, Ia.; A. R. King, Winnipeg, Can.; Harold, West View Floral Co., Elkhart, Ind.

Rochester, N. Y.**OCTOBER STARTS WELL.**

Business during the past week has been very good, unusually so for the first week in October, but stock has been very scarce. Roses are still in limited supply and have greatly advanced in price. Carnations have also taken an upward jump, being few in number. Gladioli of good quality are

NOTES.

Edwin E. Wilson is serving on the Liberty Loan committee in the retailers' division.


Hugo Teute is marketing some excellent begonias of the Vernon variety.

Frank Bohnke has closed his range and entered a training camp.

Roland B. Moore, of East Orange, N. J., is visiting E. C. Armbrust.

CHESTER.

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Milwaukee.

SUPPLY RATIONED OUT.

With an ever increasing demand, especially for funeral work, and with the supply of cut flowers diminishing instead of increasing, it was a rather perplexing situation last week, the like of which has not been experienced in some time past. Business was so good, September 27-28, that there was absolutely nothing to be had, Sunday, September 29. What came in, September 30, was soon cleaned up. Then to make matters worse, the same night a frost put an end to all outdoor stock, thus throwing the demand on greenhouse goods. Roses, which continued in good supply, were the mainstay at advanced prices. The limited cut of carnations, both good and inferior, were quickly disposed of, the shipping orders claiming most of this stock, leaving the local trade to shift for itself. Local chrysanthemums are not yet coming in to speak of, and the few that reach the counters are taken in a hurry. Both Easter and rubrum lilies are short of the demand. The saying now is not, "How much for the stock?" but "How much can I have?" regardless of price.

NOTES.

The florists' club meeting, October 3, was well attended, as usual. H. V. Hunkel, chairman of the state fair committee, made a detailed report, which proved that through the untiring work of this committee, we are today on better terms with officials of the fair board, which undoubtedly will make it much easier for all concerned to help make the horticultural display more creditable as time goes on. C. C. Pollworth, president of the Wisconsin State Florists' Association, reported having added several new members, without solicitation, and feels confident that real work in this enterprise, which will be taken up soon, will result in nearly every outsider in the state joining to further the business in general. The trustees made an invoice of the cut flower vases, which were used at our large chrysanthemum shows several years ago, and at present prices prove a valuable asset of the local club. It was decided that at the November 7 meeting a general discussion on commercial chrysanthemums from growers, retailers and commissionmen's standpoints, be discussed. Growers are asked to bring an assortment of cut blooms which they grow.

The local florists' advertising club held its fall meeting September 12. It was decided to defray the expense of decorating the float, "Liberty," which appeared in the grand Liberty Loan parade, September 28. The work was executed by the A. F. Kellner Co., under numerous unavoidable obstacles and handicaps. It was also voted to push the sale of chrysanthemums during the month of November, further, to make more use of advertising in the local electric cars. The daily press will also come in for its share.

Herm. Arndt, Jr., of Wauwatosa, who is one of the faithful club members, was stricken with Spanish influenza, September 30. He is progressing favorably, being able to sit up for a short time, October 7.

While the weather for the month thus far was cool, the thermometer, October 5, reached 78° in the shade, reminding us of the "good old summer time."

Edw. J. Hamme, of Wauwatosa, who was to have entered a training camp last week, has been granted an extension of time to November 1.

Visitor: M. D. Lassen, Racine, Wis.
E. O.

St. Louis.

MODERATE VOLUME OF BUSINESS.

Business during the week has been fair. Funeral work was quite heavy and in some cases it was a problem to get the variety of flowers required. Dahlias are arriving in all their glory, and while the supply is heavy, they have been moving at exceptional prices owing to the lack of other stock. Roses of excellent quality have a ready call. Carnations are poor as a whole, but on account of the limited supply are bringing high figures. Some very fine gladioli are still to be seen. Asters are through, only a few straggling shipments arriving. Violets have been plentiful, but keep very poorly. In greens the market is equal to the demand.

NOTES.

Otto Bruenig is cutting some very fine Ophelia and Russell. His cut of the former is particularly heavy and of excellent quality. He is a hard worker and deserves the success that seems to be coming to him.

Jos. Hauser is cutting very heavily of his single red. He states that this year he will have no violets, as they all died out this summer. He expects to have some fine sweet peas in place of violets this year.

Winder Wholesale Floral Co. is getting in some elegant gladioli. In fact, the stock coming in now seems to be better than any seen on the market for some months.

Oscar May and W. A. Rowe are cutting some very fine dahlias. Their varieties include show, single and display types, in all colors and sizes.

C. A. Kuehn is receiving some very fine dahlias.
J. J. W.

SPRINGFIELD, O.—The Good & Reese Co. has made improvements to its cold storage plant.

ST. PAUL, MINN.—Henry Krinke & Son are dismantling their range, and it is reported they will discontinue business.

TUSCOLA, ILL.—The range of George C. Schmitt will be torn down and removed to another location, the ground having been purchased for hospital purposes.

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO

Long Distance Phones | Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady

Sunburst

Shawyer

Ward

Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

Rubrum

CARNATIONS

Valley

Cattleyas

CHRYSANTHEMUMS

**Good White and
Yellow in quantity**

Calendulas

GREENS.

Plumosis

Sprengeri

Galax, bronze

Galax, green

Ferns

Adiantum

Smilax

ERIE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Nashville, Tenn.

BUSINESS UNUSUALLY GOOD.

For this season of the year, the weather is oppressively hot, and the dry spell continues. The leaves are falling from the trees at every gust of wind, more from the drought than from the earlier light frosts. As yet, no damage has been done by frost, probably owing to the exceeding dryness. Trade continues good, however, and a visit on Sunday morning to the flower stores gave no token of lax business, though all say it has been rather quiet of late. There are now no social functions and very few weddings, the latter of a very quiet and unostentatious kind. The quality of flowers has not yet taken in the full beauty of a later and cooler season. Roses are still small and none too plentiful, but such roses as Killarney, Columbia, Shawyer, Ophelia, Hoosier Beauty, Russell and perhaps some others, are coming in, but are small, close buds, and there is room for lots of improvement. Carnations are some better, but by no means in a state of perfection. There seems to be but few lilies, for the first time in many months

NOTES.

The Joy Floral Company is having a good cut of flowers daily, and find sale for all they get. They have a very fine supply of carnations of all colors, the Alice and White Wonder being particularly good. They have just brought in their first chrysanthemums, the White Advance. They will be plentiful in a few more days. The firm is cutting a sufficient lot of good flowers to supply their own local trade, and to sustain a brisk demand in the Chattanooga house, which is doing a fine business. They also have a good supply of the Lillium giganteum, the only one in the city. Thomas H. Joy had planned to attend the F. T. D. convention at Cleveland, but the recent fuel order for limited closing so interfered with his business, that he thought it best to stay at home and look out for his own interests and therefore will not go. They have three of their working force out with influenza. There is a good plant trade in cyclamens, begonias and solanums. They have fine orders on boxes of complimentary cut flowers as well as funeral designs.

The florists here are all considerably upset by the latest local fuel administration ruling, which limits the opening and working hours from 9 a. m. to 5:30 p. m., and they are forbidden to enter their workshops even for funeral work. They say this will work a great hardship, and some kind of a get-together meeting will be had in the next day or two seeking a modification of this order.

Labor is still scarce, getting scarcer and higher priced. The growers are employing colored women and any available old men. The Spanish influenza is playing a part, too, and there are many vacancies in the working forces. Prices on all kinds of flowers are much advanced. The new Columbia rose is bringing \$3 to \$5 per dozen, some very fine specimens at the latter price being shown.

Geny Bros. are cutting some splendid Columbia roses, for which they are getting \$5 per dozen. They also have Russell, Ophelia and Kaiserin. This firm is about the last to grow the American Beauty, and they are cutting some fine ones. They made a pall Sunday en-

tirely of American Beauty for a young lady for which they got \$125. This rose is bringing \$12 per dozen. The Spanish influenza has attacked the family of Leon Geny and several members are down with it.

McIntyre Bros. have been doing a rushing business in cut flowers, plants and funeral work. They have no lilies, but fine carnations, roses and plants.

M. C. D.

Pittsburgh.

DAILY CLEANUP OF LIMITED OFFERINGS.

The market continues to sell out each day, with no customer getting his full requirements. Flowers seem to be very scarce, or else the demand is unusual. Lilies, dahlias and American Beauties are arriving in large numbers, but the receipts are not nearly equal to the demand. Practically all outdoor varieties are done for, with the exception of dahlias and a few gladioli, which are welcome under the circumstances. Some good yellow chrysanthemums are seen, at prices ranging around \$3 per dozen, and are considered very good for early varieties. Larger shipments are expected soon, with a corresponding drop in prices. Lilies have advanced to \$18 per 100, and there are not enough to supply all calls. The stock is exceptionally good. American Beauties still hold firm in price and clean up without trouble daily. Yellow daisies and snapdragons have made their appearance. There is an ample supply of greens of all kinds.

CLUB MEETING.

A campaign to beautify the gardens and parks throughout the city during the winter months and, incidentally, to furnish food for the birds was inaugurated at a meeting of the florists' and gardeners' club, in the north side Carnegie library, October 1, by Wm. Falconer, superintendent of Allegheny cemetery. He said: "In October there is not much in our gardens that is attractive, for the frost has come and most of the flowers are past. Our eyes feast on the beautiful colored foliage of our trees and shrubs. Now, it is right here where the showy fruited plants come in; no matter if the bushes on which they grow become withered, the berries or fruits stand out with vivid beauty for weeks, and in several cases last well through the winter. In many instances, these shrubs, the viburnums and crabapples, for example, are among the most popular and showy garden plants when in bloom." Mr. Falconer illustrated his address with 90 different kinds of fruited or berried shrubs, most of which were sent to him from the botanical parks of Rochester, N. Y., which, next to the Arnold Arboretum at Boston, have the richest collection of rare trees and shrubs in the country. The exhibition included 19 varieties of barberry seven of vividly berried cotoneasters, 11 of haws, four of evonymus (or spindle trees), 11 of crabapples (whose fruit ranged from the size of peas to that of marbles), 14 of roses, seven of viburnums, the snowball family of the shrubs, the buffalo berry, the sea buckthorn, and two forms of buckhorn from the mountains of northern Asia with showy black fruit. Among the plants in the Pittsburgh collection were sprays of evonymus fruits, brilliant viburnums, strings of golden climbing waxwork, red haws, and



IN CHICAGO

KENNICOTT BROS. CO.
WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.

J. E. POLLWORTH, Sec'y and Gen'l Mgr.

Mention the American Florist when writing



**No. 2
STICKERS**
\$1.25 per 1000
Use them on all your packages.
No. 1 Stickers
\$1.50 per 1000
2 in. diameter
The John Henry Co.
LANSING, MICH.

Mention the American Florist when writing

SOUTHERN WILD SMILAX

\$3.00 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet)..... \$3.50

NATURAL LOG MOSS

Per bag (100 square feet)..... \$1.75

E. A. BEAVEN, VERGREEN, ALABAMA

Mention the American Florist when writing

snowberry. The exhibit and address were very interesting to all present, and a vote of thanks was extended to the city parks of Rochester and Mr. Falconer. "Dahlias" was the subject for the evening, and some beautiful local and out-of-town exhibits were shown. Mr. Becherer, of Dixmont hospital, had a fine collection of new seedling dahlias of the single and show varieties, which was awarded a cultural certificate. The McCallum Co. showed a fine variety of commercial dahlias, grown by W. W. Maytrott, of Vineland, N. J., which were the finest ever seen in this city. Mr. Knauf, who has his gardens in the heart of the city, showed a vase of outdoor roses which were a credit to him, considering the conditions under which they were grown. "Chrysanthemums" is the subject for the next meeting. Hereafter the club will meet in the rooms of the Pittsburgh Cut Flower Co., 116 Seventh street.

NOTES.

I. V. Kinder, of Charleroi, has decided to close his range during the coming winter, due to shortage of labor and high wages. He will devote all of his time to his store and farm.

Visitor: R. M. Johnson, representing A. L. Randall Co., Chicago.

M.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

HOERBER BROS.

Wholesale Cut Flowers
Growers of

Telephone: **Randolph 2758**

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

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A. L. Randall Co.,

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Wholesale Cut Flowers,
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WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

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SOUTHERN WILD SMILAX

\$3.00 per case.

Natural Log Moss, per bag (100 square feet), \$1.75

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50

Caldwell The Woodsman Co.
EVERGREEN, ALA.

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For Florists.
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For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph Street

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VAUGHAN'S SEED STORE

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The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

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CENTRAL 1977 and 1978.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$6.00 @ \$7.50
" " 48-in.	4.00 @ 5.00
" " 36-in.	3.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
" Mrs. Chas. Russell	1.00 @ 4.00
100	
" Hoosier Beauty	4.00 @ 15.00
" Killarney Brilliant	4.00 @ 12.00
" Columbia	4.00 @ 25.00
" Killarney	4.00 @ 12.00
" White Killarney	4.00 @ 12.00
" Richmond	4.00 @ 12.00
" My Maryland	4.00 @ 12.00
" Mrs. Geo. Shavvyer	4.00 @ 15.00
" Milady	4.00 @ 15.00
" Sunburst	4.00 @ 12.00
" Mrs. Aaron Ward	4.00 @ 10.00
" Hadley	4.00 @ 15.00
" Ophelia	4.00 @ 12.00
" Double White Killarney	4.00 @ 15.00
" Mrs. Moorefield Storey	4.00 @ 12.00
" Champ Weiland	4.00 @ 12.00
" Stanley	4.00 @ 12.00
" Francis Scott Key	4.00 @ 12.00
" Cecile Brunner	4.00
" George Elgar	4.00
" Baby Doll	4.00
" Nesbit	4.00
" Our Selection	5.00
Carnations	3.00 @ 5.00
"	12.00
Cattleyas	15.00
Lilium Harrisii	5.00 @ 6.00
Valley	3.00 @ 4.00
Perns	3.00 @ 8.00
Gladioli	4.00 @ 6.00
Asters	2.00 @ 6.00
Chrysanthemums	50 @ 75
Pompons, per bunch	75 @ 1.00
Sweet Pens	35
Boxwood, per bunch	50 @ 75
Violets	3.00 @ 4.00
Calendulas	



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

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WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

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Dahlias have Their Cut Flower Season

The same as many other flowers we handle. The season is short and you should commence handling them at once. Our growers have added many new varieties and we can furnish you all the best standard commercial kinds.

\$3.00 to \$5.00 per 100. Some Novelties, \$6.00 to \$8.00 per 100.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

FUNERAL DEMAND SWEEPS MARKET CLEAN.

The ravages of the Spanish influenza, which has become epidemic throughout this section of country and is carrying off great numbers of people daily, particularly young adults of both sexes who ordinarily are immune to disease, has created a condition in the flower market which is without precedent. At no time in the history of the business has there been such a scarcity of flowers at this season of the year, and never before at any season such a demand in the stores for flowers for funerals. The Philadelphia papers carry from 350 to 400 death notices daily, the death rate being at least three times that of normal conditions. In nearly all the stores there is the same answer to many who call: "We are very sorry, but we cannot take any more orders; we cannot get the flowers to fill them." In the wholesale houses there is great excitement in the early morning, which continues for the most part all day long. As the boxes come in and are opened they are surrounded by eager buyers, who put up all sorts of special pleas to get stock. Under such conditions prices soar—nothing in dahlias under four cents anywhere, and in some stores six and others eight cents for the same grades of stock. Exceptionally fine flowers bring good figures; one case of 40 Yellow Peril brought \$5. There has not been half, or even one-third enough stock to supply the orders. Roses are in short crop at present; the lowest grades bring six cents and from this in two-cent jumps up to 12, and from this on up to \$20 and \$25 per hundred for the teas, and as high as \$6 to \$7.50 for American Beauties. Easter lilies are sold on sight at \$15, all in bud. Chrysanthemums bring unheard-of figures. Golden Glow, just good ordinary, have sold for \$5 per dozen; the best white brings \$5. Some of the wholesalers do not ask more than \$2.50 to \$3 for almost the same grades, preferring to serve their regular customers at as moderate prices as possible. Such stock last year would not have brought more than \$1.50 to \$2 per dozen at the outside. Carnations are quickly grabbed up at \$5 to \$6, short-stemmed and inferior, as most of them are. All kinds of outdoor rubbish, or weeds as some call them, eupatorium, gentian, hardy aster, etc., are also taken at 25 to 50 cents per bunch. Calendulas, marigolds and geranium heads bring three to six cents, while larkspur sells very fine flowers are offered at from 40 to 60 cents. All kinds of greens, asparagus, dagger and fancy ferns are in strong demand, asparagus at 50 cents a bunch, ferns \$3 per thousand. In a tour through the southern section of the city the past week, all the retail stores were found swamped with work, such a demand as they had never before experienced. People were coming in offering business, only to be turned down, as all the available stock was already sold. And there appeared no more to be had at any price. In most stores, they appeared to be without stocks of madeup magnolia wreaths, which are great time savers in emergencies such as this. A few flowers and greens with a ribbon or chiffon bow, which can be placed on a

EDWARD REID

Good Summer Roses, Asters, Gladioli, Easter Lilies. All seasonable Flowers.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, Oct. 9. Per 100		
Roses, Killarney	2.00	4.00
" Mrs. Chas. Russell	4.00	12.00
" Opbella	3.00	3.00
" Richmond	2.00	8.00
" Sunburst	2.00	8.00
Lilium Giganteum	8.00	10.00
Gladioli	2.00	6.00
Carnations	1.00	2.00
Asters	2.00	4.00
Dahlias	2.00	4.00

BOSTON, Oct. 9. Per 100		
Roses, Beauty	20.00	60.00
" Killarney Queen	4.00	6.00
" White and Pink Killarney	8.00	12.00
" Double White Killarney	6.00	12.00
" Killarney Brilliant	2.00	8.00
" Hadley	8.00	20.00
" Mock	6.00	10.00
" Mrs. Chas. Russell	4.00	12.00
" Taft	2.00	8.00
" Milady	2.00	8.00
" Ward and Hillmendon	2.00	6.00
" My Maryland	2.00	12.00
Carnations	1.00	2.00
Easter Lilies	12.00	10.00
Valley	6.00	10.00
Gladioli	4.00	8.00

BUFFALO, Oct. 9. Per 100		
Roses, Beauty Special	\$30.00	\$40.00
" Fancy Special	20.00	25.00
" Extra	15.00	20.00
" Ist	10.00	12.00
" Killarney	4.00	12.00
" My Maryland	4.00	8.00
" Sunburst	4.00	10.00
" Ward	3.00	6.00
" Opella	4.00	12.00
" Russell	6.00	15.00
" Shawyer	4.00	12.00
Lilies	12.00	15.00
Cattleyas	60.00	75.00
Asters	.50	2.50
Carnations	2.00	5.00
Asparagus Sprengeri	.35	.50
Ferns	Per 1,000	2.00
Smilax		20.00
Sweet Peas	.25	.50
Calendulas	1.00	2.00
Daisies	.50	1.00
Gladioli	2.00	6.00
Dahlias	3.00	6.00

magnolia wreath in a few minutes, will fill the bill, just as well as the galax or all flower design, which uses up the precious time and flowers, both of which should be conserved as never before.

COMMENT OF THE WHOLESALEERS.

Manager Stewart, of the Philadelphia Wholesale Florist Exchange, could not keep pace at all with the demand, although they have very good shipments of roses and dahlias. He had never seen a situation in the trade like it. "We are holding our end up with our customers the best we can. I do not think our regulars can complain, except possibly, the increasing prices may surprise them, which are inevitable owing to the unusual conditions. I have never before known as strong a demand on such a short market."

The various wholesalers commented freely on the unusual situation. Leo

Write For Our

Price List On Cut Flowers H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,

PITTSBURGH, PA.

Growers of Quality Flowers.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties

in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St. Philadelphia, Pa.

FANCY "TWO-TONED" HANDLE BASKETS

(With Metal Liners Included)

These baskets can be had in various colors, as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of.....\$4.50 (Get our list of other Supplies.)

Geo. H. Angermueller Co., Wholesale Florists
1334 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Orchids, Peonies, Gladioli, Asters

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Niessen said he never experienced such a scarcity of flowers and extraordinary demand at the same time in all his years of business. He thought there would be a change for the better soon, as towards the last of the week they were receiving better stocks of dahlias, sending out on Friday over 80 orders from 100 up.

Harry Berger said he never saw the market so bare, there not being one-fourth the flowers necessary for the demand.

C. C. POLLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
and Greens

NOTES.

Flowers took another jump, October 7. Special Ophelias went to 30 cents, Easter lilies to \$25 per hundred, with everything else taking at least a 20 per cent increase. The supply increased, but so also did the demand. There are now over 180,000 people affected with more or less severe cases of influenza in this city, with deaths, October 6, of nearly 400. The demand in the retail stores is continuous, nearly all for funeral flowers. Nothing approaching such conditions has ever before been experienced. Good grades of dahlias are bringing \$3 per dozen. Easter lilies \$6 per dozen, chrysanthemums \$8 to \$10. Almost everything else, particularly in made up work, is 100 per cent higher than a week ago.

The Spanish influenza, which is epidemic and particularly severe in this city and vicinity, has affected the craft in common with others. Theodore Shober, of the Joseph Heacock Co., foreman of the palm ranges at Wyncote, died from pneumonia, Oct. 9, caused by the influenza. Charles H. Grakelow is also down with it. His case is also very severe. The trade is deeply solicitous for this prominent man of the craft, frequent bulletins keeping them in touch with his condition. The wife of Wm. W. Crawford, son of Robert Crawford, died from influenza, October 5. His daughter was also very ill, but is now recovering.

The trade was greatly shocked to hear of the death of Herbert Meehan, son of Charles E. Meehan, a young man only 20 years of age, in the full vigor of his young manhood. For the past summer he has had charge of his father's greenhouses at Churchville, making a very satisfactory foreman. He was taken ill with influenza, September 30, and although he received the best of medical care and attention he died, October 2. The full sympathy of the craft is extended to Mr. and Mrs. Meehan in their great affliction.

The Robert Craig Co. is working overtime in getting out their orders. All those with greenhouse space are stocking up now, so as to have plants on hand before the express service handicaps are further complicated with freezing temperature. Even now embargoes are every day or two declared against shipments in this or that direction. Their every department is filled with stock in splendid condition, which, considering present handicaps, is a great achievement.

Harry F. Betz has purchased the crop of dahlia cut flowers of Henry A. Droeer, Inc., at Riverton. There are 60 acres under cultivation, grown entirely for the roots. They have not before sold the cut flowers, but owing to the extraordinary conditions finally agreed to allow Mr. Betz to market them, provided he furnished the help and transportation.

The Jos. G. Neidinger Co. has never before had such a demand for all kinds

GUST. RUSCH & CO.



Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florists' (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Oct. 9. Per 100		
Roses, Beauty, special.....	25.00@40.00	
" " fancy.....	20.00@25.00	
" Mrs. Chas. Russell.....	10.00@40.00	
" Killarney.....	6.00@20.00	
" Hadley.....	8.00@25.00	
" Sunburst.....	8.00@20.00	
" Wards.....	6.00@8.00	
" Ophelia.....	8.00@15.00	
Carnations.....	6.00@8.00	
Cattleyas..... each \$0.75@1.00		
Valley.....	8.00@10.00	
Lilium Rubrum.....	8.00@12.00	
Easter Lilies.....	2.00@25.00	
Snopdragons.....	8.00@10.00	
Gladioli.....	0.00@1.00	
Dahlias.....	5.00@12.00	
Calendulas.....	3.00@5.00	
Sweet Peas.....	1.00@1.50	
Asparagus..... string or bunch.....	.50	
Adiantum.....	1.00	
Smilax.....	.20	

PITTSBURGH, Oct. 9. Per 100		
Roses, Beauty, special.....	30.00@35.00	
" " fancy.....	20.00@25.00	
" " extra.....	15.00@15.00	
" " No. 1.....	8.00@10.00	
" Hadley.....	4.00@15.00	
" Killarney.....	4.00@15.00	
" Sunburst.....	4.00@15.00	
" Mrs. Aaron Ward.....	4.00@15.00	
Cattleyas.....	50.00@75.00	
Easter Lilies.....	15.00	
Lilium Giganteum.....	15.00	
Carnations.....	3.00@4.00	
Dahlias.....	8.00@10.00	
Chrysanthemums, per doz.....	3.50@3.60	
Ferns, per 1,000.....	2.50	
Adiantum.....	1.00	
Asparagus Sprenger, bunch.....	35@40	
New Crop Green Calyx, per 1000.....	\$1.25	

MILWAUKEE, Oct. 9. Per 100		
Roses, Killarney, W. Killarney.....	\$3.00@38.00	
" Ward.....	3.00@6.00	
" Mrs. Chas. Russell.....	4.00@20.00	
" Ophelia.....	5.00@8.00	
" Columbia.....	4.00@20.00	
" Hoosier Beauty.....	4.00@10.00	
Carnations, assorted.....	2.00@4.00	
Lilies.....	12.50	
Asters.....	1.00@2.00	
Gladioli.....	2.00@4.00	
Chrysanthemums, per doz.....	1.50@3.00	

McCALLUM CO.

Florists' Supplies
PITTSBURGH, PA.

Philadelphia Wholesale Florists' Exchange

Roses, Gladioli, Asters.

Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, Oct. 9. Per 100		
Roses, Hadley.....	\$2.00@8.00	
" Killarney.....	3.00@6.00	
" White Killarney.....	3.00@6.00	
" Hoosier Beauty.....	3.00@6.00	
" Russell.....	4.00@15.00	
" Sunburst.....	3.00@6.00	
" Ward.....	2.00@4.00	
" Mrs. Shawyer.....	2.00@4.00	
" Ophelia.....	3.00@6.00	
Ferns..... per 1,000.....	2.00@2.50	
Carnations.....	2.00@2.50	
Gladioli.....	3.00@5.00	

of artificial designs, loose flowers, magnolia wreaths, etc., as during the past month. Each mail brings in a number of orders, which together with telegrams and a large local demand, make up an enormous volume of business.

W. J. Baker, who is the oldest commission man in the business, says he never in all his experience saw such a demand, together with the scarcity of flowers at this season. He believes that prices will rule much higher this year than last.

The Jos. Heacock Co., in trying to get their Royal greenhouses on Friday last, were told the government had the wire for three hours, with the result there were no additional shipments that day.

Eugene Bernheimer reports an extraordinary demand for roses at the Florex Gardens.

Samuel Lilley is back again with Charles E. Meehan. Ed Dornheim is still on the job awaiting his call to war work.

Otto Thilow is back at his desk again after a week of fighting with the prevailing grip or influenza.

K.

New York.

OUTSIDE DEMAND CAUSES SHORTAGE.

The great demand during the past week from Boston and other cities, for flowers for funeral work, created an unusual and unprecedented condition in the wholesale district, particularly for this season of the year. Number 2 roses jumped to \$4, \$5 and in some instances, \$6 per 100; No. 1, to \$6 and \$8; lilies, 20 cents per flower; carnations, \$4 to \$6 per 100, and there were sales at \$8. In special American Beauty and tea roses, the movement and prices were little, if any, above normal for the season. Dahlias also brought high prices. At this writing, there has not been sufficient frost to kill outdoor stock and much that under ordinary conditions might receive scant notice, is now going freely, as it comes in well for bunches. This includes cosmos, of which there is a fair supply on the market, cut celosias, wild asters, marigolds and even small lots of gailardias and sweet williams. A few of the cultivated asters are yet arriving, which are quickly taken, if they have any quality. As many orchids and chrysanthemums are arriving as needed to supply the demand. The local retailers report but little improvement in business, and are consequently displeased with the prices they have to pay. There was an increase in the arrivals of roses during the latter part of the week, and present conditions may soon pass over; but the board of health reports an increase in deaths from influenza and pneumonia, which will inevitably increase the demand for funeral work. In this connection, it may be stated that October 4, the board established a stringent schedule of opening and closing hours for all branches of business in the city. All stores (retail) shall open at 8 a. m. and close at 4 p. m. food and drug stores excepted. All wholesale and jobbing houses shall open at 8:15 a. m. and close at 4:15 p. m. All offices shall open at 8:30 a. m. and close at 4:30 p. m. The idea is to lessen the congestion in the subways and on other transportation lines. Health Commissioner Copeland has not yet thought it necessary to close the schools.

October 7.—Conditions in the wholesale district remain about the same as at the close of business, October 5, though some of the dealers predict a break in prices before the end of this week. That, however, is uncertain. Buyers arriving from Boston this morning report conditions unchanged there. A much larger supply of chrysanthemums reached this market today, but the large blooms such as are

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY, - - NEW YORK

held at \$4 to \$6 per dozen, are very slow. One wholesaler stated this morning that several of the large retail stores had stopped buying lilies when the asking prices went to 20 and 25 cents per flower, saying that they could not serve their customers at such prices. Orchids continue plentiful and slow at 40 cents per flower for the best.

NOTES.

Relating to Liberty Bonds and Huns, ancient and modern, in his great history, "The Decline and Fall of the Roman Empire," Edward Gibbon wrote: (Vol. 3, Chap. 26.) "The valor of the Huns could be rewarded only by the enjoyment of the wealth and luxury of the empire of the south." In the third century before the Christian era, a wall, 1,500 miles in length, was constructed, to defend the frontiers of China against the inroads of the Huns; but this stupendous work, which holds a conspicuous place in the map of the world, has never contributed to the safety of an unwarlike people." The modern Huns are greater robbers than were those of whom Gibbon wrote, but must be fought differently, with hearts and weapons of steel, therefore, Buy Liberty Bonds.

The price of rose perfume is likely to go higher, but we hasten to state that it cannot be blamed to the coal shortage or the wholesale florists. Bulgaria is the seat of production of the damask rose, from which the attar of roses is extracted, and rose cultivation for this purpose has been an active industry. Since Bulgaria entered the war, the rose farms have been neglected, and it is stated that the annual production of attar has fallen from 11,000 to 4,800 pounds, and that on account of their poor quality it takes 60 pounds of roses to produce five grains of attar, whereas when properly cared for, 35 pounds of roses sufficed. Bulgaria being now out of the war, let us hope that its peasants will return to the gentler art of rose growing.

On account of the breaking of wire connections, delaying of trains and general confusion, news comes in slowly from the New Jersey towns affected by the great explosion at Morgan, near Perth Amboy. In the various towns affected there is considerable greenhouse glass, and as windows were broken in this city as far north as 26th street, it is reasonable to suppose that some of the growers have suffered loss.

The Dailledouze brothers, Frank H. Traendly and Joseph A. Manda made an auto trip October 3 to various growing establishments. From there they went to Tarrytown and viewed the activities of the F. R. Pierson Co. After dinner at F. R. Pierson's, taking him along, they journeyed to the Rowatton Greenhouses and other places in Connecticut.

Up to the close of business, October 5, the committees of the florists and allied trades canvassing for the Liberty Loan, had secured subscriptions and pledges amounting to \$86,000. It is believed that they will pass the quarter million mark before the drive ends.

A fire in the building, 157-159 West 29th street, on the morning of October 5, completely gutted it, destroying the florist basket factory of Louis G'eits-



Mention the American Florist when writing

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK



man. He has taken new quarters and resumed business.

John Lampert, who was with the Van Praag Floral Co. for 10 years before he entered the United States army, in the 306th Infantry, is reported "missing in action" since August 27.

Thomas Young, Jr., has established an agency for the sale of stock of the Beechwood Heights Nurseries, at the store of John Young & Co., 53 West 28th street.

"Tanner" Bourque, the veteran buyer for the Dards store, is again on the job after a seven weeks' vacation with his family at White Lake, N. Y.

Frederick Marquardt, the well known grower and retailer of Middle Village, is under treatment in a sanitarium.

Arthur J. Radice, salesman for Hentz & Nash, Inc., is seriously ill of pneumonia, following influenza.

Harry S. Cocker, formerly with David Clarke's Sons, is now with James Smith, Paterson, N. J.

Secretary John Young is reported to be in Cleveland, attending the convention of the F. T. D.

Joseph Barnett, formerly with Alexander McConnell, is now with David Clarke's Sons.

George Humphreys, who has been with Thorley for the past 20 years, is seriously ill.

The Henshaw Floral Co. is handling fine stock of Unaka and other chrysanthemums.

A. F. F.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

Telephone:
8864 Farragut.

NEW YORK CITY

GEO. J. POLYKRANAS

Wholesale Commission Florist

CONSIGNMENTS SOLICITED

104 West 28th St.,

NEW YORK

Telephone No. 2264 Farragut.

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105 W. 28th St., New York

Telephone 759 Farragut.

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Telephone Call:
3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.

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WHOLESALE FLORIST

102 West 28th St., New York

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Geo. C. Siebrecht

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109 West 28th St., NEW YORK

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Goldstein & Futterman

Wholesale Florists

The Right People to Deal With

107 W. 28TH ST., NEW YORK

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Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, Oct. 9. Per 100

Roses, Beauty, special.....	25.00@35.00
" " extra and fancy.....	15.00@20.00
" " No. 1 and No. 2.....	5.00@12.00
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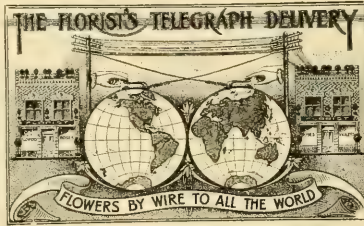
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ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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Tacoma, Wash.

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503 Fifth Avenue,
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Telephone 6390 Murray Hill.

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Fort Wayne, Ind.

HEAVY DEMAND WITH LIMITED SUPPLY.

There has been a big demand for all seasonable flowers during the week, especially roses, lilies and chrysanthemums. Funeral work has been heavier than at any other time this season, with an especially good call for large pieces. Never before at this season of the year has there been such a shortage of so many different varieties of flowers. Outdoor varieties are practically over, with the exception of a few late asters, calendulas, cosmos, marigolds and zinnias. Easter lilies are quite scarce, and roses are not at all sufficiently numerous to satisfy the demand, although some excellent quality blooms are coming into this market, in Richmonds, Milady, Ward, Hoosier Beauty, and Columbia. Chrysanthemums are slower in coming in this year than ever, due of course to the unfavorable weather. With a little sunshine, the florists are hopeful of a profitable month, as there is every indication of a continuance of the splendid demand of the last fortnight.

NOTES.

The Flick Floral Co. is showing the first pompons of the season, and some excellent early pink double chrysanthemums. They have several large decorations for the style show, consisting of a massing of autumn foliage and large palms and ferns for the background, large baskets of Hoosier Beauty and Russell roses, and large pink, yellow and white chrysanthemums. They also have some large out-of-town wedding decorations this week.

The chrysanthemum stock of Edgar Wenninghoff at his greenhouses, is showing much promise, and will be ready for cutting in about a week. A. S. Wenninghoff has charge of the growing end of the business. Trade has been unusually fine at the store, with a heavy demand for funeral work, and some difficulty in procuring enough stock with which to fill all orders.

The Doswell Floral Co. has a nice crop of roses, sufficient to supply their own demand, and a good crop of Easter lilies coming on. They are cutting some fine yellow, white, and dark red chrysanthemums, and report a good general line of business, with funeral pieces in the greatest demand.

A. J. Lanternier & Co. are cutting some fine early pink chrysanthemums, in addition to their yellow and white varieties. They have several decorations booked for the style show this week, and sent out a number of handsome funeral pieces.

Rolf Zettlitz, of Lima, Ohio, is shipping some fine, long-stemmed roses in many different varieties to this market.

Visitors: M. I. Hollender, representing the Duro Paper Box Co., Chicago, and I. M. Bayersdorfer, of H. Bayersdorfer & Co., Philadelphia, Pa.

H. K.

WILKES-BARRE, PA.—A dahlia exhibition at which 5,000 blooms were shown, many by amateur growers who were awarded prizes, was a feature at the flower shop of Ira G. Marvin, September 27-28.

DENVER, COLO.—The A. L. Randall Co., well-known dealers in florists' supplies, Chicago, has opened an office and show room in the Charles building, in charge of its local representative, O. H. Frank.

Albany, N. Y.

Danker
FLORIST

The Best Service



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BRIGGS FLORAL CO.

228 W. Madison St.
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Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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David Clarke's Sons

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Branches: 2703 Broadway, 1664 Second Ave.

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New York Floral Co.Cor. Manor House Square
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D. J. PAPPAS, Inc.

2751 Broadway, at 106th St.

The right place to buy.

FLOWERS OF QUALITY.

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Cleveland, O., and Vicinity.

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1181 E. 71st St.

The Largest Growers of Flowers in the City.

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Boston, Mass.

Penn. The Florist**"Penn. The Telegraph Florist"**Member of Florists' Telegraph
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Established in 1883.

Greenhouses and Nurseries in Riverdale.

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Mail or telegraphic orders promptly and most
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Special attention given to Telegraph
and Mail Orders for delivery in
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L. L. MAY & CO.Order Your Flowers for delivery
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LEADING FLORISTS OF THE NORTHWEST

*Mention the American Florist when writing***LOUISVILLE, KY.****AUGUST R. BAUMER,**

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

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167 Market St., at Broad St.

Everything in FlowersPrompt Deliveries to any town or city
within 150 miles of Newark.Telephone
Market 494.*Mention the American Florist when writing***"WE NEVER SLEEP"**IDLEWILD
GREENHOUSES**Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

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Washington, D. C.

Louise Flower Shop

Connecticut Ave. at N St., N. W.

Miss Louise W. Daugherty, Proprietress.

Phones—Franklin 3579, 3841, 3842.

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The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1919.

A BRITISH steamer arrived this week with 10,000 cases of bulbs aboard.

CINCINNATI, O.—J. Charles McCullough is very busy with Fourth Liberty Loan work.

CALIFORNIA seed growers are now making contract offers for producing the 1919 crop.

J. C. VAUGHAN, Chicago, attended the Illinois centennial celebrations at Springfield last week.

A CONTRACT for a commercial fertilizer plant at Hammond, Ind., to cost \$493,000 has been let by Swift & Co.

GRAND RAPIDS, MICH.—A. J. Brown, of the A. J. Brown Seed Co., visited New York and Philadelphia last week.

Two Maryland canning concerns have each recently received government awards of \$50,000 worth of tomatoes.

THE peanut crop of 1918 is estimated to be worth \$150,000,000. The peanut is an excellent restorer for worn out cotton land.

HERBERT HOOVER, Federal Food Administrator, warns farmers not to sell their grain at less than the government's price.

A FRENCH steamer recently brought quite a quantity of high grade enamel book paper. Their industries are evidently still flourishing in certain lines.

LAST year's importations of mushroom spawn amounted to 16,923 pounds while the average annual importation prior to 1915 was 279,064 pounds.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade October 9 were as follows: Timothy, \$8.00 to \$10.50 per 100 pounds, no change from last week.

THE farm implement industry, although classed as essential, has been ordered by the war industries board to curtail consumption of iron and steel 25 per cent, as an aid to the war programme.

TOLDO, O.—Clover made a 5 to 10 cent drop October 1, closing at \$22.60, a fall of 40 cents during the week. Cash timothy was 5 cents higher, selling at \$4.95. September closed at \$5.00, December, \$5.15, March \$5.25, and April \$5.27½.

NEW YORK.—Robert W. MacNiff, 52-56 Vesey street, has filed schedules in bankruptcy with liabilities consisting of unsecured claims amounting to \$55,958, and assets of \$7,247, represented by stock, \$5,525; accounts due, \$1,219 and unliquidated claims, \$523.

WHEAT AND CORN.—The estimate of the United States department of agriculture, October 8, indicates the wheat crop at 918,920,000 bushels as compared with the final figure of 650,828,000 in 1917. The indicated corn crop is 2,717,775,000 bushels as against 3,159,494,000 the final figure last year.

Wholesale Seedsmen's League.

At a meeting of the Wholesale Seedsmen's League held at New York October 8, the prevailing opinion was that values in general were about the same as last year. The advance in cabbage was heavy, but slight in kohlrabi, parsley, leek, salsify, lettuce, squash and kale. There were reductions in beans, sweet corn, carrot, onion, turnip and spinach.

Those in attendance were: F. W. Bolgiano, of F. W. Bolgiano & Co., Washington, D. C.; Lem W. Bowen and Kirby B. White, of D. M. Ferry & Co., Detroit, Mich.; Chas. H. Breck, of Jos. Breck & Sons, Boston, Mass.; F. W. Bruggerhoff and E. Bruggerhoff, of J. M. Thorburn & Co., New York; David Burpee, of W. Atlee Burpee & Co., Philadelphia, Pa.; Arthur Clark, of E. B. Clark Seed Co., Milford, Conn.; Lee Don, of Weeber & Don, New York; Howard M. Earl, Philadelphia, Pa.; H. E. Fliske, of Fottler, Fliske, Rawson Co., Boston, Mass.; J. L. Hunt, of Jerome B. Rice Seed Co., Cambridge, N. Y.; Burnett Landreth and Flood Landreth, of D. Landreth Seed Co., Bristol, Pa.; S. F. Leonard, of S. F. Leonard Seed Co., Chicago; Lester L. Morse, of C. C. Morse & Co., San Francisco, Calif.; E. L. Page, of Page Seed Co., Greene, N. Y.; Leonard H. Vaughan, of Vaughan's Seed Store, Chicago; H. M. Wood, of T. W. Wood & Sons, Richmond, Va.; P. W. Woodruff, of S. D. Woodruff & Sons, New York; and Watson S. Woodruff, of F. H. Woodruff & Sons, Milford, Conn.

Seed Priority.

The status of seeds in the priorities list is shown by the following, addressed by the Priorities Commission to Dr. Kellerman, Acting Chief of the Bureau of Plant Industry, Washington, D. C., September 23:

"Since the receipt of your letter of the 12th instant, we have given careful consideration to the above matter and have concluded to certify to the Preference List with a Class III rating, the following:

"SEEDS.—Plants engaged principally in assembling, cleaning, treating, preparing, storing and shipping seeds for growing food and feed, and for growing medicinal and chemical plants (excluding flower seed as such)."

New York Seed Trade.

Vaughan's Seed Store has just received a fine lot of northern grown Lilium candidum, via Bordeaux. They are in active demand. This store is making a fine window display of vegetables.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish.
Correspondence
Solicited.

DECORAH, IA.—The Adams Seed Co. will enlarge its establishment, numerous improvements being included in the plans.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

Mention the American Florist when writing

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSLEY, PARSNIP, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

MICHELL'S NEW CROP FLOWER SEED

Cyclamen Seed Distinctive Giant Strain

Duke of Connaught, Crimson.....	100	1000
Excelsior, White with red base.....	1.25	\$10.00
Grandiflora Alba, White.....	1.25	10.00
Princess of Wales, Pink.....	1.25	10.00
Salmon Queen, Salmon Pink.....	1.60	12.00
St. George, Delicate salmon, foliage marbled.....	1.50	12.00
Mixed Colors.....	1.00	9.00

Asparagus Plumosus Nanus Greenhouse Grown Seed

1000 Seeds.....	\$3.00	10,000 Seeds ..	\$25.00
5000 ".....	13.75	25,000 ".....	56.25

Also all other seasonable Seeds, Bulbs,
Plants and Supplies.

Send for our Wholesale Price List, if you
haven't a copy.

HENRY F. MICHELL CO.
518 Market St. PHILADELPHIA, PA.

BAMBOO CANE STAKES

Size	Number to bale	Price Per bale
NATURAL, 6-9 ft.	600	\$7.00
" 9-12 ft.	400	8.50

Prices ex warehouse New York
Terms—Net cash 30 days.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

THE J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.

All seasonable varieties.

Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

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Garden Seeds

438 MARKET STREET

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Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,

Contract Seed Growers

LOS ANGELES, CALIFORNIA

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Day St., NEW YORK and ORANGE, CONN.

R. C. MCGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO

CABLE ADDRESS, "MCGILL-SEED"
SAN FRANCISCO

CALIFORNIA

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed Growers **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - NEBRASKA.

Mention the American Florist when writing

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Specialties: Pepper, Eggplant, Tomato,
Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,
PEDRICKTOWN, N. J.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

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LONDON, - - ENGLAND

The Premier British Wholesale
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75 YEARS UNRIVALLED REPUTATION

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan,
Wisconsin and Idaho.

MILFORD, CONN.

Henry Fish Seed Co.

Bean Growers for the
Wholesale Seed Trade

CARPINTERIA, CALIF.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

WORCESTER, MASS.—L. C. Midgley, of the county farm bureau, reports that war garden products the value of which was \$750,000 were produced in this vicinity the past season.

Tomatoes Contracted for by Cannery.

The United States department of agriculture, in its monthly crop report for September, estimates that, with 1,399 factories reporting and \$9 idle, the acreage of tomatoes contracted for by canners in 1918 is 213,890, as compared with 207,674 in 1917.

Bean Production.

From a forecast of condition September 1, the monthly crop report of the United States department of agriculture places the production of beans in New York, Michigan, Colorado, New Mexico, Arizona and California at 19,894,000 bushels, as compared with 19,497,000 bushels August 1.

Potato Crop Condition.

The September crop report of the United States department of agriculture forecasts the 1918 potato crop September 1, from condition, as 390,907,000 bushels, as compared with 442,536,000 August 1. The condition on September 1 was 74.5 of normal, as against 75.1, the 10-year average.

Prices of Indoor Fruits and Vegetables.

Chicago, October 8.—Cucumbers, 2-dozen box, \$1.85 to \$2.00; celery, crate, 35 to 50 cents; head lettuce, 2-dozen, \$1.00 to \$2.00; radishes, per 100 bunches, \$1.00 to \$1.50; tomatoes, per box, 15 cents to 25 cents.

New York, October 7.—Celery (state), per bunch, 15 to 50 cents; cucumbers, \$1.50 to \$3.00 per basket; mushrooms, \$1.50 to \$3.50 per basket; tomatoes, per carrier, 50 cents to \$2.50; lettuce, per package, 50 cents to \$1.50; radishes, per 100 bunches, \$1.50 to \$2.50.

Soaking Seeds Before Planting.

The custom among old-time gardeners of soaking seed before planting, a practice not so common now, is discussed by A. E. Wilkinson, Toronto, in the thirteenth annual report of the Vegetable Growers' Association of Ontario. He says the principal reason for soaking seeds is a rain in time, enough moisture being taken in to start the first processes of germination, but that seeds should not be soaked and placed in very wet or cold ground, because of the chances of decay. Therefore, careful consideration of outside environment, soil, climate, etc., should be made. Timeliness is also an important factor.

There are several methods of soaking seeds. The first is that of placing them in lukewarm water over night and planting the following morning. Seeds of peas, beans, radish, corn, cucumber, squash, etc., can be treated in this way, each sort in a separate receptacle, but in no instance should the seeds be soaked until the seed coat is loose and comes off. Another method is to make a paste of the seeds. Celery, lettuce, cabbage, cauliflower, etc., can be used. The paste should be spread in a thin layer along the middle of a woolen or flannel cloth. The edges are then turned and the cloth rolled up. Six, eight or more sorts can be placed separately on a long cloth, and the roll is placed in lukewarm water for five or six hours and then kept in a temperature of 60°. Twelve hours later it is again placed in the water for two or three hours and then taken out and aired as before. The operation is repeated until the seeds begin to sprout, requiring from three to 10 days. They are then dried slightly and planted in the garden.

A third method consists of mixing seed and soil in certain proportions. The soil should be fine, preferably sandy. With celery, use one part seed by bulk to 10 parts soil; radishes, one part seed and six parts soil; lettuce, one part seed and five parts soil. The amount of soil will depend upon the vitality of the seed, high percentage requiring more soil, low percentage less. The seed and soil are then placed in a box, the soil moistened and the top of the box covered with wire cloth or netting. Place the box in a temperature according to the germination requirement of the seeds to be soaked. Moistened the soil each day as needed and stir the seed-soil mixture each day. When the seeds have sprouted plant in the garden, being sure to place soil over them carefully, with not too much pressure.

Vegetable and Fruit Markets.

From reports received by the bureau of markets, United States department of agriculture, the crop movement seems to have passed the high point during the period October 1-7. The supply of potatoes was liberal as the result of the heavy movement of the past few weeks and prices averaged lower, but not far from those prevailing during the corresponding period last year. Maine Cobblers and Green Mountains declined about 20 cents, closing at \$1.82-\$2 per 100 pounds trackside at Presque Isle. Declines were moderate in eastern markets. Minnesota and Wisconsin sacked white stock lost five to 10 cents in carlot markets, closing at \$1.90-\$1.95 per 100 pounds at Chicago. Moorhead, Minn., quoted Red River Ohio at \$2-\$2.05. Waupaca, Wis., offered at \$1.80-\$1.90 sacked. Colorado and Ohio shipping points were on a par with the previous week. The onion market continued dull and weak with gradual declines in all sections. Eastern and mid-western yellow stock followed a wider range at \$1.55-\$2.25 per 100 pounds. Rochester, N. Y., quoted 10 to 20 cents lower, closing at \$1.60-\$1.65 sacked f. o. b. California Australian browns declined about 20 cents, closing at \$1.20-\$1.25 f. o. b. Stockton. In the cabbage markets, there were further declines. New York domestic ranged \$12-\$15 in bulk f. o. b. Rochester and \$15-\$30 in consuming markets. Colorado shipping points were steady at \$1 per 100 pounds. Wis-

consin stock was offered at \$40-\$46 in midwest markets. Colorado ranged \$2.75-\$3.75 per 100 pounds for small lots in southern markets. There was a steady decline in sweet potatoes in all sections. The general range in eastern markets at the close of the period was \$3-\$4.25. Mid-west and northern cities asked \$5-\$6.

The apple market was fairly steady with price changes principally in a downward direction, but values were fairly well established. Michigan Concord grapes advanced, reaching 35-37 cents per 4-quart basket f. o. b. Benton Harbor, New York Concord reached 35 cents f. o. b. Westfield. Two-quart baskets ruled at 22 cents at shipping points. California Malagas held firm at \$1.75 per 4-basket carrier at Fresno, with a continued rise in eastern markets. The peach movement declined sharply, due to the comparative failure of the northern crop and partly to earlier maturity.

Pollenizing Tomatoes Under Glass.

In the thirteenth annual report of the Vegetable Growers' Association of Ontario, J. J. Davis, London, calls attention to a system of pollenization which he said he found was far ahead of any other—by means of a spoon, knocking the pollen into it with the finger, this in the case of tomato plants. The one chief advantage is that you can tell whether you have pollen or not, as it can be seen in the spoon. At the same time, he wondered why, when he knew he was carrying pollen and dipping the blossoms into the spoon, they did not all set. With the aid of a strong glass, he found a great irregularity in the structure of the blossoms, and in quite a proportion of them the stigma did not reach out to the end, so that when he dipped these the blossom would simply dip over and the pollen would not touch the stigma at all, emphasizing the fact that it is of absolute importance to get the pollen on the stigma before results can be expected; also the necessity of pollenizing on both sides, to prevent the fruit dropping off after it is formed, or coming in poor shape.

Mushroom Growing

By B. M. Duggar.

Presenting accurately the requirements for success.

280 pages, cloth, fully illustrated. Price, \$1.50.

American Florist Co.

440 S. Dearborn St., CHICAGO

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 19.8 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

FREESIA

Purity Mammoth

size, also $\frac{5}{8}$ and up.

Freesia refracta alba, $\frac{5}{8}$ inch.
Sweet William, single, mixed, fine strain.
Cyclamen Seed. Finest American grown from the very best strains.

Prices on application.

J. M. THORBURN & CO.

53 Barclay St., thro to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabages, Celeries, Parsleys, Parsnips, Turnips, Growing Crops Given Personal Attention.

Mention the American Florist when writing

Horticultural Society of New York.

FALL FLOWER SHOW.

The annual fall exhibition of this society will be held November 7-10, at the American Museum of Natural History. Prizes are offered for chrysanthemums, roses, carnations, stove and greenhouse foliage and flowering plants, orchids, vegetables and fruits.

Vegetables and fruits have been included in the premium list and attractive prizes are offered for exhibits of both. It is desired to make these a feature of the displays, to help and show our interest in the war-garden movement. All growers of vegetables and fruits are therefore urged to exhibit.

For the largest and best collection of vegetables, arranged for effect, a first prize of \$50 is offered, and a second prize of \$35. This class is open to all. For a collection of 12 vegetables, arranged for effect, a prize of \$25 is offered for the best exhibit and \$15 for the second. This is restricted to non-commercial growers.

The largest and best collection of outdoor grown fruits will receive a prize of \$15 and the second best one \$10. For the best two bunches of black grapes \$10 is offered for the first and \$5 for the second. Like prizes are also offered for two bunches of white grapes. For two melons prizes of \$5 and \$3 are offered. The above fruit prizes are restricted to non-commercial growers.

Recognizing the importance of canning in the economy of the country, prizes, for non-commercial growers only, are offered for both vegetables and fruits preserved in glass jars. For vegetables the prizes are: First, \$15; second, \$10. For fruits the following prizes are offered: First, \$15; second, \$10.

It is desirable to give the vegetable and fruit features as wide publicity as possible, so as to bring together a large exhibit, thus making competition keen.

The Horticultural Society of New York offers its silver cup, valued at \$100, for the best collection of bush chrysanthemum plants.

The Garden Magazine offers its silver achievement medal for the best exhibit in the show. Bush chrysanthemum plants are not eligible for this prize.

Schedules are now ready for distribution and will be sent on application to the secretary, George V. Nash, Mansion, New York Botanical Garden, Bronx park New York City.

GEORGE V. NASH, Sec'y.

DUTCH BULBS AT NEW YORK

The following are ready in our stores, both at Chicago and New York:

DAFFODILS

	Per 100	Per 1000
Emperor, double nose.....	\$3.00	\$25.00
Emperor, large, round bulbs.....	2.50	21.00
Princes Maximus, fancy grade.....	1.75	15.00
Large, dble. nose, should throw two blooms for January.....	2.00	17.50
Fancy, single nose.....	1.75	15.00
Barri Conspicuous, fancy grade ..	1.50	12.50
Poeticus (Pheasant Eye), fancy..	1.00	9.50

FREESIAS

Size	IMPROVED PURITY	Per 1000
$\frac{3}{4}$ to 1 inch.....		\$17.00
$\frac{5}{8}$ to $\frac{3}{4}$ inch.....		12.00
$\frac{1}{2}$ to $\frac{5}{8}$ in., first-class.....		7.50
$\frac{3}{8}$ to $\frac{1}{2}$ in., regular grade.....		4.00

L. CANDIDUM

Per 100\$9.50, \$12.50 and \$15.00

COLD STORAGE LILIES

GIGANTEUM

	Per case
7 to 9 in. (300 to case).....	\$20.00
10 to 11 in. (180 to case).....	27.00

SPECIOSUM ALBUM

	Per case
8 to 9 in. (200 to case).....	\$18.00
9 to 11 in. (140 to case).....	17.00

SPECIOSUM RUBRUM

	Per case
9 to 11 in. (140 to case).....	\$14.00
10 to 11 in. (125 to case).....	15.00
1 to 13 in. (90 to case).....	15.00

AURATUM

	Per case
11 to 13 in. (75 to case).....	13.00

Fall "Book For Florists" Mailed.

CHICAGO VAUGHAN'S SEED STORE NEW YORK

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application. ENGLISH CORRESPONDENCE.

Mention the American Florist when writing

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St.,

Telephone Main 2762.

CHICAGO

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago, Ill.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

Hardy English Ivy

Pot grown. Extra long and heavy.

4 inch.....	per 100, \$15.00
5 inch.....	" 35.00
6 inch.....	" 60.00

C. U. LIGGIT, 325 Bulletin Building, PHILADELPHIA, PA.

Seed Packets

FLOWER SEE SIZES TO CATALOGUE
ENVELOPES - RETURN ENVELOPES.

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahatchie, Tex., President; J. Edward Neen, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

SALEM, MASS.—William F. Cotter, superintendent of parks in this city, died September 20 from influenza, after a short illness.

Southwestern Nurserymen's Association.

The annual meeting of the Southwestern Nurserymen's Association was held in San Sala, Tex., September 24-25, the opening session being called to order by President W. C. Griffing, the attendance being very good. J. E. Aubrey made the address of welcome, which was followed by a response by J. A. Lopeman, of Enid, Okla. Several interesting papers were on the programme, among them the following: "The Nurseryman's Service to the World," by Jim Parker, Tucumseh, Okla.; "Observations of an Old-Timer; 45 Years on the Job," by A. K. Clingman, Keithville, La., supplemented by J. A. Bauer, Judsonia, Ark.; "Present Prices of Nursery Stock Compared with Other Commodities," by H. E. Hall, Sherman, Tex., and "The Outlook in Oklahoma," by P. W. Vaught, Holdenville, Okla.

H. C. T.

Barberry War on in Nebraska.

The Nebraska state council of defense has issued an order to the effect that all common barberry, which harbors rust and causes its spread to wheat and other cereals, must be removed from the state. The order states that "summary action" will follow close on the heels of all cases of refusal. Last spring the council made an appeal to all citizens to remove the offending bushes, but a few individuals did not put much faith in the relationship of the barberry rust and that of wheat. Such persons, as a result of the order, will no doubt realize that the people of Nebraska are in earnest about this barberry business and prefer to grow wheat, according to the War Work Weekly of the United States department of agriculture.

Other wheat-growing states are "on the job" in the campaign to eradicate barberry. The states of Montana and Wyoming have both decided that their agricultural future will be brighter if the common barberry is excluded and have issued quarantines against it. In Colorado, the amended pest law gives all the legal authority necessary to compel owners to eradicate the bushes. In other states not having legislative power to support the campaign public sentiment is growing to favor the eradication of the common barberry.

Illinois' First Great Apple Show.

MEETING PLACE CHANGED.

Due to the necessity of more floor space required to stage the Illinois First Great Apple Show, announcement of which was made in our issue of September 28, page 504, the location of the exhibition, which will be held in Chicago, November 19-22, has been changed from the Hotel Sherman, as originally planned, to the Hotel Morrison. Much

interest is being manifested in the coming event, and all indications point to a most successful presentation of one of the state's prominent industries.

The premium list, recently issued, copies of which may be had upon application to A. M. Augustine, executive secretary, Normal, Ill., includes much interesting information concerning the industry in general and the coming exhibition. Under the heading "Progressive Apple Growers of Illinois" are included a list of about 70 firms and individuals, with orchards varying from four to 1,800 acres, with the varieties grown in many cases.

The exhibition will be divided into sections for plates, trays, boxes, baskets, barrels and booth exhibits. The varieties open to entry in the various classes include the following: Akin, Arkansas Black, Banana, Ben Davis, Black Ben Davis, Black Twig, Delicious, Fameuse, Gano, Grimes, Huntsman, Jonathan, King David, Minkler, Maiden Blush, N. W. Greening, Rome Beauty, Salome, Stark, Wealthy, Willow, Wine-sap, and York Imperial. The scales for judging are as follows:

Plates and trays—Uniformity, 20; color and finish, 30; condition, 20; freedom from blemish, 30.

Boxes and barrels—Uniformity, 15; color and finish, 20; condition, 15; freedom from blemish, 20 packing, 30. Packing boxes: Bulge, 10; tightness, 10; alignment, 10.

Baskets—Uniformity, 20; color and finish, 20; condition, 20; freedom from blemish, 20; packing, 20.

Booth exhibits—Artistic arrangement, 50; comprehensiveness, 20; quality of specimens, 30.

In all divisions there are represented nearly 200 classes, first and second prizes being offered in each, the amounts varying from \$2 to \$30, in addition to gold and silver medals. The officers of the show are: W. A. Brayton, Mt. Morris, general chairman; A. M. Augustine, Normal, secretary, and J. W. Stanton, Richview, treasurer. Professor B. S. Pickett, University of Illinois, Urbana, is superintendent in charge of installation and exhibits.

Nursery Imports.

The following communication has been addressed to the Federal Horticultural Board, Washington, D. C., September 30, by J. C. Vaughan, of Vaughan's Seed Store, Chicago:

"We call your attention to the fact that the French government has made arrangements to supply certificates that all nursery stock from that country is properly inspected.

"Why not arrange for similar inspections with other countries, rather than cut off the importations, most of which have extended over a period of many years without injury in any way to American horticulture?

"Whether the different sections are or are not infested with dangerous insect enemies can readily be ascertained and guarded against without the drastic operation of an embargo, which once settled on the horticultural trade of this country, undoubtedly cannot be lifted without much difficulty and strenuous efforts of the trade. Washington said that when liberties are taken away from a people they cannot be readily regained.

"No evidence, so far as we know, has been given that certain well-known exporting districts in Europe have sent forward infested stock in the many

years that these plants and shrubs have been exported.

"Why not insist that those entomologists who are complaining, furnish real proof that various nursery districts legislated against have been proven to be infested with dangerous insects, rather than because one district has been found to be so infested, all European sources of nursery stock be embargoed against.

"This principle, carried out as proposed, would be equal to preventing all interchange of farm animals throughout the United States because one case of hoof and mouth disease was developed in a remote section of Minnesota.

"Surely the placing of an embargo on nursery products from any foreign district should rightfully hinge on proof that danger is actually known to exist in the products of that section."

The following is an extract from a printed notice received from V. Lemoine & Son, Nancy, France:

"Our nursery, being submitted to the control of the French phytopathological inspection service, we are enabled to get the necessary certificates of inspection for the importation of nursery stock into the United States. Importers of nursery stock should apply for a permit to the United States department of agriculture, Washington, D. C., and send us the number of their permit, no permit being needed for herbaceous plants, flower roots and bulbs."

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for

SWASTIKA BRAND CANNAS.

The O'DONNELL & JONES CO.



WEST GROVE PENN'A.

Robert Pyle, Pres.

Ant. Wintzer, Vice-Pres.

PEONIES

30 acres. Can supply your wants.

Write for Catalogue.

Gilbert H. Wild

Sarcozie,

Missouri

Specialists in Specimen Stock

FOR LANDSCAPE WORK

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.
Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists

Largest Growers in America

Box 404, DUNDEE, ILL.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown June, N. Y.



NOW IS THE TIME TO STOCK UP BENCH BOSTONS

Grand stock ready for 6-inch and 7-inch pots; big, broad, clean leaves; heavy plants running from 15 to 20 leaves,

\$25.00 AND \$35.00 PER 100

CLEVELAND CHERRIES, fine, for growing on.

4-inch, \$15.00 per 100.

Finished plants later.

You will want them later on. Very bushy branched plants.

10,000 Vinca Vines, from field.

\$50.00 per 1000.

French Hydrangeas, 2½-inch strong.

\$50.00 per 1000.

CARL HAGENBURGER, West Mentor, Ohio

Mention the American Florist when writing

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists
and Market Gardeners.

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin,
Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomdale
Farm.

Bristol, Pa.

Mention the American Florist when writing

Geraniums

Nutt, strong 2-in., per 100.....\$2.00

Viaud, strong 2-in., per 100..... 2.00

Ricard, strong 2-in., per 100..... 2.00

Dracaena Indivisa, good thrifty
stock for growing on, 2-in., per
100 2.00

ELMER RAWLINGS, Allegany, N. Y.

Mention the American Florist when writing

Erica Melanthera

best winter flowering Heather. Well rooted cuttings. \$90.00 per 1000, not less than 500 sold. Out of 2-inch pots, \$14.00 per 100, \$190.00 per 1000. Cash with order, please.

Pacific Nurseries
COLMA, San Mateo Co., CALIFORNIA

Mention the American Florist when writing

"MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company

WYNCOTE

PA.

WRITE FOR PRICES"

Mention the American Florist when writing

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. All sold until in December.

S. A. Nutt and Buchner.....\$15.00 per 1000

Ricard and Poitevine..... 17.50 per 1000

Parcel post shipment, bill for actual cost sent with shipment.

Cash for cuttings to accompany the order.

ALBERT M. HERR, LANCASTER, PA.

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.

Adrian, Mich.

Mention the American Florist when writing

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist. April 6, page 612. Correspondence solicited.

A Few Bargains

NORWAY MAPLE

6 to 8 ft.35c each
8 to 10 ft.50c each
10 to 12 ft.75c each

CALIFORNIA PRIVET

2 and 3 yrs. old.

Cut Back, Well Branched.
12 to 13 in.\$10.00 per 1000
18 to 24 in.\$13.00 per 1000
2 to 3 ft.\$15.00 per 1000
3 to 4 ft.\$20.00 per 1000

HYDRANGEA P. G.

18 to 24 in.10c each
2 to 3 ft.12c each

BARBERRY THUNBERGII

12 to 18 in.\$6.00 per 100

18 to 24 in.\$8.00 per 100

AMERICAN ARBOR VITAE

3 to 4 ft.35c each

4 to 5 ft.50c each

AUSTRIAN PINE

15 to 24 in.20c each
2 to 3 ft.30c each
3 to 4 ft.40c each

NORWAY SPRUCE

12 to 18 in.15c each
18 to 24 in.25c each
2 to 3 ft.40c each

CURRENTS

Fays, Cherry, White Grape, Victoria

2 yr. No. 1½, \$4 per 100

2 yr. No. 2, \$3 per 100

Send for complete price list.

TERMS—Cash or satisfactory references. Boxing at cost.

THE LANCASTER COUNTY NURSERIES

RFD. No. 7 Lancaster, Pa.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subscription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY, ENGLAND.

CRAIG QUALITY STOCK

Plants That You Really Need or Will.

CROTONS, wonderfully well colored,
all sizes.

FERNS, Norwood and Teddy, Jr.
Ficus Pandurata, the best house plant.

Now is the time to order before the delays of winter. Send for our price list.

ROBERT CRAIG COMPANY, Branch, Norwood, Pa. **4900 Market St., Philadelphia, Pa.**

Kansas City, Mo.

GOOD FALL PROSPECTS IN EVIDENCE.

With stock none too plentiful and prices rather high at times business during September was quite good, the call for funeral work and hospital orders being unusually brisk. Roses were the item that went big. Asters and gladioli were plentiful, but the quality nothing extra, while carnations were only fair. October has started well and prospects for a good fall trade are promising. Ophelia, Russell and Columbia roses are now the leading offerings, followed by a few fancy dahlias which find considerable favor. This market is not handling shipped-in chrysanthemums as in former years. As a rule they have been poor. The home-grown stock is not quite ready.

NOTES.

H. Kusik & Co. are handling a good line of roses, a few carnations and a limited supply of gladioli. Business is reported improving. Mr. Kusik is giving his entire time to the Liberty Loan campaign.

W. J. Barnes reports funeral and hospital work exceptionally heavy, cleaning up much good stock. Ferns are moving fast at prices much better than usual.

T. J. Noll & Co. report excellent business and are cleaning up daily in good offerings of roses of which they carry a large supply.

L. C. Fields and wife have the sympathy of the trade in the death of their son, Marshall, which occurred October 2.

Arthur Newell reports everything running along in excellent shape with the demand for flowers on the increase.

E. Frandsen, of Independence, has an excellent cut of Ophelia, Russell and Columbia roses.

The Oakwood Floral Co. is cutting fine roses daily which find a quick market.

E. J. Barnes is cutting fine dahlias. Some are especially fancy.

Visitor: C. L. Gross, representing A. L. Randall Co., Chicago.

E. J. B.

Columbus, O.

DEMAND CAN NOT BE MET.

Not within a long period has the trade been so hard run for stock as at the present time. Funeral work is being greatly augmented by the epidemic of Spanish influenza at Camp Sherman, to which Columbus is the nearest city. The undertakers at Chillicothe, the seat of the camp, have had to call upon assistance from here, a condition which reflects the extra demands upon local florists. In face of the large volume of business, a gloomy September has held back growth, so that flowers which should ordinarily be available in abundance are in very scanty supply. This is particularly true of carnations. Chrysanthemums are also slow in maturing and are snatched up as soon as received, at \$5 to \$6 per dozen. Roses

Seasonable Stock READY NOW

Bougainvillea Glabra Sanderiana—Well shaped, trimmed plants, 4-in. pots, \$25.00 per 100.

Genista—5-inch, special stock, well trimmed and heavy, \$30.00 per 100.

Ficus Elastica—4-inch, 10 to 12 in. high, \$40.00 per 100.

Hydrangea, French Type—Hamar, Vibraye, Chautard, E. Mouliere, 5-inch—3 to 4 branches, \$30.00 per 100; heavy field grown for tubs—7 to 10 branches, \$40.00 per 100.

Kentia Belmoreana—2½-inch, heavy, \$10.00 per 100; 3-inch, heavy, \$20.00 per 100.

Ferns—*Cyrtomium Falcatum*, 2½-inch, \$3.50 per 100, \$30.00 per 1,000; *Aspidium*, 2½-inch, \$3.00 per 100. Birds Nest Fern, 2½-inch, \$8.00 per 100; 3-inch, \$15.00 per 100.

Asparagus Sprengeri—2½-inch, \$3.50 per 100, \$20.00 per 1,000.

Asparagus Plumosus—2-inch, \$3.50 per 100, \$30.00 per 1,000.

Fern Dish Ferns—All varieties, bushy stock, \$3.50 per 100, \$30.00 per 1,000, 3-inch, \$6.00 per 100, \$50.00 per 1,000.

Roses—Dorothy Perkins, White Dorothy and Excelsa or Red Dorothy, especially long tops—these plants have been staked up in open field and are well ripened. \$15.00 per 100, for selected grade.

The Storrs & Harrison Co., Painesville, Ohio

are the mainstay, though not adequate to needs. The holding off of frost is prolonging the season of asters, dahlias, cosmos and even gladioli, but the stock is of inferior quality. Everything is being utilized. With the shortage of help, owners of stores are required to give their own personal labor and to put in long hours.

NOTES.

The Columbus branch of the National Plant, Flower and Fruit Guild, of which Miss Helen Miller is president, is preparing to respond heartily to the request sent out by the headquarters of the guild in New York, to grow plants and flowers for the soldiers' camps. The cantonment at Chillicothe, which accommodates 55,000 men, will receive special attention from the local branch, because of its proximity.

Florists active in the Fourth Liberty Loan drive were E. R. Munk, of the Munk Floral Company; Henry Wilson, of the Wilson Seed Company, and T. J. Ludwig. In a five-day campaign, completed October 5, Columbus exceeded her quota by \$2,000,000. No statement can be given of the amount subscribed by florists, as in this drive occupations were not handled separately. J.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Fall Stock

Write for List of
Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower,
PEK N. ILL.

AQUILEGIA GLANDULOSA

This most beautiful (blue and white), of all Columbines and yet so little grown, is a great specialty with me. New seed now ready at \$1.00 per ounce. Postage free; net cash with order. Prices of plants on application, if such be allowed into U. S. A.

WM. WISEMAN, THE NURSERIES
FORRES, SCOTLAND

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

1700 ASPARAGUS PLUMOSUS PLANTS
Fine, strong stock from bench.
\$8.00 per 100, cash.
MRS. HENRY FREDERICK,
Des Plaines, Illinois.

Asparagus Sprenger, 2-in., \$3.00; 3-in., \$6.00
and 4-in., \$10.00 per 100. Fine bushy plants.
At HENRY SMITH, Grand Rapids, Mich.

ASPARAGUS PLUMOSUS SEEDLINGS, extra
strong, \$6.50 per 1,000. VAUGHAN'S SEED
STORE, Chicago and New York.

Asparagus Sprenger, 2½-in., \$3.50 per 100,
\$30.00 per 1,000. The Storrs & Harrison Co.,
Painesville, O.

BEGONIAS.

Begonia Chatelaine, 2½-in., \$5.00 per 100;
3-in., \$10.00 per 100; 4-in., \$15.00 per 100; 5-in.,
\$25.00 per 100. Poehlmann Bros. Co., Morton
Grove, Ill.

BULBS.

Bulbs, French Paper Whites, Daffodils, Tulips,
adorned and expected soon. Lily bulbs from
storage, French Candelium, Frezias. See our
advertisement elsewhere in this issue.
Vaughan's Seed Store, Chicago and New York.

Bulbs. Cold storage Giganteum, 7 to 9-in.
(200 to case), \$21.00 per case; 8 to 10-in., (250
to case), \$25.00 per case; 9 to 10-in., (200
to case), \$30 per case. A. Henderson & Co., 211
N. State St., Chicago.

Bulbs. Cold storage giganteum, sound and
dormant, 7-9-in. (300 to case), \$22.50 per
case; 9-10-in. (200 to case), \$27.50 per case.
S. S. Skidelsky & Co., 1004 Lincoln Bldg.,
Philadelphia, Pa.

Bulbs, Lil. Giganteum, 7-9 and 9-10 in. for
immediate delivery. Write for prices. Yoko-
hama Nursery Co., Ltd., Woolworth Bldg., New
York City.

Bulbs, Lillium Giganteum, from cold storage,
7-9 (300 to case). Write for prices. Chas.
Schwabe & Co., Inc., 90-92 West Broadway,
New York.

Bulbs, seeds, supplies, etc. Wholesale only.
American Bulb Co., 178 N. Wabash Avenue,
Chicago.

CARNATIONS.

Carnations. All high grade stock. F. Dorner
& Sons Co., Lafayette, Ind.

CARNATIONS.

FIELD-GROWN CARNATION PLANTS.
Positively the best obtainable. Order early.
Carnegie 100 1000
Alice 5.00 \$45.00
Bonfire 5.00 45.00
Rosette 6.00 55.00
WIETOR BROS.
162 N. Wabash Ave. Chicago
L. B. Phone Randolph 2081.

CARNATIONS. Large, healthy, field grown.
5/0 Victory, 300 Perfection, 4½ cents each.
Cash with order. HEITMAN-OSTREICHER CO.,
5610 North Ave., Milwaukee, Wis.

CROTONS.

Crotons. Fine healthy stock. 4-in., \$4.80 per
doz., 5-in., \$9 per doz.; 6-in., \$1 to \$1.50 each.
Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

Dahlias. Best new and standard varieties.
Peacock Dahlia Farms, Williamstown Jct., N. J.

DAISIES.

DAISIES. Bellis Monstrosa Pink or White,
also Long Fellow and Snowball. Fine, strong
plants, \$3.00 per 1,000; \$8.25 per 3,000. Cash.
BRILLIANT CELERY GARDENS, Kalamazoo, Mich.

DRACAENAS.

Dracaena Massangeana, 4-in., \$50 per 100; 6-in.,
75¢ to \$1.00 each. Poehlmann Bros. Co., Mor-
ton Grove, Ill.

ERICAS.

ERICAS.
Young stock for growing on. Strong, healthy
plants out of 2½-in. pots. Biggest percentage
will set buds and bloom for September and
October delivery.

Full varieties:
Gracilis Autumnalis \$12.00 per 100
Ovata 12.00 " "
Xmas varieties:
Fragrans Melanthera 15.00 " "
Rogersianus 15.00 " "
Pres. Carnot 20.00 " "
" Felix Faure 20.00 " "
King Edward 20.00 " "
Easter varieties:
" Cupressina 30.00 " "
" Persedota Rosa 15.00 " "
" Alba 15.00 " "
" Translucence 25.00 " "
Ericas can be kept at 40° to 45° night tem-
perature in winter.
Packing charges, 50 cts. for each \$10 value.
Terms: Cash with order, please.

ANTON SCHULTHEIS
316 19th Street, College Point, N. Y.

Erica Melanthera. Well rooted cuttings, \$60
per 1000. Out of 2-in. pots, \$14 per 100, \$100
per 1000. Cash. Pacific Nurseries, Colma, Calif.

FERNS.

FERNS. Boston. Roosevelt; Whitman, Schol-
zell, Whitman Compacts and Teddy, Jr., out of
2½-in. pots, \$5.00 per 100; 3-in., \$10.00 per 100.
Roosevelt, 4-in., \$20.00 per 100; Teddy Jr., 5-in.,
\$25.00 per 100. THE REESER PLANT CO.,
Springfield, O.

FEKNS. FERNs. FERNs.
Boston or Dagger ferns, carefully picked and
packed. Any quantity. For sale.
MRS. MARIE MAROLD
Ellington Conn.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table
2½-in., \$4 per 100. Holly, 3-in., \$10 per 100;
4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.;
6-in., \$6 per doz. Poehlmann Bros. Co., Morton
Grove, Ill.

Ferns, Cyrtomium Falcatum, 2½-in., \$3.50
per 100, \$30.00 per 1000; Aspidium, 2½-in.,
\$3.00 per 100; Bird's Nest Fern, 2½-in., \$8.00
per 100; 3-in., \$15.00 per 100. The Storrs &
Harrison Co., Painesville, O.

Ferns. Bench Bostons, ready for 6 and 7-
inch pots, heavy plants running from 13 to
20 leaves, \$25 and \$35 per 100. Carl Hagen-
burger, West Mentor, O.

Ferns. All well grown, healthy stock. For
varieties and prices see advertisement on front
cover page of this issue. F. R. Pierson, Tarry-
town, N. Y.

Ferns. Boston, 2½-in., heavy, \$6 per 100; \$55
per 1,000. Whitman, 2½-in., \$6 per 100; \$55
per 1,000. A. Henderson & Co., 211 N. State St.,
Chicago.

Ferns. Boston and Scotti, 5-in., \$3.00 per
doz., \$25.00 per 100; 4-in., \$15.00 per 100. R.
Vincent, Jr., & Sons Co., White Marsh, Md.

Hardy ferns. Illustrated descriptive list mail-
ed. Ludwig Mosback, Ferndale, Askov, Minn.

FREESIAS.

FREESIAS. Improved Purity, ¾ to 1-inch,
\$17.00 per 1000; ¾ to ¾-inch, \$12.00 per 1000;
¾ to ¾-inch, \$7.50 per 1000; ¾ to ¾-inch,
\$4.00 per 1000. Write for samples. VAUGHAN'S
SEED STORE, Chicago and New York.

Freezia Purity, mammoth size, also ¾-in. and
out refracta alba, ¾-in. Prices on application.
J. M. Thorburn & Co., 53 Barclay St., New
York.

GARDENIA.

500 GARDENIAS. Large plants in bud; 12-15
shoots, \$5.00 per doz., \$45 per 100. Cash with
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N. Y.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GENISTAS.

Genista, 5-in., special stock, well trimmed and heavy, \$3.00 per 100. The Storrs & Harrison Co., Painesville, O.

GERANIUMS.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings, S. A. Nutt and Buchner, \$15.00 per 1,000; Ricard and Poitevine, \$17.50 per 1,000, Albert M. Herr, Lancaster, Pa.

GLADIOLI.**GLADIOLI.**

Clean, healthy, young stock, absolutely free from disease. 40 leading commercial varieties; prompt shipment after Nov. 1st. Reasonable prices; send for wholesale list. T. H. FULLER, Gladiolus Specialist, 649 Marshall St., Battle Creek, Mich.

GREENS.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. Caldwell The Woodsman Co., Evergreen, Ala.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. E. A. Heaver, Evergreen, Ala.

HYDRANGEAS.

Hydrangeas, French type; Hamar, Vibraye, Chataud and E. Moulere, 5-in., 3 to 4 branches, \$30.00 per 100. 4-in., 2 to 3 branches, \$20.00 per 100. Heavy field grown for tubs, 7 to 10 branches, \$40.00 per 100. The Storrs & Harrison Co., Painesville, O.

HYDRANGEAS. Fine, sturdy, 3-inch Otaska and assorted French varieties; grown in full sun outdoors, \$8.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

French Hydrangeas, 2½-in., strong, \$50 per 1,000. Carl Hagenburger, West Mentor, O.

KENTIAS.

Kentia Belmoreana, 6-in., \$1.00 each; 5-in., 75c each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Kentia Forsteriana and Belmoreana. For sizes and prices see display advertisement elsewhere in this issue. Poehlmann Bros. Co., Morton Grove, Ill.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 40th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, 4-in., 50c each; 5-in., 75c to \$1.00 each; 6-in., \$1.50 each; 7-in., \$2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

Pansy plants, strong and stocky. "Superb Strain," \$3.00 per 1000; \$8.25 per 3000. Cash. Prompt shipment. These plants and strain will please you. BRILL CELERY GARDENS, Kalamazoo, Mich.

PEONIES.

Peonies. For varieties and prices see display advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

Peonies, 30 acres. Can supply your wants. Write for Catalogue. Gilbert H. Wild, Sarcoxie, Mo.

POINSETTIAS.

Poinsettias, 2½-in., \$6.50 per 100. \$60.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

PRIMULAS.

PRIMULA OBCONICA. Five different colors, good, strong plants out of 3-inch pots at \$10.00 per 100; \$75.00 per 1,000. Cash with order. J. H. FIESSER, North Bergen, N. J.

Primula Obconica, 3-in., \$7.00 per 100. Baby Primula Maidencore, 2½-in., \$5 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

Primula obconica, 2½-in., \$4.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

ROSES.**EXTRA FINE 2½-INCH ROSE PLANTS.**

	100	1,000
White Killarney	\$4.00	\$35.00
Sunburst	5.00	45.00
George Elgar	4.00	

WIETOR BROS.

162 N. Wabash Ave., Chicago.

L. D. Phone, Randolph 2081.

BEE'S WELCH GROWN ROSES.

The necessity for reducing output of roses, etc., in order to increase National Food Production, renders it impracticable and unnecessary to advertise as largely as usual. Regular buyers have had a printed offer sent to them; there are a few copies still available for applicants. Please let us have your orders and applications early, so that we may have ample time to give you prompt delivery. Thank you

BEE'S, Ltd.,

175-181 Mill St., Liverpool, Eng.

Roses. Own root, 2½-in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney and Sunburst, \$7.50 per 100; \$70.00 per 1,000. Milady and Richmond, \$7.00 per 100, \$65 per 1,000. 3¼-in. stock \$35 per 1,000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

ROSES.

30,000 two-year old Sunburst and White Killarney Bench Plants. \$5.00 per 100; \$40.00 per 1,000.

GEORGE REINBERG.

162 North Wabash Ave., Chicago, Ill.

Rose plants. Pink and White Killarney, Maryland and Sunburst, fine stock, 3-in. pots, on own roots, \$6.00 per 100; 4-in., \$8.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

Field grown, two-year-old, hardy own-root stock. See display advertisement in issue of October 5, page 11. Western Rose Co., Pasadena, Calif.

See ad. Sept. 28 or send for complete stock list. Leedle Co., expert rose growers, Springfield, O.

SEEDS.**SPECIAL FOR TWO WEEKS.**

Cabbage seeds. New crop. American grown Wakefields, \$7.00 per lb., 10 lbs., \$65.00. Flat varieties, \$5.00, 10 lbs., \$47.50. Spinach seeds, 1918 crop American grown, Savoy Bloomsdale, \$1.00 per lb., 10 lbs., \$7.50, 100 lbs., \$50.00. All seeds choice stocks and germination guaranteed.

COUNCILL SEED COMPANY

Franklin Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn in contract. Edgar F. Hurff, Swedesboro, N. J.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Fresh Seed. Clematis Paniculata and 100 varieties of other seeds for nurserymen. Write for list. BENJAMIN CONNELL, Nurseryman, Merchantville, N. J.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Piedmont, N. J.

Seed. Pansy. New crop Florists' Mixture, 100 pkts., \$1.00; ¼ oz., \$2.00; oz., \$7.00. A. Henderson & Co., 211 N. State St., Chicago.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, wholesale field and garden seeds. J. Bolgiauo & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, dianthus, verbena in variety. Waldo Robert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Flower and vegetables. Renowned specialties. Sale to seed merchants only. JOS. PAQUET, seed grower, Nice, France.

Seeds; specialties: Beets, manzoes, carrots, cabbages, celeriacs, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 222-220 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Rontzahn Seed Co., Arroyo Grande, Calif.

Seeds. Specialties in onion, carrot, beet, radish and parsnip. R. O. McGill & Co., San Francisco, Calif.

You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seed. Sweet pea. All the new and standard varieties. Send for descriptive price list. C. U. Liggit, 325 Bulletin Bldg., Philadelphia.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax, 2 1/2-in. fine plants, \$3.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

SOLANUM

Cleveland Cherries. Fine for growing on 4-inch, \$15.00 per 100. Carl Hagenburger, West Mentor, O.

SPHAGNUM MOSS.

Sphagnum moss and green sheet moss. For florists and nurserymen. For spot shipment or contract. Write us. Vaughan's Seed Store, Chicago and New York.

VEGETABLE PLANTS.

Grand Rapids lettuce plants, transplanted one plant at a time, \$2.50 per 1,000; in 20,000 lots, \$2.00 per 1,000. Guaranteed to please you in every way. S. T. DANLEY & SON, Macomb, Ill.

Cabbage, celery and Triple Curled parsley plants. Field-grown, 50c per 100. \$3.00 per 1,000, prepacked, \$2.00 per 1,000, not prepacked. F. M. Pattington, Sciotoville, N. Y.

VINCAS.

VINCAS. Vinca variegata, good heavy field grown clumps, \$5.00 per 100; \$45.00 per 1,000; Vinca layers, \$1.50 per 100; \$12.50 per 1,000. THE REESER PLANT CO., Springfield, O.

Vinca vines, from field. \$50 per 1,000. Carl Hagenburger, West Mentor, O.

VIOLETS.

Field grown violets. Princess of Wales, \$7.00 per 100. Cash please. H. W. ALLERSMA, Grand Rapids, Mich.

MISCELLANEOUS.

A few bargains in Norway Maple, California Privet, Hydrangea P. G., Barbbery Thunbergii, American Arbor Vitae, Austrian Pine, Norway Spruce, and Currants. For sizes and prices, see display advertisement elsewhere in this issue. The Lancaster County Nurseries, R. P. D. No. 7, Lancaster, Pa.

Greenhouse glass. Heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

MISCELLANEOUS.

Greenhouse glass. 500 boxes 16x18 in., double, at \$5.50; 50 boxes 16x20 in., double at \$5.50; 50 boxes 16x24 in., at \$6.25. The Gehlert-Winchet Lumber Co., Dayton, O.

Japanese Tubs for plants and shrubs. Made of well-seasoned Hinoki wood, \$1.00 per pair; \$1.50 per 10 tubs. Takeuchi Bros., 444 Bush St., San Francisco, Calif.

Rosebud stickers. For sizes and prices see advertisement elsewhere in this issue. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Radelin Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastics for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 432 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 176 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Teles-Braun Mill Co., 2340 Wabasha Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc. Everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Koller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphs Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES. Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE. 264 Randolph St. Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for \$1. L. L. Pillsbury, Galesburg, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

STAKES.

Bamboo cane stakes. 6 ft., \$21 per bale, 6-9 ft. \$7 per bale; 9-12 ft., \$8.50 per bale. McHutchison & Co., 95 Chambers St., New York.

WIRE DESIGNS.

Mrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, A. J., Chicago.
Chicago Flower Growers' Assn., Chicago.
Erne & Company, Chicago.
Foxy, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Goldstein & Futterman, New York.
Grossberg-Tyler-Finnermann Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Kyle & Forster, Chicago.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Mecord, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The, Leo, Philadelphia, Pa.
Pappas, Nicholas G. & Co., New York.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Reichmann Bros. Co., Chicago.
Pollwirth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pryer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Tanner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Treadwell & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wieler Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Withhold, Geo., Co., Chicago.
Zech & Mann, Chicago.

BOOKS FOR FLORISTS.

The following books should be in every florist's and gardener's library. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price, \$2.00.
The Garden Month by Month.—By Mabel Cadogan Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, \$4.30.
The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, \$1.50.
The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 255 pages and 44 illustrations. Cloth. Price, \$8.00.
Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, \$1.50.
Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants. Illustrated. 325 pages. Price, \$1.50.
Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, \$1.50.
Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, \$1.10.
How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, \$2.00.
Vines, and How to Grow Them.—By Wm. M. McCullum. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, \$1.10.
Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, \$1.75.
Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages, 40 illustrations. Price, \$1.50.
The American Flower Garden.—By Nellie Blauchan. Well bound. 368 pages and 92 illustrations. Price, \$5.35.
Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.
Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, \$2.00.
Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50 cents.
Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, \$6.
Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, \$1.00.
Laws and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, \$1.10.
The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, \$2.
Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, \$1.50.
Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, \$3.00.
Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, \$1.60.
Daffodils, Marigolds, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, \$1.21.
The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, \$1.25.
House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, \$1.20.
The Book of Water Gardening.—By Peter Rieker. 200 pages. 130 illustrations. Price, \$2.50.
How to Grow Roses.—By Robert Frye. 121 pages. Illustrated. Price, \$1.00.
Mushroom Growing.—By B. M. Dinggar. 260 pages. Fully illustrated. Price, \$1.50.
The Goldfish.—By Hugo Mulert. 160 pages. Handsomely illustrated. Price, \$2.
Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, \$1.75.
Chrysanthemum Manual.—By Elmer D. Smith. Profusely illustrated. Price, 50 cents.
Landscape Gardening.—By Sam'l Maynard. 338 pages. 165 illustrations. Price, \$1.50.

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440 S. Dearborn St., CHICAGO

DREER'S

Florists' Specialties
New Brand New Style
"RIVERTON HOSE"
Furnished in lengths up to 500 feet without seam or joint.

The HOSE for the FLORIST
3/4-inch, per ft. 15c
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2 Reels, 1,000 ft. 18.00
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714-716 Chestnut Street
PHILADELPHIA, PA.



STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

OF THE AMERICAN FLORIST, published weekly at Chicago, Ill., for September 27, 1918.

State of Illinois, County of Cook.
Before me, a Notary Public in and for the state and county aforesaid, personally appeared Michael Barker, who, having been duly sworn according to law, deposes and says that he is the editor and business manager of THE AMERICAN FLORIST and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, and (and if a daily paper, the circulation, etc.) of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, American Florist Company, 440 South Dearborn Street, Chicago, Ill.

Editor and Business Manager—Michael Barker, 440 South Dearborn Street, Chicago, Ill.

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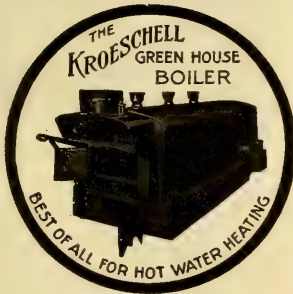
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Michael Barker, Sec'y.

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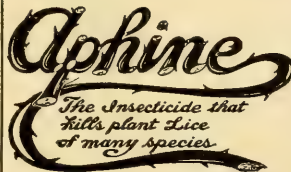


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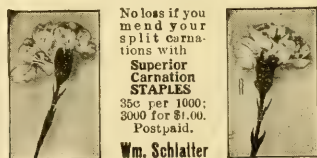
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Eastern Office

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2263 LUMBER ST., CHICAGO, ILL.

THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LI.

CHICAGO AND NEW YORK, OCTOBER 19, 1918.

No. 1585

THE AMERICAN FLORIST

ESTABLISHED 1885

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The thirty-fifth annual convention will be
held at Detroit, Mich., August, 1919. Thirty-sixth
annual convention at Cleveland, O., 1920.

Say It With Bonds.

You will see an ugly slacker
in your own private looking
glass next Sunday morning Octo-
ber 29, if you do not buy your
bond today.

Saturday, October 19 is the
last day of the Fourth Liberty
Loan campaign.

If you are not a slacker say
it with bonds.

FLORISTS' TELEGRAPH DELIVERY.

Annual Meeting at Cleveland, O., October 8-9, 1918.

Officers-Elect — Wm. F. Gude, Washington, D. C., President; Philip
Breitmeyer, Detroit, Mich., Vice-President; Albert Pochelon, Detroit, Mich.,
Secretary; W. L. Rock, Kansas City, Mo., Treasurer.

Directors — A. F. Borden, Los Angeles, Calif.; Charles H. Grakelow,
Philadelphia, Pa.; W. J. Palmer, Buffalo, N. Y.

Next Annual Meeting at Buffalo, N. Y.

(Continued From Last Week.)

Wednesday Afternoon's Session.

At the Wednesday afternoon session
Vincent Gorly, of St. Louis, made a
strong plea for the adoption by the as-
sociation of a standard language of
flowers and submitted the following as
a suggestion: January, carnation,
true friendship; February, violets, love
and faithfulness; March, daffodils, a
breath of spring; April, sweet peas,
love, a kiss; May, lilies, purity, sincer-
ity; June, roses, fond remembrance;
July, gaillardia, fidelity; August, glad-
ioli, Beauty in retirement; September,
asters, loyalty; October, dahlias, eleg-
ance, confidence; November, chrysan-
themum, love and devotion; December,
lily of the valley, confession of love.
After a discussion of the suggestions,
a committee was appointed to give fur-
ther consideration to the matter and re-
port its definite conclusion at the next
meeting. This committee consists of
Vincent Gorly, W. W. Gammage and
W. J. Smyth.

The committee on final resolutions
was appointed as follows: George As-
mus, Chicago; George M. Geraghty,
Toronto, Ont., and Charles H. Brown,
New York.

Prize-Winning Windows.

The window of Knobie Bros., which
took the first prize, showed what may
be termed a facade of an F. T. D. tem-
ple, through the open doors of which
were wires reaching from keys on the
window platform and extending to
points on a map of the United States
and Canada that was placed just inside
the doors in an oblique position and

under a strong light. At the side of
each telegraph key was a sign. "These
keys hurry your order away." On the
doors was the inscription, "Through
the doors of the F. T. D. and electricity
we can deliver your flower wants,
through our members, to your distant
friends within a few hours." Another
sign read: "Florists' Telegraph De-
livery Association of reliable florists
in the United States, Canada and for-
eign countries, who deliver your flower
wants, through us, within a few hours.
We are members." Many beautiful
floral effects suggestive of gifts for
transmission by the F. T. D. system
were shown, completing its educational
character and which merited and re-
ceived the first prize.

The J. M. Gasser Co.'s window, tak-
ing the second prize in the contest,
showed a large reproduction in flowers
of the new F. T. D. emblem. The globe
was made of dark green oak leaves
and the continents were worked out
with yellow immortelles. The eagle
wings were cleverly made, and the
whole effect was most striking. Hang-
ing over the emblem was the sign "Say
It With Flowers."

Smith & Fetter's window, which mer-
ited the third prize, displayed a land-
scape scene with an aeroplane in opera-
tion suspended from the window ceil-
ing. A miniature lake was surrounded
by gravel roads for auto deliveries of
flowers. Forming a part of the scene
was a flower shop, from which issued an
endless belt carrying telegrams to a tel-
egraph office. In the window were signs
reading as follows: "Your path shall
be paved with roses, the kaiser's path

with Liberty Bonds, and Liberty will be sure." "We can wire flowers to Canada." "The safest, quickest and only way—Send flowers by wire." "We guarantee delivery to any part of the United States and Canada." "Send flowers by wire to your friends in distant cities by Florists' Telegraph Delivery system."

The Jones-Russell Co. had large telegraph poles placed outside their store, the wires extending through the window to the figure of a clerk receiving telegraph orders. A large globe represented universal service, and the windows were appropriately decorated and arranged to convey the idea of the F. T. D. system.

Wagner's large window was appropriately trimmed with autumn foliage. A landscape was shown with telegraph poles and wires and suitable signs indicating membership in the F. T. D. and inviting orders for transmission by that system.

The judges were: W. W. Gammage, London; W. J. Smyth, Chicago, and E. A. Fettes, Detroit.

The Publicity Display.

The publicity display, which was arranged on three sides of the hall, covered an area of over 1,200 square feet, and here were shown examples of florists' advertising in cards, newspapers, folders, catalogues, and photographs, included in the exhibition being many excellent specimens of color work, with descriptions of plants and flowers offered in words of forceful salesmanship. Conspicuous among these were the work of the following: Penn, the Florist, Boston, Mass.; W. L. Rock Flower Co., Kansas City, Mo.; A. Warendorff, New York; John Breitmeyer's Sons, Detroit, Mich.; Phillips Bros., Newark, N. J.; Joy Floral Co., Nashville, Tenn.; Holm & Olson, St. Paul, Minn.; Schramm Bros., Toledo, O.; Grimm & Gorly, St. Louis, Mo.; Schiller, the Florist, Chicago; Knobke Bros., Cleveland, O.; A. W. Smith Co., Pittsburgh, Pa.; Gammage, the House of Flowers, London, Ont.; State Floral Co., Sedalia, Mo.; Park Floral Co., Denver, Colo.; Randall's House of Flowers, Worcester, Mass.; Charles H. Grakelow, and Pennock Bros., Philadelphia, Pa.; Santner Floral Co., Detroit, Mich.; J. F. Wilcox & Sons, Council Bluffs, Ia.; McKenna, Ltd., Montreal, Que.; S. A. Anderson, Buffalo, N. Y.; John Ralph's Greenhouses, Saratoga Springs, N. Y.; Jos. Bancroft & Son, Cedar Falls, Ia.; Central Floral Co., Detroit, Mich.; J. M. Gasser Co., the Jones-Russell Co., and Smith & Fettes Co., Cleveland, O.; John A. Keller Estate, Lexington, Ky.; Bertermann Bros. Co., Indianapolis, Ind.; The "King" Florist, Winnipeg, Man.; The Heiss Co., Dayton, O.; A. Lange, Chicago; Kerr, the Florist, Houston, Tex.; F. C. Weber, St. Louis, and the L. Bomb Floral Co., Detroit, Mich.

In an adjoining room volumes of clippings from local newspapers were shown by Mrs. Ella Grant Wilson, descriptive of flowers and decorations. Herman Knobke had charge of the arrangement, which was well executed. It was a feature of the meeting which alone would repay the visitors for journeying to the "Forest City."

Additional Visitors.

In addition to those mentioned in last week's issue as being in attendance, Leo. Henman, Chicago; J. J. Salmon, Akron, O.; Frank Schramm, Toledo, O.; and R. E. Blackshaw, La Porte, Ind., were noted among the visitors.

"Say It With Flowers."

Paper by Herman P. Knobke, Cleveland, O., read at the annual meeting of the Florists' Telegraph Delivery Association, Cleveland, October 8-9, 1918.

Really what are we trying to imply in the minds of the public with this phrase? Briefly, I might say—encourage them to the further and greater use of flowers in many of their forms. Let us go about it in this way: When we make up our minds to go in business, we analyze the location, the city, our finances, and in general, all of the conditions that would go to help us succeed in our undertaking.

American Blood

For you the best red blood of American manhood is flowing without stint on the plains of France today.

What are you doing to end the war quickly and save our gallant men?

The only way you can help them is by buying Fourth Liberty Loan Bonds.

If you have not bought your bonds, do so now.

If you have already bought some bonds, buy more today.

Our men fight with rifles, you fight with bonds.

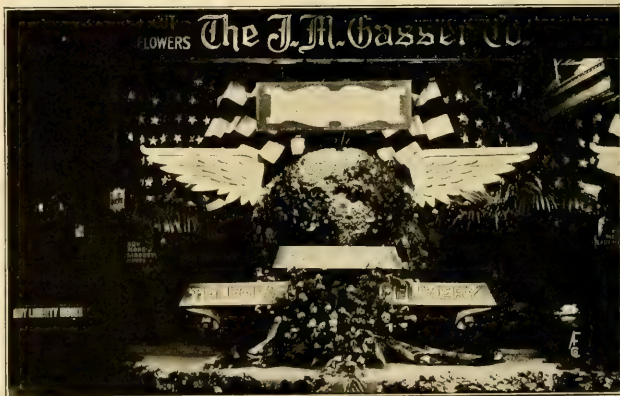
All must fight.

We will take it for granted that each and every one of us are thorough artisans and mechanics and know our business well; we will also grant that each of us could sell customers coming into our store all that they are

willing to buy. Then, with all of these conditions assured, there is only one thought in our minds today, and that is to get the prospects to sell to, and how that is best accomplished. I maintain that advertising is absolutely and unqualifiedly the key note of success, really true success, I mean in this and kindred businesses.

I remember distinctly, when I went into business, among the many questions which I asked myself, this particular one struck me most forcibly, "Where would you buy flowers if the occasion presented itself, and what would you ask for, when you went to your florist?" I had to frankly say to myself, "I do not know of any florist in this city, and I hardly know what to ask for when I get there." Being a student of salesmanship, and knowing that advertising is salesmanship written, I answered this question in this manner—"Why not tell all of the people in the city of Cleveland, where you are, what you are, and what you have for sale, what it costs, how to order, how you will handle the charge account, and how you will make the delivery?" In other words, advertise your business to the inhabitants of Cleveland, and I am satisfied that it should pay, providing you carry out in your actual workings of your business what you have told them in the printed word.

Advertising can be done in many ways. For the sake of analysis, I will name a few: Newspapers, direct-by-mail, bill-boards, street cars, window displays, motion picture theatres, location, store arrangements, deliveries, and social contact. I am not going to try to go into the ramifications of all of these modes of advertising, although I hope to be able to touch them briefly, while on this subject, but I am going to confine myself particularly to the newspaper variety. When President Gude asked me to present a discussion on advertising, and in order to make the proper kind of display for this convention, suggested that I write every member of the F. T. D. and have them submit samples of their advertising, it made me feel that I would be well repaid for the effort. It gave me an opportunity to analyze the ad-



FLORISTS' TELEGRAPH DELIVERY WINDOW COMPETITION AT CLEVELAND.

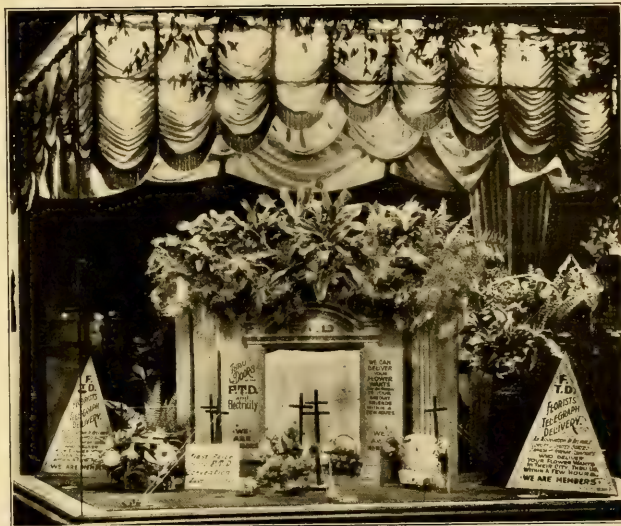
J. M. Gasser Co., Winner Second Prize, Chas. H. Grakelow Silver Cup.

vertising of some 600 retailers, and this indeed is an excellent opportunity for one who is interested in his business to increase it at every angle. Studying these ads closely reveals to me the fact, very much to my regret, that there are none too many in this business that have given this subject serious consideration. I do not criticise destructively in this connection, and let me suggest here that any criticism that might be made, bear in mind that it is only intended constructively, and does not apply to many of those whose advertising is here exhibited.

It seems so many of our business men take care of the watering of the plants, the changing of the arrangement in their stores, and the filling of their orders, while they leave the office boy or delivery boy to do the advertising, or worse still, turn it over to the average advertising solicitor, and say, "Here, John, write up an ad and give me a good showing, and see that the copy is fine." This is all wrong. To illustrate: If a customer comes to your store, would any of you, as the proprietor or manager of that store, think it good policy to send the porter to wait on that customer, or would you think it advisable to go yourself, or ask your best clerk? You know that when a customer comes into your store, you use every effort to sell him what you have, at a profit and satisfy him. Now then, you absolutely know, too, that to send the porter to wait on this customer, would be the most serious mistake, so then why delegate the writing of copy for your advertisements to the newspaper solicitor, the truck driver or the porter? Each case would be equally ridiculous. Advertising should be the most carefully thought out and planned unit of all the units that go to make up a retailer's business.

Take this suggestion seriously into consideration. Those of you who have never done any advertising, follow this simple suggestion: Go back to your store and sell yourself a box of flowers for a sick friend, or a plant to be used in your home, or anything else that you have, and as soon as you have made that sale to yourself, write the entire transaction verbatim on paper. You will be surprised to see what an excellent advertising manager you really are. Now, that is all there is to advertising. The idea of clothing your advertisements in flowery language is all "bunk." You do not use flowery language to your customers, and you do not want to use it in the newspapers. Moreover, it is equally as wrong to use slang, localisms, or funnisms in your ads. None of these have any place in a well constructed advertisement. You would not use them to your customers coming into the store. Why should you attempt to use them to your prospective customers all over the city?

To be successful in advertising, many things are absolutely essential. Let me name a few of them. See that your windows are washed every day and properly arranged, occasionally with some special added attractions, plants well selected and carefully watered. Your store should be scrupulously clean, the jardinières and other things kept in elegant condition. Change the water in your flower jars in the cooler at least four times a week. Be prompt in the sending out of your invoices, careful in the delivery of your orders, when promised. If you have a con-



FLORISTS' TELEGRAPH DELIVERY WINDOW COMPETITION AT CLEVELAND. 3
Knoble Bros., Winners First Prize, \$100, Donated by the Kennicott Bros. Co., Chicago.

servatory attached to your store, keep it in decent shape, your plants in healthy condition. See that your delivery equipment is clean, and in good repair. The flowers that you handle should be the best. They need not be the most expensive varieties; the shorter and cheaper grades are just as useful in many cases. Be extremely cautious in the answering of your telephones. Above all, have those parties who are entrusted with the telephone calls, thoroughly acquainted with your business and its workings, so that they are in a position to intelligently talk to your customers. Make everybody around the place feel that they are interested in it. Let them think and breathe advertising with you. Have extra copies struck of the advertisements and distribute these around to the employees so they can see what you are doing, and keep in touch with the work.

Now then, with an institution such as I have just described, you are bound to become successful, and if you will prepare the matter which goes into your newspaper advertisements with the same caution that you wait on your customers personally, the circuit of success is assured.

The greatest correction I might suggest to the majority of florists, is their mistaken idea of advertising only periodically. A well devised programme should be laid out, covering every month of the year. Let me hurriedly run over the 12 months and make a few suggestions:

January—Suggest that people buy cut flowers for use in their homes in the dreary and stormy days. Tell them of the wonderful varieties of flowering plants and the coming of the bulb flowers, interspersing an occasional bit of copy on funeral flowers, and here and there reminding the matrimonially inclined, that flowers are essential to a complete wedding.

February—You have St. Valentine's day, which gives you an elegant opportunity to ask everyone in your city to remember their wives or sweethearts with the most appropriate valentine on earth—flowers. After Valentine's day, talk about tulips, daffodils and hyacinths, the early expressions of spring, and their influence in the home.

March—You have St. Patrick's day, and if Easter does not fall in this month, then run some copy on funeral flowers, also suggesting to the business man that a few flowering plants in his place of business would inspire his sales people and encourage his business.

April—Granted that Easter falls in this month, talk about the wonderful use of flowers for the holiday occasion. Do not feel that you are already doing more business than you can handle. Personally, we have never yet reached that stage. It is easy for you to get additional help in the various departments, so all business you can corral will be properly handled. A serious drawback will result if you advertise much for these holiday occasions and then fall down in the handling of these orders. Bear in mind a certain class of people buy only at these times, and their opinion of the floral business is greatly formed from the manner in which you handle these holiday orders. We use extreme caution to satisfy our customers in every regard on these days, and when we have complaints, it is our desire to adjust them to the entire satisfaction of our customers.

May—Do not forget the wonderful possibilities of the newly exploited holiday, Mothers' day. This is going to be one of the biggest days in the flower business. Immediately after Mothers' day, talk funeral flowers, following that up with wedding talk, and then for the last of the month, those of you who are especially prepared for Memorial day, go after this business

strong, and those of you who do not especially cater to this end of our line, talk about that part of it which you are in a position to handle.

June—Confine yourself to weddings, graduations, debutante parties, and more or less, social functions.

July—Funeral flowers, with occasional wedding copy.

August—The same.

September—The same, adding a few suggestions about buying foliage plants to use in residences.

October—Wedding flowers, funeral flowers, and foliage plants for the home, not forgetting Hallowe'en in the latter part of the month.

November—For those of you where All Saints' day brings a big demand, go after that business. To others, talk about weddings, funeral flowers, and then the latter part of the month, about Thanksgiving flowers.

December—Funeral flowers, early in the month, and Christmas and New Years for the balance.

This affords you a schedule of operation for the entire year, and properly handled, you will be surprised with the results. You might run occasional copy during the year, directed specifically to the business man, suggesting the advisability of sending an occasional basket of flowers to some of his customers who are branching out in their line. This is good business, and will show remarkable returns. The average business man is ready and willing to spend from \$10 to \$25, and of course, this is a desirable account.

Now that I have covered the subject of newspaper advertising in a general way, having pointed out when this copy should appear, and the nature of it, let me caution you again on how to prepare the copy. Do not try to do something unnatural, merely sell yourself. Dress up this sale in ordinarily good words, and arrange it in good shape. Use liberal space, by that I mean from six to 20 inches in your newspapers, and you are bound to get excellent results. Do not expect too much in the beginning. None of us, opening a new store, expect to put it on a paying basis immediately. It cannot be done. So is it with advertising. If must be used repeatedly and continually in order to bring results. There are very few in our business who cannot use newspapers successfully. In a large city, the florist in the outskirts should not buy newspaper space. He wastes altogether too much of the circulation. Those who live in the small communities that have weekly publications must be extremely cautious in the preparation of their copy, or it will not produce. Most of you have seen these country ads, and even some in the city, advertising chrysanthemums for Thanksgiving in February. This is not an exaggeration, but an actual fact, and one of the real reasons why so-called advertising does not pay.

DIRECT-BY-MAIL.

This is a form of copy that is very good for certain concerns, where location has much to do with their business. The florist who caters to neighborhood trade, out-of-the-city mail-order business in small communities, those in large cities who make a business of landscaping and other forms of outdoor planting, can use this advertising to good advantage. The relative cost of direct-by-mail to them is

less than newspaper space, while to those who are in a position to cater to the entire city, the newspaper space is very much cheaper. The average metropolitan daily will sell you space from one-half cent to one cent per inch to each one thousand people reached, while the direct piece will cost from three cents to five cents per person reached. Naturally, this is a more intensified method, and for that reason, those before described, are in a position to use this form of advertising, and to them it is very much cheaper than newspaper space, since they could only hope to reach from one to five per cent of the entire circulation with their copy. I do not mean to insinuate in any way that direct-by-mail is not good advertising for those who can use it,



Robert Newcomb.

Store Manager, Miller Floral Co., Salt Lake City.

but in this, as in the newspaper, great care should be taken in the preparation of the copy.

BILLBOARDS AND STREET CARS.

We have never used billboards or street cars ourselves, but believe that they are essential factors in helping newspaper publicity. They reinforce and focus the attention of the transient public, assisting them to fix in their minds your name and business more closely when your copy is read in the daily papers. Personally, I have never done this advertising because we felt our appropriation could be more judiciously spent in the newspapers. However, we are planning some day to use these two mediums.

WINDOW DISPLAYS AND OTHER MEANS.

Make every effort you possibly can to keep your windows attractive at all times. Feature special decorations. They need not bear especially on the selling of flowers, yet it will be the means of impressing the passer-by with your name and your place of business. One of the replies received in response to our letter sent out requesting advertising, fully sets this position forth and can be seen here on exhibition. In window displays, you have before you the best possible means of publicity at the lowest possible price, and too few of you take

advantage of it. A big effort on your windows will pay you handsomely.

We do not believe motion picture theatres to be a good form of advertising. People are not in a receptive mood to buy when they go to a theatre. They are intent on being entertained, and naturally dismiss the serious side of life. We, ourselves, do not use this form of advertising, and would not suggest it as a paying proposition.

Social contact is a form of publicity the most of us have used since the business was originated, and I presume it will continue to be one of the big essentials as long as business is conducted, and needs no comment from me.

STORE ARRANGEMENT AND DELIVERIES.

Let me caution you again on these two very important elements of business success. So many times I have visited florists, and have actually been ashamed of the condition of their place of business. As to deliveries, be prompt with them as near as possible, and confine yourself to the promises made. Occasionally do things out of the ordinary to satisfy a customer. I merely mention a few of these latter items to impress more firmly on your mind the fact that all are advertising features of your business.

In closing, let me suggest that all of us go back to our places of business with the determination to do more and better advertising than we have ever done before, knowing our reward will come.

Miller Floral Co.'s New Store.

The formal opening reception of the Miller Floral Co.'s beautiful new retail store, at Salt Lake City, Utah, September 14, was, in point of public response and admiration, a gigantic success. Over 18,000 of Farmington's famous roses were given away as souvenirs to an admiring and appreciative throng of visitors who kept the beautiful store crowded during the day and until after eleven o'clock in the evening. Sales were practically impossible, owing to the immense crowd, and several times the management was forced to discontinue the distribution of the souvenirs in order to reduce the congestion and prevent serious damage to the extensive display of flowering and decorative plants which were most artistically grouped throughout the shop.

The store is large, bright and roomy, with a fine mosaic tile floor and a wealth of natural light. The walls are dove grey and the fixtures a warm egg shell ivory. The entire window and a long display ledge are inlaid with autumn leaf tile of "Oldbridge" design. Over 40 feet of French bevel plate mirrors, six feet square, form a beautiful background, stretching from the front window line back to a mammoth refrigerator display case, which is solid plate glass, sides, front and doors, and the floor of the same is laid in "Old Red Quarry tile" set in wide margins of black cement. A handsome, illuminated art-glass sign, 22 feet long, extends across the rear of the salesroom, bearing the phrase, "The Home of Flowers," and two mammoth panoramic photo views of the firm's immense range, located at Farmington, 15 miles from Salt Lake City. An unusual abundance of rare and staple decorative plants were in evidence, and from the innumerable expressions of wonder and de-



MILLER FLORAL CO.'S NEW STORE, SALT LAKE CITY, UTAH.

light, it was plain that the flower loving public of Salt Lake City were enjoying a treat they never had seen before. Their genuine appreciation of it, proves how deserving they are, and this must have been a source of keen gratification to the management.

A little more than eight years ago, Robert Miller began in a modest way at Farmington, Utah, the erection of a modern and practical growing establishment. Today, this comprises 16 houses, with an aggregate of over 250,000 square feet of glass, a new brick office and service building and six and one-half acres of fertile ground devoted to various uses including a fine lot of hardy perennials and annuals used for cutting. It is one of the finest greenhouse establishments in the west, and for cleanliness and efficiency, it is unsurpassed in this country. The success of this enterprise is based solely on Mr. Miller's steadfast determination to produce a high quality of stock. He did not build "better than he knew," but he did build "the best he knew how." His roses have a well earned reputation for invariably prime quality of substance, size and color, or he could not ship them steadily to Los Angeles, Pasadena, southern California points, as well as Butte, Spokane, Seattle and throughout the states of Idaho, Montana, Colorado and Wyoming, as well as Utah.

In securing the services of Robert Newcomb as store manager, Mr. Miller feels that he has made a wise choice. To substantiate this, he points with just pride to the new store, both from an artistic as well as a practical standpoint. Mr. Newcomb, "Bob," as he is better known to the trade of the entire country, has probably as wide a national acquaintance as any young man

in horticultural lines, having traveled for years in the interest of well-known firms. That he surely has hosts of friends throughout the country who wish him success in his new field was proven by a thick pile of congratulatory telegrams received on the opening day. To say that he deeply appreciated these messages of good will, would be putting it very mildly indeed.

A beautiful new Dodge panel car will aid greatly in maintaining a prompt delivery service. "Say it with Flowers" appears in large, white illuminum script on the top of the car, and this unique scheme of advertising has brought no end of favorable comment. A one ton truck brings an abundance of cut stock and pot plants from the firm's big range at Farmington daily.

Next Week in the Flower Shop.

The epidemic of influenza, which has been so severe over the country for the past month, proved fatal to an extraordinary percentage of those afflicted. In all the large communities, there at once sprang up a great demand for flowers, which taxed to the utmost, every branch of the business. There was not anywhere, one-quarter enough stock for the demand. It became necessary, therefore, for each retailer to make the most of what he could get. As the writer has often pointed out in this column, there is great economy in being ready for every such or similar emergency, with made-up wreaths of magnolia and oak leaves. An all-flower wreath will take as much stock as will be sufficient to decorate three made-up foliage wreaths, which when completed, will look as good, and bring just as much money, as if all flowers were used. It is made up in one-third of the time, thus conserving both ma-

terial, and what is often more precious, man power, every minute saved being of the greatest advantage in getting out the work.

Live foliage wreaths, made of small plants or sprays of crotons, Cocos Weddelliana, Begonia Rex leaves and other greenhouse foliage, together with a few flowers, would also take the place of the scarcer blossoms. Wreaths of this material are very artistic and will bring quite as much money as the design of all flowers.

Chrysanthemums are now in full swing, and as popular as ever. There is nothing more decorative than these fall beauties when arranged with highly colored autumn leaves. They should be displayed in deep vase baskets of a color that will blend well with the variety used. A bow of ribbon on the handle gives a conspicuous finish. Blooms can be sold from these baskets as easily as in vases, and the decorative effect is much greater.

If the great scarcity of flowers that has just been experienced is but a forerunner of what is coming after the holidays when many of the greenhouses are shut down, it behooves the retailer to gradually educate his customers and the public to a greater use of foliage in all floral arrangements. The plant basket, with small tubes of water to hold flower stems, will, when decorated in this way with a few choice flowers, be found quite attractive, the lasting qualities of the plants being also a feature.

Corsages for street wear are always attractive to ladies. A few made up ready to put on, when displayed in the show window, are sure to be noticed and are productive of sales.

There are some of the retailers in the large cities who look for an in-

crease in the number of bouquets for the debutantes this season; let us hope there will be ground for this optimism, as there is no more beautiful feature of the business than this class of work.

If your class of trade will warrant it, carry cattleyas. They are the flower that gives distinction to all kinds of work. Do not hide them up on a shelf, back in the case. Arrange in tubes in baskets of growing glory ferns, and keep them in the window or on a counter. They will soon make a market for themselves.

Flower Supply and Demand.

Probably never in the history of the cut flower business has there existed such a dearth of flowers in the face of so strong and unusual a demand as has been experienced the past few weeks. While ordinarily at the change of the seasons from spring to summer, and again in the fall before many greenhouse flowers are available, there is a shortage, particularly of good stock. This year, on account of the high death rate caused by the influenza which is epidemic all over the country, the use of flowers for funerals has been unprecedented. There has not been stock enough to meet one-fourth of the demand, and the question is how best to use this meager portion. The following are a few suggestions, showing the methods as the writer has seen them among the progressive men in the retail stores of Philadelphia, Pa.

First, discourage the sale of flowers by the dozen; if loose flowers are desired, contrive that the order shall be for a box of flowers, not a specified number of any one thing. A better price is then obtained and the selection more or less left to your discretion.

Next in order should come the spray, which is to take the place of all small or low-priced designs. These clusters can be quickly gotten together; a comparatively few flowers on a background of green or colored autumn leaves. The hardy asters, which are now plentiful, help out very materially in such work. Green or golden privet sprays are also good backing. Dahlias, pink, white or bronze, one color to a spray, tied with appropriate ribbon or chiffon, will be found acceptable to most customers. A sample spray or wreath, nicely made up of anything that is plentiful, is of great assistance in taking orders from those who have not fully made up their minds.

For those customers who desire something more elaborate than the spray, there is the casket cover, made by uniting two large sprays, tying them together at the stems and filling in the space between with flowers stemmed on sticks. These large sprays are loosely tied with a pair or three long palm leaves under each as a background and support. They are made to extend the full length of an ordinary casket. Before the center is fully filled in, place a large bow of ribbon in the space, which gives finish and also takes the place of quite a few flowers. This can be elaborated with a shower effect of ribbons and flowers tied so as to fall over the sides and ends of the casket. While this is not, strictly speaking, a casket cover, yet it will answer the purpose for those who desire something at a lower price. It is a very good thing to suggest to a committee.

A showy piece is made of a cluster of palm leaves, six or eight, spread out

fan shape, on which is placed a cluster of long-stemmed flowers or long, narrow sprays, which can be arranged loosely into one large arrangement. This piece is then placed on a good sized easel. A large bow of ribbon gives a finish and also provides space for any desired inscription. With a judicious use of foliage, green or colored autumn leaves, fancy ferns, hardy asters, etc., it will take comparatively few flowers to make a good appearance, as every flower shows to the front.

Wreaths are next in popularity. The bronze magnolia is the great standby; without any doubt, it is the most profitable item in the florist's stock. Many of the trade still stick to the galax, and pile up work for themselves at times like the present, when even the minutes are most precious. Every hour of leisure spent on making up magnolia leaf wreaths takes just so much strain off the "hurry-up" days when they come along. The made-up wreaths will keep for years in a cool place, and no florist should be without a stock of all sizes. Some say their customers will not take magnolia leaves; that is because they do not feature or push them. There is nothing handsomer than a well decorated magnolia wreath, which, with the necessary green, will take less flowers and time to finish than any other design in the florist's stock.

Galax leaves were very hard to introduce at first, but they have, in their long day, eked out many orders and taken the place of the much desired flowers when it was impossible to get them. Galax leaves, when made up, will not last long; they must be stemmed and arranged when ordered, and

as magnolias will bring just as much money, and can be made up at all dull seasons, they have a great advantage over the galax. Wreaths of autumn leaves, and also of laurel, are quickly arranged and, when decorated with flowers and ribbon artistically placed, take but few flowers, little time, and bring good money. A line of wheat sheaves, to which flowers and ribbon can be added in a few minutes, is a great help at a busy time.

With certain classes of trade, artificial flowers made of waxed crepe paper, which are very natural in appearance, can be used on magnolia wreaths or in sprays, tied on palm leaves, and fill the bill. Such arrangements can be made up complete, boxed and ready for a chiffon bow and inscription when the opportunity offers.

Preparedness in the various items described above, together with a line of mossed wreath and other stock frames in much used sizes, will greatly relieve the pressure at holiday seasons or congested times like these through which we are now passing.

Importance of Advertising.

No doubt many of you read the address of Val Fisher, the London publisher, in regard to the importance of building good will through advertising, of which more has been done in the past four years than was done in 40 years previous to the war. He said: "Over 5,000,000 British women who never worked before have voluntarily gone to work to fill the places of men at the front. Hundreds of our women are working in factories mak-



WREATH OF IVY LEAVES AND ORCHIDS

ing T. N. T.—a work that ruins the hair and turns the skin yellow, thus sacrificing their beauty for the rest of their lives for the sake of Britain and Freedom. We have only one business in England, and that is to win the war. We are all concentrated on that one thing, even to our boys and girls.

"You would think under such conditions, with as many men in active service in proportion to the population as you would have here, if you had 18,000,000 men in uniform that retail business would be bound to be bad, and yet, business is wonderfully good. You American business men are now in much the same position as were the British business men at the end of their first year of war. You are wondering what will be the effect of increasing the selective service, you are anticipating restrictions on your business, and I want to tell you some of our experiences so you may profit by them. The department stores usually reflect the state of trade, and during the period of the war the differences in sales as between the first year and the fourth year show an increase of over 100 per cent. Many of the stores lost business as shown by comparison. Those who curtailed their advertising slumped badly, while Selfridge, who did not skip a single day in their advertising during this entire period, showed an increase in profit of from \$573,000 the first year to \$1,125,000 the third year. Also, manufacturers who have not a dollar's worth of merchandise to sell, and whose entire plants are working on government work, are keeping their advertising before the public so as not to forfeit or sacrifice the good will, or have their products forgotten. And so they continue their advertising, continue building good will, so that when the war does end, their products will still remain a fixture in the people's mind."

Just so with our florists who have the vision of the three P's—Push, Perseverance and Progressiveness—to keep right on until Uncle Sam calls you, doing all possible to create goodwill by the quality of your products and making new customers by the tone of your advertising, thereby taking all advantages of the new condition occasioned by the increased earnings of the new classes of flower buyers.

Those who were leaders in the past, may be surpassed by others in the future, due to the new methods now necessary, owing to such changing conditions as are now being met by us all. And the florists, as well as all others concerned, who are quick and keen to note these changes, and who will fit themselves to the times, will be the ones benefited when it is all over and the boys come marching home.

So do not think of curtailing your advertising appropriation or lower your standards of business ethics, but keep it right up to 100 per cent efficiency, and it will work for you until you shall have retired, and when we have won the war, and win we will, the benefits accrued during this trying period will repay you for the effort given.

Yours for the Fourth Liberty Loan,
HENRY PENN,
Chairman, National Pub. Campaign.

DENVER, COLO.—William Wilmore, son of the well known dahlia expert, has been gassed and is now in a hospital in France.



WREATH OF CHRYSANTHEMUMS AND CROTON FOLIAGE BY A. LANGE, CHICAGO.

Florist Business In Canada During War.

Paper by W. W. Gammage, London, Ont., read at a meeting of the Detroit Florists' Club, October 10, 1918.

It is quite certain that few of us ever anticipated that a commercial enterprise, the florist business, could or would have to undergo so many adverse conditions as those that have been heaped upon us during the past four years. Yet, notwithstanding all we have had to contend with, weather conditions of the most adverse kind, coal shortage and high prices the last two years; the loss of our men by volunteering for overseas services, or attachment to other occupations, the uncertainty, difficulties, and losses attending European import shipments, the embargoes by express companies, the difficulty in obtaining and high cost of all supplies and material to both the retailer and the grower, and other conditions that tend to hamper, retard and disorganize business, we have been able to come through with a percentage of failures no greater than would have happened had normal conditions prevailed. With us it has been a time of trial balancing, not alone our physical assets, but our mental and moral capital. It has been a time of business retrospection. For the able and resourceful, a time of opportunity, a time for the building of new business walls and new business precautions. A time of business building that no crisis of the future can shatter or shake.

Pre-war Prosperity.—Prior to the declaration of war, August 4, 1914, we had enjoyed a period of prosperity. For several successive years, the backbone of commercial progress, agricultural crops, had been unusually good.

That the florists shared in the general prosperity was evidenced by the new establishments that sprang into existence and the additions to older concerns. It was not until some three or four months after the declaration of war that any depression in trade was felt. Then it came with an unexpected suddenness that bordered on panic. Banks called in their loans, manufacturers laid off their employees, travelers were called in, business was at a standstill. In cities and towns, all public work had ceased, and thousands of men were out of employment. It was not an uncommon sight to see processions of unemployed marching down streets or demanding assistance from civic government. This state of affairs. I am glad to say, did not last long. The Dominion government took vigorous steps to bring about a change. Millions of dollars of munitions orders were placed in all parts of the country. Manufacturers were working to capacity. Men were freely volunteering for overseas service. Unemployed became a vision of the past. Banks came to the assistance of manufacturers and merchants. Soon there was a steady stream of money flowing into the banks. There was a heretofore unknown prosperity abroad in the land. A war-created prosperity, a high-tension prosperity, that has brought an evolution in business methods and business practice.

How has it affected the Florists' Trade?—In cities and larger towns, the first year there was a serious depression. I speak of retail stores. The regular flower buyers had found a new occupation. Their energies, efforts and cash were all given to Red Cross and

other patriotic work. There were no balls, no parties, no receptions, very few weddings, and these with only a small corsage or without flowers of any description. Funeral work was the mainstay; this did not fall off to any appreciable extent. All kinds of flowers and plants were plentiful and of finest quality, for the growers, anticipating a continuance of the former demand, had made preparations accordingly. It was then that carefully arranged window displays, judicious advertising, attractive week end sales, and a resourceful educational campaign brought results, a new class of customers. The skilled mechanic, the wage earner, the munition worker, who now, by virtue of their highly increased remuneration, were able to participate in some luxuries and enjoyments. These became the flower buyers, irregular at first, but gradually the practice became a habit, and the luxury a necessity. True, the individual sales are not as large, nor is the demand for the high-priced grades or the exclusive quality to be compared with pre-war times, but the demand for a medium grade is so much greater, more easily handled, satisfactory to both buyer and seller, and best of all a cash business. Nor is this trade confined to regular everyday sales. On Christmas, New Year's, Easter, Mothers' Day, and other special occasions, the total sales—money value—far exceed those of pre-war times. Thus, so far as the retail trade is concerned, it is sharing with other industries the present day prosperity, artificial though it may be.

Growers' Difficulties.—While the retail storekeeper, the man who buys all his stock, has had many adverse and difficult problems to contend with and overcome, his problems were but a troubled dream compared with those of the grower. The first year of the war, preparations had been made for an increased demand, but with the fall months came also the slump. Stocks were of high quality, but there was no demand. Many laid off their employees, or put them on short time. With the spring, however, came better sales, but prices were not of the profit bearing kind. Many growers depended to a considerable extent on importations from Europe. The increased cost of importation, delays and losses, have been so great that even before the embargo had been put on, many had ceased to import, depending on some other line to take the place of the imported article. The adjustment of crops to meet the changed market required but close observance to changing conditions, and a later anticipation on the part of the grower. But only those who have had the management of a greenhouse establishment can appreciate the almost insurmountable difficulties that were met with during the last two years. Many of the most dependable employees had enlisted and were either in training or had gone overseas. The constant change and unrest among labor made it next to impossible to keep abreast with necessary work. Then came the coal famine. Can you picture—I imagine you can—the blizzard blowing, the railway blocked, the man with only a few hours' burning on hand? Some of you have gone through this experience and can sympathize with your fellow grower. With the coal famine, came its consequent increased cost.

Then to add to the worries of the already overburdened grower, came an embargo by the express companies, one company absolutely refusing to carry

any plants or cut flowers for over four months. Unfavorable weather conditions, inexperienced help, fuel more than double in cost, fertilizer and all material necessary for upkeep at an advanced cost of from 100 to 500 per cent and the uncertainty of selling their product at a sufficiently increased price to meet the extraordinary increased cost of production, has had the effect of causing a number to dismantle a portion of their houses, and others to discontinue the raising of plants and flowers until more favorable conditions return.

After the War Problems.—Much of the present day industrial activity, the demand for labor of all kinds at high wages, measured in money, is artificial. The direct cause is the expenditure of enormous sums for the production of war material and supplies. This abnormal outlay for war purposes, and the withdrawal of hundreds of thousands of men for military service, have combined to put a premium on labor and diffuse a prosperity, which has both advantages and dangers. Some day, war industries will find their special occupations gone. But while war work will end suddenly, the change to a peace basis cannot be completed in a week or a month. There will be a period of transition, which will bear hardly upon those who have made no provision against unemployment, if they are wage earners, or against trade depression, which may ensue on a curtailment of expenditure. Employment must be found also for the army of returned soldiers. But Canada is too fundamentally sound and too naturally wealthy, to be given a set back of long duration. Because money is plentiful, and because its purchasing power has fallen, we value it less. But we should not be blind to its warnings. Many Canadians, and this will apply to the United States as well, particularly in cities and towns, will later regret their improvidence, if they have saved nothing. Those who today are spending as they earn, are the class of buyers we are depending upon. Therefore, we may look and be prepared for a change, which sooner or

later, will take place. The time is fast approaching when the energies of the nation will be directed to the re-establishment of normal conditions, when those who have so liberally given of their possessions, their time and devotion to a just and honorable cause, will resume the ordinary course of living. Will flowers hold the same place in their estimation as before? Does our business salvation rest in our own hands? Shall we sit down and quietly await developments? Shall we drift with the tide and take our chances of being dashed upon the rocks of adversity? Or shall we guide our business destiny with a firm and resourceful diplomacy that will bring its reward in the participation of that substantial prosperity, that new international development of resources, that new interchange of trade and commerce which these two great nations, who, their men fighting, dying side by side in defense of home and honor, shall share together?

Dangerous Soil.

* * * "To make matters worse, these great jagged, pocketed wounds were not clean at all. On the contrary, they were simply loaded and packed with filth, carried in from the fragments of shell from the dirt in which it had exploded, and as this war happened to be fought upon the most intensively cultivated and richly fertilized soil in Europe, it followed that every foot of earth was simply swarming with all the bacteria of the manure heap and of the commercial slaughter-house fertilizer, including the germs of tetanus, the germs of gas gangrene and a dozen putrefactive organisms."—Dr. Woods Hutchinson in Metropolitan Magazine.

The foregoing is an extract from an article by Dr. Hutchinson on the "Conquests of Surgery," and is here reproduced to impress on our readers the danger that may come, even from a cut or other slight flesh wound becoming filled with highly cultivated soil. Dr. Hutchinson goes on to state that wonders in surgery have been accomplished, greatly assisted by the discovery of antotoxins for tetanus and the gas gangrene.

A. F. F.



LIBERTY LOAN WINDOW OF CHAS. A. DARDS, NEW YORK.

CHRYSANTHEMUMS

Bench Stock.

The routine general care of the cut bloom stock, as the growing season draws to a close, should be strictly attended to. It is a serious mistake to let up on any part of the necessary care when the results of the season's work are to be realized. Finish up any

a crack to insure a free circulation of air. When the weather conditions become such that firing will have to be done during the daytime, keep the houses evenly at 50-52 degrees, also with a little ventilation on. Many times at this season of the year, we get periods of damp, muggy weather, accompanied with fogs and the outside temperature a few degrees above what the inside should be. Conditions such as these are very trying for the best development of the blooms, and unless

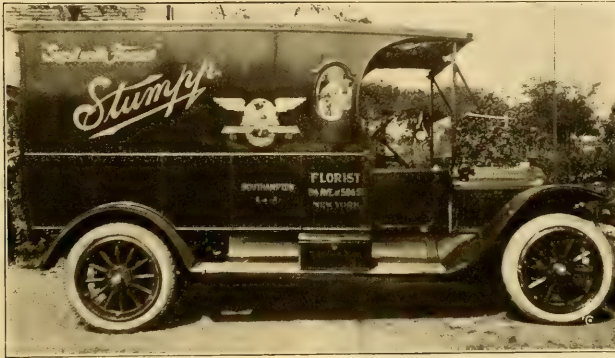
and close, excessive heat, which forces open the blooms before their time. At such periods as these, a light shading will have to be put on the glass to protect the blooms and hold them back, but unless it is absolutely necessary chrysanthemum blooms are better if developed without any shading. These periods of high temperature quickly tell whether the plants have been overfed with manure or not, highly fed blooms spoiling much quicker than those moderately fed.

CUTTING AND SHIPPING.

All blooms should be cut just before they are fully developed; do not hold on to the early varieties to run into the season of the other sections or there is bound to be a considerable loss, the early varieties not measuring up to fresher varieties in season two or three weeks later. After cutting the blooms, carry them to the packing room to be graded. Strip off the lower leaves of the stem, then after they are graded break off a piece of the stem before setting the blooms in water. The blooms will keep better when the stem is left with the ragged end caused by the breaking than when a clean cut is made by a knife or shears. Place the blooms upright in vases of water holding just enough blooms to handle easily without crushing. Do not overcrowd either in the vases or the quarters where they are to stand. All blooms should stand in water at least 12 hours before packing or shipping; also, those sold direct to customers, should stand in water the same length of time, if possible, and the customer be instructed to place them in water as soon as they arrive at their destination.

The packing and shipping of chrysanthemums has always been a problem, but under the present conditions it is a great deal more so. Growers located within reasonable distance of the market are now using motor trucks to get their stock to the market, but when they have to be shipped by express pack the blooms as lightly and securely as possible, making sure that they will not move or get crushed while in transit.

C. W. JOHNSON.



GEO. M. STUMPF'S AUTO DELIVERY TRUCK.

Showing Good Use of the Florists' Telegraph Delivery and "Say It With Flowers" Legends.

disbudding still to be done on the later varieties, and make sure any buds up near the glass are drawn away, giving room for the blooms' proper development. The three most essential requirements for the blooms' best development from this time are: First, plenty of fresh air to thoroughly ripen the wood; second, care in watering the beds, allowing the soil to dry out to a reasonable extent between each watering, to enable the bloom to develop slowly, to insure a hard petalage not easily susceptible to spotting or damping; third, maintain a dry, cool temperature at all times.

Concerning the airing of the house, give plenty of ventilation on all favorable occasions. The plants need light and air to harden the wood properly to produce first-class blooms; under close, stuffy conditions the growth will continue to draw out and become spindly at the expense of the bloom. The main object for the rest of the plants' existence is not to promote stem and foliage growth, but to encourage them to throw the principal part of their strength into the development of the blooms. Draughts or cold currents of air blowing directly on the plants through open doors or side ventilators should be avoided, but a dry, fresh atmosphere should be maintained at all times. The day temperature for a considerable time longer will be controlled by the regulation of the ventilators, but nearly every night from now on a little steam heat will be necessary to maintain the required temperature. As soon as the outside temperature drops below 40 degrees, a little artificial heat will have to be used inside to keep the houses up to the mark. When steam has to be used, maintain the night temperature of the houses at 46-48 degrees, with the ridge ventilators opened

extra caution is used to guard against unnecessary dampness inside there is bound to be considerable damping of the petals. On these occasions, water the beds only as absolutely needed and attend to the work early enough in the day so that the house is reasonably dry before nightfall. The writer has experienced times when no water has been given the chrysanthemum beds for a week or more at a time.

The period commonly known as "Indian summer," during October, is sometimes a period of high temperature



AN ENGLISH FLORIST HITS UPON A DEVICE FOR DRAWING THE FIRE OF GERMAN AIR RAIDERS AWAY FROM HIS GREENHOUSES.

—Harper's Monthly.

Chrysanthemum Society of America.

EXAMINING COMMITTEES.

President Wm. W. Vert announces the committees to examine new chrysanthemums for the ensuing year as follows:

Boston, Mass.—William Nicholson, (chairman), James Wheeler, Alex. Montgomery. Ship flowers to chairman, care of W. J. Thurston, manager, Boston Flower Exchange, 1 Winthrop square and Otis street, Boston.

New York—Eugene Dailledouze (chairman), Wm. H. Duckham, A. Herrington. Ship flowers to New York Cut Flower Co., 55 Twenty-second street, New York, care of chairman.

Philadelphia, Pa.—A. B. Cartledge (chairman), John Westcott, S. S. Pennock. Ship flowers to A. B. Cartledge, 1514 Chestnut street, Philadelphia.

Cincinnati, O.—R. Witterstaetter (chairman), James Allen, J. C. Murphy. Ship flowers to chairman, Jabez Elliott Flower Market, care of janitor.

Chicago—N. J. Wietor (chairman), F. A. Kanst, Thomas W. Head. Ship flowers to chairman, 162 North Wabash avenue, Chicago.

Shipments should be made to arrive by 2 p. m. on examination days to receive attention from the committee. Must be prepaid to destination and an entry fee of \$2 should be forwarded to the secretary not later than Tuesday of the week they are to be examined, or it may accompany the blooms.

Seedlings and sports are both eligible to be shown before these committees, provided the raiser has given them two years' trial to determine their true character. Special attention is called to the rule that sports, to receive a certificate, must pass at least three of the five committees.

The committees will be in session to examine such exhibits as may be submitted on each Saturday during October and November, the dates of which will be October 12, 19, 26 and November 2, 9, 16, 23 and 30.

CHAS. W. JOHNSON, Sec'y.

2242 West 109th Street, Chicago.

Newer Good Dahlias.

(The following brief commentary, written last March, was in response to a request from the late J. Harrison Dick. While somewhat belated, the points covered remained unchanged.)

Your cordial and flattering invitation for me to air my views on the "Newer Good Dahlias," and my consequent consideration of the subject with a view of acceptance, has resulted in the realization that the war has, to a very large extent, closed to us the chief sources from which the vast majority of our novelties and improvements in dahlias have issued. We have depended upon England, France and other countries so completely and they have provided so liberally that we have not found it necessary, much less profitable, to produce new varieties in America.

It is therefore fair to consider that the present embargo is really a blessing in disguise. I like the way our California brethren print the names of their own productions in capitals. It spells pride. Pride of accomplishment. Let us hope that the result of a check in the flow of European novelties will be the production of many more worthy sorts of American creation. We will make room in our gardens and catalogues for more good ones like Mina

Burgle, Golden Gate, Dorothy Peacock, Dreer's White, Oregon Beauty, Manzanola, etc.

It is going to be a big job. England fortified with the wonderful exhibition sorts of Stredwick and others, and France credited with such wonders as Etendard de Lyon, Mme. Eschenaur, Pierrot, Mrs. Roosevelt, Mme. Coissard, etc.

It means work to equal and much more work to surpass them. Can we do it? The answer must come with a patriotic determination to exert greater effort. We have not only equaled but surpassed the foreign growers in cannas, and I am firmly convinced that we can and will lead in the improvement of the dahlia.



Fred Krauss.

For Many Years First Lieutenant of E. F. Winterson, Chicago, Now With the Colors at Camp Merritt, New Jersey.

By the above I do not mean to convey the impression that there are no worthy novelties offered this year. But I do confess that none of last year's trials made sufficient impression upon me to justify a serious rearrangement of the previous lists submitted to me.—E. H. Michel, in American Dahlia Society Bulletin.

How To Make Both Ends Meet.

Paper by R. P. Barr, Lancaster, Pa., read at a meeting of the Lancaster County Florists' Association, at Leola, Pa., September 19, 1918.

Those who read President Totty's call for volunteers on the subject of production cost, as a means of educating the grower as well as the retailer to the prices he should have for his output in order to place his business on a proper plane as a commercial enterprise will

realize that unless we can meet existing conditions without sacrificing the things that rightfully belong to us, and at the same time contribute our share towards winning the war, we surely can not term our business as essential.

Gentlemen, this is a matter of utmost importance, and one that must be worked out individually, as every florist has different conditions which enter into the cost of production, and some of us are probably more successful than others. The principal matter, however, is how to govern prices on our product in order to make both ends meet.

Every successful enterprise governs its selling price on the cost of production, distribution, sales, overhead or any other division of expenses that may accrue, and until we do this we have no way of knowing whether we are going forward or backward. It is true the market is glutted at times, usually due to climatic conditions, and stock is sold below cost in order to move it, which is a great mistake. How much better would it be to send this surplus to one of our hospitals or cantonments than to flood the markets and drive prices downwards. I have reference to those who ship flowers on commission; whenever the commission house has an oversupply, the price tumbles, because they are obliged to move the stock and get what they can out of it for the benefit of the shipper.

You have all noticed how prices advance when stock is scarce. Why not keep them scarce until prices rise to where they belong, and I feel quite sure if the producer knows the costs, the flowers would be selling at very much higher prices than they are today. It seems very foolish indeed to continue selling stock at prices formerly used in the face of the rising costs encountered. In the long run, one does not sell much more stock at a cheap price than at a profitable price. I realize this fact more every day. People are accustomed to having high prices, and unless we can advance our prices in comparison with the cost of production, we had better get in some other line of business.

We all know the cost of labor is double what it was last year, and as this item is 50 to 60 per cent of our expense account, against 28 to 30 per cent of last year, it is easy to figure what we should have for our product at the present time. From our own expense accounts, tabulated monthly in comparison with last year's, I am thoroughly convinced that the cost of production is 30 to 40 per cent higher than in 1917. We keep an accurate monthly record of all our expenses separated and take them in account in fixing our selling prices, instead of our competitors' prices, and would rather take a chance on losing a little business than losing money, in doing it. In comparing nursery lists from the different sections, I find the big houses have advanced their prices 25 per cent over prices one year ago, and in some cases even higher.

Whether the florist business is 50 or 100 per cent essential depends largely on ourselves. If we cannot make a reasonable margin on our goods, we certainly cannot contribute to the winning of the war, after all the most important business of today. Let me say again, watch your expense account and base your selling price on the cost or the same margin of profit you had two years ago, which was then, as you all know, entirely too small.

OBITUARY.

Louis Schmutz, Jr.

Louis Schmutz, Jr., a well known plant grower of Flatbush, Brooklyn, N. Y., died on the night of October 8, after a long illness of heart and kidney disease. About last Christmas, he was taken with pneumonia, and though he recovered sufficiently to go about for a time, complications set in, and he gradually sank. In health he had been a stout and rugged man, but despite the best medical skill, he gradually wasted away. He was born in Brooklyn, 44 years ago, where his father, Louis Schmutz, Sr., who had been a soldier in the French army during the Franco-Prussian war, and was a native of Alsace, had settled, after his native province was lost to France.

Louis, Jr., had always worked with his father, and they had established a fine plant-growing business. Louis, up to the time of his illness, being the active manager. He was a bluff and cheerful man, and was popular with business associates and customers. He had been, for 18 years, a member of the New York Florists' Club, and was a member of the Foresters' of America and other fraternal organizations. He is survived by his wife, nee Martha Peltz, three daughters, his parents and four brothers. Funeral services were held at the home, 442 Clarkson street, on the evening of October 11, by the Rev. David A. McMurray, pastor of the Lenox Road Baptist church. Interment was in Evergreen cemetery, Brooklyn, October 12.

A. F. F.

The Late Charles Gustavus Roebling.

In the death, October 5, of Charles Gustavus Roebling, of Trenton, N. J., president of the John A. Roebbling's Sons Company, one of the world's greatest organizations of engineers, floriculture has lost a most eminent enthusiast and patron. Mr. Roebbling was born in Trenton in 1849, and became engaged in the business of his father, the late John A. Roebbling, in 1871, becoming active in the progress of the firm from practically its infancy, until it reached the enormous valuation of \$50,000,000, furnishing employment for 8,000 workers, for many years being the head of the enterprise.

In the early eighties, Mr. Roebbling, as a relaxation from the cares of business, engaged in floriculture as a hobby, specializing in orchids, and it was in orchid culture that he became best known to the trade in both America and Europe. He gathered together a collection of orchids which was recognized as the finest in America, and which compared very favorably with some of the best of the European collections. He spared neither money nor pains to secure the rarest of specimens, the collection eventually requiring about 12,000 feet of glass to accommodate it. He was known as a successful hybridist, and not a few of his hybrids have found their way into commerce, notably *Cypripedium* Wm. McKinley, C. President Garfield, C. Abraham Lincoln, *Zygopetalum* Roebblingiana and many others. Some of the varieties in his collection were considered as priceless, and he had at all times facilities for hybridization work such as few would consider possible.

He was well known as an exhibitor at the most important shows, and won many prizes. He is remembered as the winner of the second prize at the big orchid show held in Boston in 1910, in competition with the largest commercial firms in the business. He was a regular exhibitor at the flower shows in New York, and any movement looking to the advancement of horticulture

had his unstinted support. The town of Roebbling, which he founded, very naturally benefited horticulturally through his interested effort, home plantings receiving his especial commendation and encouragement. Every year this prosperous little town held a flower show of no mean order, of which he was patron and leading spirit, and this annual event evoked much enthusiasm among the population.

The deceased will be greatly missed in horticultural circles, where he was greatly esteemed and looked up to as one who had done much for horticulture in this country. He was very easy of approach and was always ready to give time and attention to the many in the trade with whom he was acquainted. It was the privilege of the writer to enjoy business relations with



The Late Theodore Shober.

See Obituary, Issue of October 12, Page 565.

the deceased extending over a period of nearly 30 years, during which time his constancy to his well-chosen hobby was most marked, and his faith in the ultimate appreciation generally of the benefit and pleasure to be derived from the study and practice of horticulture was remarkable in its strength.

Mr. Roebbling was a member of the S. A. F., of the Horticultural Society of New York, Massachusetts Horticultural Society, and the Pennsylvania Horticultural Society.

JOSEPH A. MANDA.

Charles T. Evenden.

Charles T. Evenden, secretary of the well-known florist firm of Evenden Bros. Co., of Williamsport, Pa., which was founded by his grandfather and of which his father, George W. Evenden is the president, died at his home in that city, October 8, of pneumonia, following his return from a trip to New York. He had been engaged in the florist business practically all of his life. He stood high in the community. He was a member of the Masonic fraternity, and was actively identified with several local organizations.

Seth Miller.

Seth Miller, for a number of years owner of the Green Floral Co., Dallas, Tex., which property he purchased from E. H. R. Green, and was active in its management until his death, passed away at his home in that city, October 10. He had been ill for several months. Mr. Miller was widely known

throughout the south, having before entering the florist field, represented the interests of Arbuckle Bros., coffee merchants, in that section. He is survived by a widow, two daughters and three sisters.

Alexander Mead.

Alexander Mead, probably the oldest florist of Connecticut, and for the past 60 years in business at Greenwich, died there, October 13, in the house in which he was born 83 years ago. He was a member of one of the oldest families of Connecticut, and was the oldest member of the Second Congregational church of Greenwich. On account of his long connection with the business, he was well known and highly respected in the trade of New York and other neighboring cities. He is survived by one daughter and one son.

A. F. F.

Nassau County Horticultural Society.

ANNUAL DAHLIA SHOW.

The annual dahlia show of the above society was held in Pembroke hall, Glen Cove, October 2. There was an excellent display of flowers, fruits and vegetables. Competition was keen in most classes and the quality was up to the usual high standard. The vegetable exhibits interested a larger number of persons this year than formerly, because of the interest which has been aroused through the food production and conservation campaign. Robt. Jones, the efficient manager, assisted by Jas. Gladstone, and the committee organized on the excellent arrangement of the show. The judges were Wm. Robertson, Portchester; Geo. Ferguson, Manhasset, and John W. Everitt, Glen Cove. The principal prize winners were Mrs. W. J. Macheson (Jas. Kirby, Gr.), Mrs. C. F. Cartledge (Wm. Noonan, Gr.), P. W. Popp, Mamaroneck, Mrs. C. D. Smithers (Thos. Henderson, Gr.), Mrs. J. E. Aldred (Thomas Twigg, Gr.), Irving Cox (Frank Petroccia, Gr.), A. G. Hodenpyl (Joe Mastrolairi (Gr.), Mrs. M. E. Taylor (Geo. F. Platt, Gr.), A. V. Davis (Alex. McKenzie, Gr.), Mrs. Percy Chubb (Robt. Jones, Gr.), and James Holloway. In the class for table decoration, Robt. Jones was awarded first prize. Wm. Noonan second and Thos. Henderson, third. John Scheepers & Co. had a display of their new raspberry, La France, which was awarded a certificate of merit. A vase of dahlias, Elsa, exhibited by Jas. Holloway received Honorable Mention. A very large and attractive display of dahlias was staged by Wm. Noonan. The judges awarded it a certificate of culture. P. W. Popp also had a fine display, which was awarded a cultural certificate.

CLUB MEETING.

The regular monthly meeting of the society was held in Pembroke hall, October 9, President Robt. Jones presiding. The judges appointed for the monthly exhibits were John F. Johnston, James McCarthy and Thomas Meech. The following awards were made in competition: Six carrots, first to Joe Mastrolairi; exhibition, six ears of corn, Golden Dawn. Thanks of the Society to Joe Mastrolairi, vase of dahlias, Honorable Mention, to Jas. Holloway. Thos. Twigg generously offered a \$5 gold piece for the 12 heaviest potatoes to be competed for in competition at our next monthly meeting to be held November 13. The society's prizes are: Chrysanthemums, three white, three pink and three yellow. A barrel of potatoes has been donated for each day of the chrysanthemum show October 31. November 1, to be used as a door prize. The ladies will judge the table decorations on the second day of the show.

HARRY GOODBAND, Cor. Sec'y.

THE AMERICAN FLORIST

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From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST

440 S. Dearborn St., CHICAGO

"In God's name, cheerily on, courageous friends,
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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IN a letter to the New York World, Otto H. Kahn advocates a tax of one per cent on every purchase exceeding \$2, the tax to be borne by the purchaser, not the seller. A similar tax was successfully used in the civil war.

Personal.

Patrick O'Mara, former president of the Society of American Florists, has been in the employ of Peter Henderson & Co., New York, 50 years.

E. H. Cushman, well-known gladiolus grower, is located at Redlands, Calif., for the winter season.

Wicker Exhibition Vases.

The wicker framed exhibition vases in various sizes as adopted by the American Rose Society and used for the first time at its recent rose festival at Philadelphia, Pa., were a great success. They are practical, durable and ornamental. Jos. G. Neidinger of that city designed and manufactured them without profit to show his interest in the work of the society. In dimensions they are 16x4, 24x6, 32x8 and 38x10, enameled in white. The willow skeleton basket contains a galvanized iron jar, painted a dark olive green. The decorative effect of the vases when filled with flowers was very pleasing and the old fibre jar is now labeled for the discard. When not in use the vases and covers are nested and packed in suitable shipping cases, ready for their journey to the next year's exhibition.

Antirrhinum Rust.

Dr. George L. Peltier, formerly of the University of Illinois experiment station, and at present engaged in a like capacity in Alabama, has carried on studies of the antirrhinum rust and his results are soon to be published in a bulletin of the Illinois station, some of the conclusions being briefly as follows:

"The use of Bordeaux, ammoniacal copper carbonate, or Fungine, will neither prevent, check nor control snapdragon rust in the field or greenhouse.

"The use of cuttings or seedlings infected with the rust may mean a complete failure of the crop.

"Snapdragon rust is not carried on the seeds and, providing no rust is present on the place, clean plants can be grown."

From these statements, it is seen that there is no possible way to control the rust when present in the house except by destroying all infected plants, thoroughly cleaning the house and beginning with a new, clean stock of plants.

National Publicity for Flowers.

The completion of our campaign fund of \$50,000 is lagging—lagging at a time when interest should be most intense. It is not due to lack of enthusiasm, for the florists who have subscribed are most enthusiastic, and we know that this feeling also extends to many who have not subscribed. Those who have ignored our appeal must admit that the \$500 or more members of our trade who are loyal to its interests are worthy of commendation without limit—the volunteers who in an emergency have gone "over the top," some of them as many as three times. The future trade is safe in such hands.

It is not too late to join these protectors of our industry, and they will welcome any who have not yet subscribed. This campaign is welding bonds of friendship among the best florists, and the best are those who can look over their own shoulders, who place their calling squarely in front of them, unprejudiced by petty jealousy, and who are dominated by that altruistic spirit which makes for the good of all rather than the individual.

Where do you stand, Mr. Reader? Are you with the protectors, or are you an onlooker. The latter, is it because you are careless, content to see the other fellow passing out good money in order that you may with

him benefit in the excellent results promised by the campaign? Or, is it because you have not realized what this publicity movement means to you or your business? If the latter, just drop a line to the secretary with the request that he give you particulars and send you material which will enable you to see for yourself that you can become a working factor in this organized effort to increase the sale of flowers, and thus enable our industry to weather the storm that is threatening it. And yours is only a pro rata help. If your business is small, a large contribution is not expected. Give what you think you can afford, even five dollars a year. It will show your good spirit, and your interest in what is good for the business from which you make your living.

Do this now, without delay.

The following new subscriptions were received this week through the Florists' Telegraph Delivery Association, annually for four years, unless otherwise stated:

C. Peterson & Sons, Escanaba, Mich.	\$7.50
Charles Ederer, Omaha, Neb. (1 yr.)	5.00
H. E. Wilson, Rochester, N. Y. (1 yr.)	10.00
Chas. E. Barton, Norwalk, O.	5.00
Chas. Vorkeller, Bethlehem, Pa.	10.00
M. H. Houser, Pittsburg, Pa.	5.00
Albino D. Herrick, Pittsburg, Pa.	5.00
Andrew Bather Co., Clinton, Iowa (2 yrs.)	10.00
Duluth Floral Co., Duluth, Minn.	10.00
Gove, The Florist, Burlington, Vt.	5.00
Math. Hillebrand, St. Louis, Mo.	5.00
H. C. Van Sant, Newport News, Va.	5.00
A. M. Terrill, Ltd., Calgary, Can. (1 yr.)	15.00
Tong & Weeks Co., Astabula, O. (1 yr.)	10.00
Heubrich & Co., Springfield, Ill.	10.00
Joseph Salmon & Sons, Akron, O. (1 yr.)	10.00

\$137.50

Previously reported from all sources, \$4,072.25

Total \$4460.75

JOHN YOUNG, Sec'y.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

Orange, N. J., October 21, 8 p. m.—New Jersey Floricultural Society, J. O. W. A. M. Hall, George W. Strange, secretary, 84 Jackson street, Orange.

St. Louis, Mo., October 21, 8 p. m.—Retail Florists' Association of St. Louis, at member's place, of business, Charles Young, secretary, 1406 Olive street, St. Louis.

Montreal, Que., October 21, 8 p. m.—Montreal Gardeners and Florists' Club, 140 Mansfield street, W. H. Harodin, secretary, 283 Marquette street, Montreal.

Grand Rapids, Mich., October 21—Grand Rapids Florists' and Gardeners' Club, at office of member, Edward Freyling, secretary, 1057 Wealthy avenue, Grand Rapids.

Newport, R. I., October 22, 8 p. m.—Newport Horticultural Society, Music hall, Fred P. Webber, secretary, Neville, R. I.

Pittsburgh, Pa., October 22, Noon—The Retail Florists' Association of the Pittsburgh district at lunch, Lot Hingens, California hotel, Orville Crissman, secretary, Diamond Bank building, Pittsburgh.

Hartford, Conn., October 25, 8 p. m.—Connecticut Horticulture Society, Court building, Alfred Dixon, secretary, Wethersfield, Conn.

Dobbs Ferry, N. Y., October 26, 8 p. m.—Dobbs Ferry Horticultural Club, California hotel, Dobbs Ferry.

Henry Kastberg, secretary, Dobbs Ferry.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

October 19-26, Los Angeles, California Liberty Fair, Charles L. Wilson, superintendent of exhibitors.

November 5-8, Des Moines, Ia.—Mid-west Horticultural Exhibition, J. Wilson, Des Moines, chairman of committee on flowers; Francis Sestier, Des Moines, vegetables.

November 6-8, New York.—Exhibition of chrysanthemum by the American Institute of the City of New York and the Chrysanthemum Society of America, in the Engineering Society building, 25-33 West 39th street, New York.

November 7-10, New York.—Exhibition of the Horticultural Society of New York, American Museum of Natural History, Bronx Park, George V. Nash, secretary, Manton, Bronx Park, New York City.

November 19-22, Chicago.—Illinois First Great Apple Show, M. Augustine, Normal, Ill., executive secretary.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv. For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By an all around seedman and poultry supply salesman. Twenty-six years retail experience. Address

Key 931, care American Florist.

Help Wanted—Man for general work in retail store, also competent to do landscape work. Good salary and percentage. Address

**Johnson & Chronis,
47th St. and Lake Park Ave.,
Chicago.**

FOR SALE.

Florist Delivery Car. Panel top. Good as new. Ford. Car is now in Chicago. Write quick.

Key 936, care American Florist.

FOR SALE

New D. S. A. Glass.
16x18.....\$7.00 per box
16x24..... 7.50 per box

**WM. F. KRUEGER,
516 Potter St., Toledo, Ohio**

Situation Wanted

By American; single; have many years' experience in greenhouse and outside. Address

Key 932, care American Florist.

HELP WANTED

Trained, experienced greenhouse man, for responsible position, varied experimental work. Attractive permanent possibilities for the right man.

L. R. JONES

Plant Pathology Department, University of Wisconsin.

MADISON, WISCONSIN

HELP WANTED

Two experienced salesladies and designer for a Chicago loop store. Good wages. Address

Key 937, care American Florist.

HELP WANTED

A grower who understands roses, carnations and chrysanthemums. Sober. A life time position. Apply at

**RIVERBANK GREENHOUSES
GENEVA, ILL.**

Help Wanted

Good packer for Chicago Wholesale House. Address

**Key 939,
care American Florist.**

Help Wanted

Young lady stenographer for a Chicago florist establishment. Beginner with a little experience preferred. Address

**Key 940,
care American Florist.**

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2 3/4 x 5 1/4 inches.

FOR CUT FLOWERS: In two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

HELP WANTED

Several good rose growers for place near Chicago. State full particulars in first letter. Address

Key 938, care American Florist.

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

Chicago Florists' Club.

The last meeting of the Chicago Florists' Club, held at the Hotel Randolph, October 10, was devoted exclusively to Liberty Loan business, the florists and allied trades of the city and suburbs (not including nurserymen and seedsmen) enthusiastically going over the top, with a quota of \$300,000, subscribing over \$50,000 on the spot. The grand total of the subscriptions as we go to press \$331,000, and still going splendidly in the closing days of the campaign. This happy condition reflects the greatest credit on Chairman Lautenschlager and his energetic co-workers who, despite very unusual trade conditions at this time, their business requiring long hours and close application, have heroically worked overtime Sundays and weekdays to back up Uncle Sam in the winning of the war.

In addition the members attending this club meeting, in response to the plea of the veteran French soldier, Capt. Maurice Bernhardt, who fought with the United States army in the civil war, subscribed \$87.96 to the fund for French and Belgian children.

This meeting will go down in history as the best in every way during the existence of the club, placing the trade of our city in the first rank when real patriotism is needed.

Pittsburgh.

DEMAND UNUSUALLY HEAVY.

The demand for stock has been unusually heavy, with the supply far below requirements, and consequently many disappointments. There have been good cuts of roses, including American Beauty, but not nearly what are required. Ophelia, Killarney and Russell are among the best offerings. The shorts sell at \$6 and the long grades at \$15 per 100. American Beauty specials have advanced to 50 cents. There are also a few carnations of good quality to be seen, which are offered at \$4 per 100. Lilies are very scarce, as most of the growers are short on them during the chrysanthemum season. They sold as high as \$25 per 100 last week. A few lavender and yellow chrysanthemums are arriving, and help out considerably, and good prices are obtained for them. There has been an excellent supply of dahlias, and this market has been fortunate in having scarce fancy stock during this period of scarcity. The flowers are really remarkable and wonderful in color, and the demand is, of course, much greater than the supply. Prices hold firm at \$10 to \$12 per 100, almost as much as for the large chrysanthemums. The first yellow daisies have reached the market, but are short-stemmed and small flowers, and are used principally in funeral work. Many of the retailers have been forced to use artificial flowers. Greens are hard to obtain.

COAL CONSUMERS MEET.

A meeting of the florists of western Pennsylvania, who are coal consumers, was held at the salesroom of the McCallum Co., October 7. It was opened by an address by T. P. Langhans, who gave reasons for calling the gathering the local fuel administrator having suggested the appointment of a committee whose duty it should be to take up all questions relating to the fuel situation, as far as florists and gardeners were concerned, with him. It was also stated that there might be some modification of the order previously sent out. After an informal discussion, Mr. Langhans was selected chairman of the committee, with power to name his associates, three in number. They are B. L. Elliott, Henry Meuschke and E. J. McCallum, secretary. Any special information desired regarding the fuel

situation will be supplied on request to Mr. Langhans.

NOTES.

Word was received during the past week by Manager H. C. Sheaff, of Mrs. E. A. Williams' establishment, that Charles G. Ulmer, who, before his enlistment in the American forces, was one of the most valuable men of the store staff, has arrived safely in France. He joined the radio service at Carnegie School of Technology in July and was sent to Europe after two months' training.

DeForest Ludwig has returned from what he reports the most interesting meeting in the history of the F. T. D., held at Cleveland, O., last week. He makes it a point to be in attendance at all of the gatherings of this live retailers' organization.

H. L. Thompson, of Rochester, Pa., has been on the sick list, seriously ill



Fred Lautenschlager

Chairman Chicago Florists' Over-the-Top Fourth Liberty Loan Committee.

with pneumonia. He recently returned from an auto trip to Canada.

George Wessenauser, of Sewickley, is cutting some fine dahlias, which are disposed of readily at his two stores.

Neil McCallum has plans for a beautiful Alpine garden, which he expects to have completed before next spring.

William Turner, of Wilkensburg, is cutting a fine crop of dahlias and white chrysanthemums.

Peter Harris is on the sick list. M.

Detroit.

INTERESTING CLUB MEETING.

The florists' club meeting October 10 brought out a large attendance. The big drawing feature was an address by W. W. Gammage, London, Ont., on "The Florist Business During Four Years of War in Canada." Mr. Gammage, accompanied by Frank McKenna, Montreal, George Dick and Emery B. Hamilton, of London, were on their return from the F. T. D. meeting at Cleveland, and before the club meeting were shown about the city by the local florists. Mr. Gammage's paper was highly interesting and elicited much praise by its careful preparation, and which depicts from the grower's and retailer's viewpoints the crucial conditions brought about by the war and the best methods of adjusting the trade to the violently changed conditions which similarly this country is now experiencing.

Frank McKenna, of Montreal, gave added interest to the subject, by his recital of the conditions peculiarly affecting the remote eastern part of the country. George Dick and E. B. Hamilton both favored the meeting with short addresses. Philip Breitmeyer gave a report of the F. T. D. meeting at Cleveland, and Secretary Pochelon of that association, with his usual enthusiasm, added his observation of the great work done in the "Forest City." M. Eloy, who had just returned from an auto trip to New York, via Cleveland, gave an interesting talk on his pleasant experiences while away. Others of the Detroit party to Cleveland who gave reports of the meeting there were E. A. Feters, H. Forster and J. F. Sullivan. Three applications for membership in the club were received.

NOTES.

Philip Breitmeyer entertained the Canadian visitors at luncheon at the Detroit Athletic Club at noon Thursday and again at dinner at the Country Golf Club after an auto ride through the beautiful hills and lakes of Pontiac and vicinity.

Considerable activity in retail circles marks the passing of the dull summer and early fall days, and a genuine scarcity of flowers of any kind makes the retail situation hard to handle and resourcefulness of all is heavily taxed.

Patrick O'Mara, of New York, made a brief stay in this city on his return from Chicago, October 14. He was entertained at luncheon by Philip Breitmeyer, in company with J. F. Sullivan.

The Michigan Cut Flower Exchange has acquired by purchase the wire manufacturing business of Wm. Hulscher, who has retired to a farm at Leonard, Mich. J. F. S.

Boston.

BETTER SUPPLY, BUT STILL INSUFFICIENT.

A great improvement is noticeable in the supply arriving in this market, but still not enough to meet the heavy demand. Large shipments are received daily from outside points, but prices continue high. The various wholesale houses have their representatives in New York buying up everything available. Wire frames, galax and moss have doubled in price. Roses are in great demand and are held at high figures. Among the quotations are Carnations, \$8-\$12 per 100; chrysanthemums, \$3-\$4 per dozen; asters, small and poor, \$6 per 100; lilies, 25 cents per bud.

NOTES.

William Nicholson, of Framingham, is cutting heavily on October Frost chrysanthemums and carnations. His home trade has increased to such an extent that he can make only two shipments to this market each week.

Welch Bros. Co. is doing a heavy business. This firm grasped the situation and is receiving large shipments from out of the state.

Mrs. W. H. Ward has arrived home from the hospital where she has been for six months, suffering from a nervous breakdown.

Julius Snyder, of B. A. Snyder & Co., is in New York, and is sending back shipments of asters, roses, carnations and lilies.

Paul Richwagen has started cutting his new snapdragon, Virginia, which finds a ready market at good figures.

At Galvin's two stores business is very good and the force is kept working day and night.

Beasley & Co. have started to bring to market pansies and button chrysanthemums.

Malcolm Muncy, salesman for the J. A. Budlong Co., died recently from pneumonia.

Henry M. Robinson & Co. are working day and night and cannot keep up with orders. S. K. G.

PRESIDENT WILSON

"Said it with Flowers" to our
wounded boys home from France.

"SAY IT WITH FLOWERS"

BY THE
FLORISTS' TELEGRAPH DELIVERY (F. T. D.)

Headquarters
Receiving Group
Building 300
Camp Farragut

U. S. NAVAL TRAINING STATION
GREAT LAKES, ILLINOIS

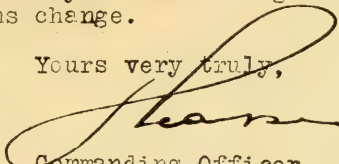
October 7, 1918

Dear Madam:

Your efforts to procure flowers for men in the different sick bays in Incoming Detention are very much appreciated. Cotterill mentioned that it was almost impossible to procure flowers last week, and since the situation has changed greatly I can appreciate the position you are in. The flowers you did send were received in fine shape, and I certainly want to thank you for sending them as they went a long ways towards cheering up the men.

I wish to thank you again for your courtesey and thoughtfulness, and assure you I will be glad to hear from you when conditions change.

Yours very truly,



Commanding Officer,
8th, 9th and 14th
Regiments

To

Miss O. A. Tonner,
%O. A. & L. A. Tonner,
30 E. Randolph Street,
Chicago, Ill.

"Let us strive to increase the life of flowers universally, not only for our own selfish or money making purposes, but for the elevation of mankind".—R. Vincent, Jr., President of the American Dahlia Society.

Our Fall crop of Chrysanthemums, Pompons, Carnations, Roses, Etc., will soon be in and every Florist can do their part to "Say It With Flowers" in every Camp Hospital in the Country, as well as at home.

Make it known to the public that—"Say It With Flowers" will be gladly accepted by our boys in the Camps all over the country.

A MESSAGE OF LOVE FROM HOME MAY MEAN LIFE.

Join The Florists' Telegraph Delivery. Address: Albert Pochelon, Secretary, care of L. Bembs Floral Co., 153 Bates Street, Detroit, Mich.

How soon will we be able to "Say It With Flowers" across the sea?

O. A. & L. A. TONNER, 30 East Randolph Street, Chicago

CUT FLOWER DEPARTMENT

Finest Quality Beauties

CATTLEYAS and ROSES

Pompons, 'Mums, Russell, Richmond, Hoosier Beauty,
Milady, Brilliant, Ward, White Killarney, Ophelia

Carnations, Snaps, Valley, Dry Gypsophila

Plumosus, Sprengeri, Adiantum, Galax, Ferns, Smilax

PLANTS

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 4-in. pot, \$6 per doz.
Kentia Belmoreana, 4-in. pot, \$6 per doz.
Kentia Forsteriana, 5-in. pot, \$12 per doz.
Kentia Belmoreana, 5-in. pot, \$12 per doz.
Kentia Forsteriana, 6-in. pot, \$2 each.

Kentia Forsteriana, made up, 5-in. pot, \$1 to \$1.25 each.
Livistona Rotundifolia, 4-in., \$6 per doz.
Livistona Rotundifolia, 5-in., \$9 per doz.
Livistona Rotundifolia, 6-in., \$1.25 each.
Phoenix Roebelenii, 5-in. pot, \$1 each.
Pandanus Veitchii, 4-inch, 50c each.
Pandanus Veitchii, 5-inch, 75c to \$1.00 each.
Pandanus Veitchii, 6-inch, \$1.50 each.
Pandanus Veitchii, 7-inch, \$2.00 each.

Begonia Chatelaine, 2½-in., \$5.00 per 100.
Begonia Chatelaine, 3-in., \$10.00 per 100.
Dracaena Massangeana, 4-in. pot, \$50 per 100.
Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.
Crotons, 4-in., \$4.80 per doz.
Crotons, 5-in., \$9 per doz.
Crotons, 6-in., \$1 to \$1.50 each.
Primula Obconica, 3-in., \$7.00 per 100.
Baby Primula Malacoides, 2½-in., \$5 per 100.
Rubber Plants, 5-in., 75c each.

POT CHRYSANTHEMUMS

Magnificent Stock — October Delivery

6-inch.....50c and 75c each | 8-inch.....\$1.50 to \$2.00 each
7-inch.....\$1.00 to \$1.25 each | 9-inch.....3.00 to 6.00 each

2½-in. Own Root Rose Stock

Aaron Ward } \$ 7.50 per 100;
Killarney Brilliant } 70.00 per 1000.
White Killarney }

Milady } \$ 7.00 per 100;
Richmond } 65.00 per 1000.

3½-in. Own Root Rose Stock

White Killarney } \$ 11.00 per 100;
Ophelia }
Aaron Ward } 105.00 per 1000.
Sunburst }
Killarney Brilliant }

Milady } \$ 10.50 per 100;
Richmond } 100.00 per 1000.

POEHLMAN

72-74 E. Randolph St.,

Florists! Attention!

FOR ALL SAINTS' DAY

We have stocked a supply of plain and decorated Wreaths of Magnolia, Lycopodium and a combination of Grasses and Waxed Flowers. The most satisfactory method of buying these, we suggest a sample dozen or so. We have also an assortment of Flowers, Gypsophila, Grasses and Lycopodium for decorating the plain Magnolia Wreaths as per illustrations. The assortment enough for 50 wreaths is \$10.00.

We will certainly please the most critical florist with our line of Baskets. We handle the lines of many well known manufacturers as well as our own. Try a \$10.00 to \$25.00 assortment and be convinced.



No. 52.

18 inch.....	each, \$1.50;	doz., \$15.00
21 inch.....	each, 1.75;	doz., 18.00
24 inch.....	each, 2.50;	doz., 24.00
27 inch.....	each, 3.00;	doz., 30.00

Magnolia Leaves, Cycas Leaves,
Wheat Sheaves, Ruscus,
Oak Sprays (Long or Short.)

Let us
Estimate
on
Your Fall
Orders.



No. 45.

Lycopodium Wreaths

Made of prepared Lycopodium.

Will keep indefinitely.

2 inch.....	per 100, \$15.00	18 inch.....	per 100, \$28.00
4 inch.....	per 100, 18.00	21 inch.....	per 100, 35.00
6 inch.....	per 100, 20.00	24 inch.....	per 100, 45.00

18 inch.....	each, \$1.50;	doz., \$15.00
21 inch.....	each, 1.75;	doz., 18.00
24 inch.....	each, 2.50;	doz., 27.00
27 inch.....	each, 3.00;	doz., 30.00
30 inch.....	each, 4.00;	doz., 40.00

N BROS. CO.

ong Distance Phone, **CHICAGO, ILL.**
Randolph 35.

CHRYSANTHEMUMS

Extra fine stock, at \$3.00 to \$4.00 per doz.

YELLOW POMPONS, - - - \$1.00 per bunch.

HOOSIERS-RUSSELLS-COLUMBIA

Best Leading Roses—We are now cutting a large quantity.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Columbia, Hoosier Beauty, Ophelia and White Killarney.

CURRENT PRICE LIST

AMERICAN BEAUTY—	Per doz.
According to length of stem.....	\$1.50 to \$7.50
RUSSELL and COLUMBIA—Best in this market.	Per doz.
Good, extra long	\$3.00
Good, medium	\$1.50 to 2.00
Good, short75 to 1.00
HOOSIER BEAUTY, OPHELIA, SUNBURST, WHITE KILLARNEY—SHAWYER	
Long stems	\$12.00
Good, medium	\$8.00 to 10.00
Good short	5.00 to 6.00

LILY OF THE VALLEY, per 100..... \$6.00

CHRYSANTHEMUMS, Golden Queen, per doz.\$3.00 to \$4.00

GREENS.

ASPARAGUS & SPRENGER, per 100..... \$2.00 to \$3.00

GALAX, green and bronze, per 1,000..... 1.50

NEW FANCY FERNS, per 1,000..... 3.50 to 4.00

ALL OTHER SEASONABLE STOCK AT MARKET PRICES

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK CONTINUES TO BE VERY SCARCE.

There is no great change in the market conditions from last week, which means that stock of all kinds is extremely scarce and commanding high prices. The demand is principally for funeral flowers, but fancy stock is moving quickly, owing to the extreme scarcity, and in some instances choice Sunburst, Champ Weiland and Ophelia have sold as high as \$20 and more per 100, the past week. Mrs. Chas. Russell and Columbia are in exceptionally brisk demand at high prices, which holds true for roses in general. My Maryland, Hoosier Beauty, Milady, Richmond, Hadley, Montrose, Killarney, White Killarney, Killarney Brilliant, Double White Killarney, Killarney Queen, Mrs. Moorfield Storey, and Mrs. Bayard Thayer are included in the offerings, not to mention the miniature varieties. Nesbit, Baby Doll, Cecile Brunner, and George Elgar. American Beauty roses are cleaning up nicely at high prices right along, and some exceptionally fine stock in this line is now reaching the market. Carnations are scarce, and what stock is arriving is picked up early at surprisingly good figures. Lilies are scarce, at \$15 per 100, owing to the fact that the growers cut down their plantings during the chrysanthemum season and, naturally, the general shortage of other stock that has existed here for several weeks. The gladioli season is over, and there is practically no stock in this line available now. Some late asters from Michigan are being received in good-sized quantities, and are disposed of quickly, at prices ranging from \$4 to \$6 per 100, and in some instances, as high as \$8 in the fancier grades. Orchids are holding their own, at \$10 to \$12 per

Over the Top.

The florists and allied trades of Chicago and vicinity—not including seedsmen and nurserymen—have subscribed \$331,600 in the Fourth Liberty Loan drive up to and including October 15, their quota being \$300,000.

As a further indication of how they feel about the war, they are trying hard to make it \$350,000 before the close of the campaign this week.

dozen, for select stock, and there is a large enough demand to take care of the few gardenias that are arriving. Lily of the valley is scarce, and cleans up early at the advertised quotation. Home-grown single violets are bringing 75 cents per 100, and the New York doubles, \$1 per 100. Sweet peas are arriving in limited supply, and a few

panies, daisies, snapdragons and calceolarias are to be had. Outdoor stock is moving fast at higher prices than ever this season. Chrysanthemums are gradually becoming more plentiful, but find a ready market at prices ranging as high as \$6 to \$8 per 100 for extra select, especially Golden Queen. Most of the chrysanthemums are being cut extra tight, owing to the extreme shortage of stock in general, so no great change in the market can be expected for some time to come, for the growers are ahead of their cut, and besides the retailers in general are fortunate in securing enough stock to take care of their immediate orders, without being able to have a chance to stock up. Pompoms are bringing good prices. Green goods are commanding higher figures, and ferns sold as high as \$4 and \$5 per 100 the past week, with very little stock available. Smilax is also bringing high prices. Magnolia leaves are in extremely brisk demand, and the call for leucothea and boxwood is exceptionally brisk Saturday, October 12, was a big day for the wholesale florists, when the sales, in some instances, amounted to more than the best during the Christmas holidays. The retail florists, especially in the loop, did not fare so well, owing to the big parade, which blocked traffic in almost all directions, for practically the entire afternoon. The death rate, owing to the Spanish influenza, is still very heavy, and the daily papers are carrying an unusually large number of obituary notices. No one is complaining of dull business in either the wholesale or retail line, which is away ahead of October of last year so far, and the only complaint—coming from all sides—is on account of the extreme scarcity of stock. The trade in general is willing to spend money when they have it, and the most

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

BIG CROP OF ROSES:

RUSSELL-PINK KILLARNEY-Etc.

Carnations, Lilies, Valley and a Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

	Per 100
Specials	\$18.00 to \$20.00
Select	12.00 to 15.00
Medium	8.00 to 10.00
Short	5.00

RICHMOND

	Per 100
Select	\$ 8.00 to \$12.00
Medium	6.00
Short	5.00

MILADY

	Per 100
Select	\$ 8.00 to \$12.00
Medium	6.00
Short	5.00

Killarney

	Per 100
White Killarney	Select \$8.00 to \$10.00
Killarney Brilliant	Medium 6.00
My Maryland	Short 5.00
Champ Weiland	

Sunburst

	Per 100
Select	8.00 to 10.00
Medium	6.00
Short	5.00

Ophelia

	Per 100
Select	8.00 to 10.00
Medium	6.00
Short	5.00

ROSES, OUR SELECTION

	Per 100
Carnations	\$ 3.00 to 6.00
Harrisll	15.00
Chrysanthemums, per dozen	3.00 to 6.00
Valley	6.00
Adiantum	1.00 to 1.50
Asparagus, per bunch	.50c to 75c
Boxwood	per bunch, 35c
Ferns	per 1,000 \$4.00 to 5.00
Galax, bronze and green, per 1,000	\$1.25
Leucothoe Sprays	.75 to 1.00
Smilax	per doz. strings, \$3.00

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.

Extra long stems	\$5.00 to \$6.00
Stems 48 inches	4.00
Stems 30 to 36 inches	3.00
Stems 24 inches	2.50
Stems 18 to 20 inches	2.00
Stems 12 inches	1.50
Short stems	1.00, 6.00

MRS. CHAS. RUSSELL. Per 100

Special	\$25.00
Select	\$15.00 to 20.00
Medium	8.00 to 12.00
Short	6.00

ROSES.

Richmond, special	\$10.00 to \$12.00
“ select	8.00
“ medium	\$5.00 to 6.00
“ short	4.00
Milady, special	\$10.00 to \$12.00
“ select	8.00
“ medium	\$5.00 to 6.00
“ short	4.00
Killarney Brilliant, special	\$10.00 to \$12.00
“ select	8.00
“ medium	\$5.00 to 6.00
“ short	4.00

ROSES—Continued Per 100

Ophelia, special	\$10.00 to \$12.00
“ select	8.00
“ medium	\$5.00 to 6.00
“ short	4.00
White Killarney, special	\$10.00 to \$12.00
“ select	8.00
“ medium	\$5.00 to 6.00
“ short	4.00
Killarney, special	\$10.00 to \$12.00
“ select	8.00
“ medium	\$5.00 to 6.00
“ short	4.00
Mrs. Ward, special	\$10.00 to \$12.00
“ select	8.00
“ medium	\$5.00 to 6.00
“ short	4.00
Sunburst, special	\$10.00 to \$12.00
“ select	8.00
“ medium	\$5.00 to 6.00
“ short	4.00
Cecile Brunner	4.00
Elgar	4.00
Baby Doll	4.00

ROSES, OUR SELECTION. 5.00

Extra special roses billed accordingly.

CARNATIONS.

Fancy	Per 100 \$4.00 to \$6.00
-------	--------------------------

ORCHIDS.

Cattleyas	Per doz. \$12.00
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EASTER LILIES.

Select	Per 100 \$15.00
--------	-----------------

MISCELLANEOUS.

	Per 100
Chrysanthemums, per doz.	2.00 to 6.00
Pompons, per bunch	.75 to 1.00
Gypsophila, per bunch	.75 to 1.00
Valley	6.00
Violets	.75 to 1.00
Daisies	1.00 to 2.00
Calendulas	2.00 to 4.00

DECORATIVE.

Plumose strings	\$0.50 to \$0.75
Plumose	per bunch .35 to .50
Sprengerl	“ .35 to .50
Adiantum, fancy long	per 100 1.00
Smilax	per doz. 2.50
Ferns	per 1,000 4.00
Galax	“ 1.50
Mexican Ivy	“ 5.00
Leucothoe sprays	\$1.00
Boxwood	per bunch .35 to .50

WIETOR BROS.

30 East Randolph St.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF Roses in All The Leading Varieties

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL. Per 100
Fancy\$8.00 to \$12.00
Good 5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.
White—KILLARNEY—Pink. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Medium 5.00
Short 4.00

SUNBURST AND OPHELIA. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Good 5.00
Short 4.00

MINIATURE ROSES. Per 100
Baby Doll\$2.00 to \$3.00
Elgar 2.00 to 3.00
ROSES, OUR SELECTION 4.00
CARNATIONS. Per 100
Fancy\$4.00
Good 3.00

MISCELLANEOUS. Per 100
Valley\$6.00 to \$8.00
Lilies 15.00
Ferns, per 1,000\$4.00 to 5.00
Smilax, per doz. strings 2.50
Adiantum 1.00
Galax (bronze and green), per 1,000... 1.50
Asparagus Sprenger, bunch..... .50
Asparagus Plumosa, bunch..... .50
Boxwood, per lb.35
Other Green Goods Market Rates.

Mention the American Florist when writing

gratifying news of the past week, was that the trade has oversubscribed its quota of bonds for the Fourth Liberty Loan, and is still going strong.

NOTES.

This city experienced its worst day, October 15, since the Spanish influenza became prevalent. There were 1,779 new cases reported with 183 deaths and 442 new cases of pneumonia with 134 deaths. Theatres, dance-halls and other public places have been closed, and churches, Sunday schools, saloons, political meetings, conventions, cabarets and other places of public assemblage may be instructed to do likewise by the influenza-pneumonia commission until conditions here and the balance of the state become improved. The commission, after being in executive session from early Tuesday night until shortly after midnight, announced that it had considered issuing a sweeping order which would practically make it impossible for persons to gather in groups. After another session today the decision will be announced. The situation is becoming alarming and while the closing order will affect business to some extent the trade in general has about all the business it can conveniently handle due to the large amount of funeral work.

Paul Klingsporn and C. L. Sherer, of the Chicago Flower Growers' Association, managed to be on the job all this week, even though they were slightly under the weather, owing to either a heavy cold or an attack of Spanish influenza. Eddie Hunt, who used to be with this firm, was down with the influenza for some time at the Great Lakes Naval Training Station, but appeared to be in pretty fair shape when he called on the boys this week.

In the case of William Langhout, bankrupt, Sidney C. Eastman, referee in bankruptcy, has issued notice to the effect that the first meeting of creditors will be held at his office, 907 Monadnock building, this city, October 22 at 10 o'clock A. M. at which time creditors may attend, prove their claims and transact such other business as may properly come before the meeting.

Sigmund Misiewicz, son of Mrs. Misiewicz, who operates a retail florist store on Milwaukee avenue, who was with the American troops in France, died there recently from pneumonia, according to word received here last week. He was well-known in the local wholesale market, where he spent nearly all of his spare time.

PERCY JONES INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

Cut Flowers and Greens

Zech & Mann are more than pleased with business the past month, and have taken pretty good care of their regular customers, although they could have handled much more stock to good advantage. Chrysanthemums are more plentiful at this house but, like everything else, clean up early.

The Horticultural Society of Chicago, through its president, J. C. Vaughan, awarded its silver garden medal to Mrs. Laura Dainty Pelham, president of the Chicago City Gardens Association, for success in 1,000 community gardens, at a luncheon given at the City Club, October 10.

Wietor Bros. are starting to cut chrysanthemums quite heavily, which are in brisk demand and clean up early. Their collection of pompons is unusually fine this year, and there will be plenty to supply all their customers throughout the season.

Miss Thelma Vaughan, daughter of A. L. Vaughan, well-known wholesale florist, is recovering from a severe attack of Spanish influenza. Mr. Vaughan has had a slight touch of it, but managed to weather the gale, and is on the job every day.

Bassett & Washburn are in good crop with chrysanthemums, especially Golden Queen and Yellow Queen, of splendid quality. Walter Johnson, of this establishment, who is a member of the reserve militia, marched in the big parade, October 12.

Peter Reinberg's shipments include a good supply of carnations, which command high prices and clean up quickly each day. The shipping trade is particularly heavy, and it is impossible to anywhere near take care of the local demand.

J. A. Budlong is handling a good supply of fancy stock, considering the shortage in this market, especially chrysanthemums and roses. The blue daisies featured here are taking well with both the trade and general public.

The Poehlmann Bros. Co. has been cutting unusually fine flowers of *Cattleya labiata* in large quantity the past week. American Beauty roses of splendid quality are a leader here and are in brisk demand at high prices.

Arthur Paulus and Andrew Keil have purchased the store formerly operated by F. O. Franzen at 5319 North Clark street and are well pleased with the amount of business they have done since they took possession.

Peter Hoefelder, who has been at Jefferson Barracks, Mo., for several weeks, was honorably discharged from the army, and is again attending to his duties at Kennicott Bros. Co.'s store.

Fred Nichols, who has been helping out at Peter Reinberg's store during the summer months, will open a retail store in the Atlas building, Room 203.

Vincent Gorly, of Grimm & Gorly, St. Louis, Mo., stopped off here this week on his way home from the F. T. D. meeting, at Cleveland.

George Collins, superintendent of the Henry Smith greenhouses, at Grand Rapids, Mich., visited relatives and friends here this week.

Michael Fink and family are all recovering from an attack of the Spanish influenza.

Anton Then is recovering from a severe attack of Spanish influenza.

KYLE & FOERSTER

WHOLESALE FLORISTS

160 N. Wabash Ave.,

CHICAGO

Long Distance Phone, Randolph 6784

The Chicago Flower Growers Association**WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS**

182 North Wabash Avenue

L. D. Phone, Randolph 631

CHICAGO

We are taking mighty fine care of
our customers notwithstanding the
extreme scarcity of stock in Chicago.

The meeting of the creditors of the bankrupt firm of Fyfe & Olsen, Wilmette, to have been held at the office of Sidney C. Eastman, referee in bankruptcy, 903 Monadnock block, this city, at 10 a. m., October 15, was postponed to October 29, at which time creditors may attend, prove their claims, appoint a trustee and transact such other business as may come before the meeting.

The Raedlein Basket Co. reports business as exceptionally brisk with new orders arriving steadily. Their new catalog is ready for distribution and will only be mailed free upon request.

Matt Mann, of Zech & Mann, has the sympathy of his many friends in the loss of a brother-in-law whose death occurred at Milwaukee, Wis., this week.

John Carlson is back on the job at A. L. Vaughan & Co.'s store after being confined to his home for a week with the Spanish influenza.

John Furrow and wife, who have been spending their honeymoon in the east, passed through here this week on their way home.

David Arendo, of Kennicott Bros. Co., was called for examination by his draft board this week.

GROWERS**Business is Good**

Market conditions as they affect the Wholesale Commission Houses likewise reflect upon the grower.

For that reason the grower to get the greatest production from his greenhouses should know he is getting the most money from his Wholesale Market.

To have an accurate record from the sales of consignments is the first essential step towards bringing about an increase in Profits of the Greenhouse Production.

Retailers, where the growers ship is the place to send your orders.


Co-operate with the
Wholesale Commission House in
Chicago.

**KENNICOTT BROS. CO.**

(In Business Since 1881)

174 North Wabash Ave.,
CHICAGO

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Miss O. A. Tonner, of O. A. & L. A. Tonner, has sent flowers out to the Great Lakes naval training station at different periods the past summer at her own expense and has received several highly prized letters from the commander thanking her for her thoughtful consideration and telling her of the good they had done. Other florists would no doubt be glad to do their bit when the market is more plentiful, which has prompted her to insert a full-page paid advertisement to aid the good cause and which will no doubt bear fruit all over the country. A bouquet of flowers in the hospital fills the sick man with renewed hope and helps him considerably on the road to health.

Louis Finnermann, of the Grossberg-Tyler-Finnermann Co., is back from a trip to outside points, Morris Grossberg reports business as brisk with inquiries arriving from all parts of the country which he attributes to their advertising in the trade papers. Although small they brought wonderful results.

Percy Jones, Inc., reports business as surprisingly good with a heavy demand for chrysanthemums which are in good supply here. Ferns have been arriving in steady supply at this house the past week but are in such brisk demand that there is never a surplus.

Kyle & Foerster have had a large supply of all seasonable stock during the shortage which they had no difficulty in disposing of. Business has been exceptionally good with them and October 12 was one of the best days ever experienced.

A. T. Pyfer & Co. have been featuring a good supply of late Michigan asters in addition to their regular line of stock which sold like hot cakes and were disposed of almost as soon as they were unpacked.

The trade joins in extending their sympathy to Harry Manheim, of Hoebner Bros., in the loss of his brother, Albert, whose death occurred this week from pneumonia. He was buried Wednesday, October 16.

Erne & Company helped quite a number of the wholesalers out with ferns the past week notwithstanding the shortage, which was greatly appreciated by them.

The John Kruchten Co.'s sales the past two weeks were very satisfactory and compare most favorably with those in the holidays.

Eric Johnson, manager of the A. L. Randall Co.'s cut flower department, reports a record breaking Saturday, October 12.

L. Hoeckner is back on the job at Peter Reinberg's store after spending the summer with a carnival show.

Miss Frances Ludlow, of Vaughan's Seed Store, returned October 14, after an extended vacation in the east.

Mrs. E. F. Winterson picked raspberries and strawberries in her garden at Highland Park, October 13.

The American Bulb Co. reports its French bulbs on the water.

Visitors: B. H. Klus, Anderson, Ind.; J. S. Wilson, Des Moines, Ia., returning from the F. T. D. convention at Cleveland; Henry Heepe, Akron, O.; George Blackman, Evansville, Ind.; P. W. Peterson, of the Chicago Carnation Co., Joliet; H. M. Burt, Kalamazoo, Mich.

Cincinnati.

GOOD DEMAND WITH LIMITED OFFERINGS.

Business is exceptionally good, and as a result, everything that comes into the wholesale houses cleans up on arrival. Prices are very good. Shipping business is very heavy. Much more stock than is available could be used. The supply of roses, while fairly good, still is insufficient to satisfy immediate wants for this flower. Carnations continue rather scarce. Easter lilies are more plentiful than they were and are selling well. Chrysanthemums come into the market regularly. They are in a fair supply and sell well. The dahlia receipts, as a whole, have been of unusually good quality and find a ready market. Cosmos has been selling well. Single violets and a few pansies may be had. Toward the end of last week, the green goods supplies ran rather short. This is particularly true in fern and smilax.

NOTES.

Alex Ostendarp has been giving considerable time to the Liberty Loan work during the present drive.

J. C. Rutenschroer has been sending some excellent dahlias to C. E. Critchell.

R. Witterstaetter, who has been laid up with influenza, is now improving.

Visitors: E. W. Guy, Belleville, Ill.; James Frost, Greenville, O.; Jos. R. Goldman and N. O. Selby, Middletown, O.; Andrew Hauge, Fairmont, West Va.; Charles Lodder and Walter Gray, Hamilton, O. and Fred Rupp, Lawrenceburg, Ind.

H.

Omaha, Neb.

Thirty years ago, November 4, 1888, Hess & Swoboda, prominent florists of this city, gave a dinner in honor of a number of members of the craft from the east and local friends. It proved a most enjoyable occasion, and the names of those present may prove of interest at this date, among others being Capt. J. C. Laing, W. T. Shockey, James Farries, Dr. C. Impey, D. H. Christie, A. E. Pike, M. Lee and the following florists: H. B. Killin (formerly with J. C. Vaughan, Chicago, the writer believes), Ben Wade, also of Chicago, Harry Manchester of Philadelphia, Pa., and Joseph Carr.

J. J. H.

PORT HURON, MICH.—Matthew Ullenbruch will open his new store opposite the Harrington hotel, in October.

ROCKFORD, ILL.—The Midway Flower Shop reports good business at its newly established store, 903 East State street.

Z E C H M A N N & N N

30 E. Randolph St.

CHICAGO

Long Distance Phones | Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady

Shawyer

Sunburst

Ward

Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

Rubrum

CARNATIONS

Valley

Cattleyas

CHRYSANTHEMUMS

Good White and
Yellow in quantity

Calendulas

GREENS.

Plumosus

Sprengeri

Galax, bronze

Galax, green

Ferns

Adiantum

Smilax



**No. 2
STICKERS**
\$1.25 per 1000
Use them on all
your packages.
No. 1 Stickers
2 in. diameter
\$1.50 per 1000
The John Henry Co.,
LANSING, MICH.

Mention the American Florist when writing

SOUTHERN WILD SMILAX

\$3.00 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.50

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing

Milwaukee.

EPIDEMIC CAUSES ACUTE SHORTAGE.

While market conditions as reported last week were far from satisfactory, the state of affairs grew worse from Monday on throughout the week, excluding Saturday. With the extreme shortage of flowers of any kind, except roses, and an ever-increasing demand, both local and shipping orders caused much unpleasantness all around. With the influenza raging throughout the state, and the Chicago market short, inquiries and orders from outside were numerous, but with bad results. From various sources we hear that retailers refused orders owing to their inability to secure stock; but this sounds a little unnatural, while others claim they only accepted orders from customers. However, such conditions are very seldom seen. With the influx of more chrysanthemums and carnations, due to the very warm weather which prevailed during the week, the worst is over, but conditions will not be normal for a time. Prices were up on all stock, and flowers which ordinarily would not be looked at or considered were welcomed at a good margin.

NOTES.

The A. F. Kellner Co. furnished the decorations, which were elaborate, for the convention of the National Foundrymen's Association, held at the Auditorium, October 7-11. This is the first large decoration this firm has made for some time past, and they have no competition.

Walter M. Maas & Co. report business fine, in spite of the shortage of stock. They annually experience a difficulty in getting what is wanted after the first frost, only that this year the demand is ever so much greater, due to the epidemic.

By order of the public health department, all public schools, theaters, churches and gatherings will be suspended for a time owing to the rapid spread of the influenza, which has taken a good start at this writing.

Fred. H. Holton, of the Holton & Hunkel Co., always has a peevish look around the holidays when orders are more numerous than flowers. That same look was noticeable all last week.

Wm. Manke & Co. sent the first pink pompon chrysanthemums to reach this market to Gust. Rusch & Co., October 12. They were of good quality.

Gust A. Pohl could not resist the great outdoors, with genuine summer weather prevailing, so he took to the

Quality
Speaks
Louder
Than
Prices

**PINK
WHITE
and
YELLOW**

Prices
as
Low
as
Others

Chrysanthemums

Pompons Are Arriving in Limited Quantities

BEST QUALITY TO BE HAD

Columbia, Russell, Milady, Ophelia, Sunburst, Montrose and all other varieties of Roses.

None better on the Chicago Market.

CARNATIONS

from new crop. The stems are a little short, but they are good.

CHOICE STOCK OF

Valley, Easter Lilies, Glads
and all other Seasonable Stock.

Don't Forget Us on Greens

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located
Wholesale Cut Flower House

We are in constant touch with market conditions,
and when a decline takes place, you can rely upon
orders sent us receiving such benefits.

You can increase your profits and business by sending all
orders direct to

J. A. BUDLONG

184 North Wabash Avenue, Chicago

VALLEY, ROSES
and CARNATIONS
A Specialty.....

WHOLESALE
CUT FLOWERS

Cut Flowers

SHIPPING ORDERS GIVEN CAREFUL ATTENTION

We are open until 8 p. m. on Saturday, but closed all day Sunday

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

woods near Mud Lake on a short hunting trip, October 12.

The C. C. Pollworth Co. reports the arrival of their French bulbs at an Atlantic port. This firm is now cutting Oconto, Early Queen and white pompon chrysanthemums.

Fred Bliese, proprietor of the Waukesha Floral Co., was in town last week trying to pick up stock for funeral work. His efforts were fruitless.

J. M. Fox & Son had some difficulty in obtaining stock for 200 small sized bouquets for Wednesday and Thursday last week.

The Heitman-Oestreicher Co. began cutting Princess of Wales violets last week. E. O.

Louisville, Ky.

NOTES.

The trade here learned with sincere regret of the death of Simon G. Pontrich, aged 29 years, which occurred at the base hospital, Camp Zachary Taylor, near this city, October 12, from influenza. He was a son of Simon Pontrich, the well-known florist of 1226 Twenty-eighth street. Of five surviving brothers, three are in the military service. The sympathy of many friends is extended to the bereaved family.

Anders Rasmussen has a fine crop of roses, including Columbia, but cannot nearly meet the heavy demand. Louis Bryant, of this establishment, has been compelled to be absent from duty of late, owing to illness in his family. It is practically impossible to secure nurses, owing to the severe epidemic of influenza in this vicinity.

The majority of the florists of this city, in response to a request from the government, arranged windows for the Fourth Liberty Loan, which helped in an oversubscription here. The total bond sales amounted to approximately \$17,000,000.

The New Nanz & Neuner Co. has closed its Fourth avenue store, but reports that business at its establishment at St. Matthews has been as brisk as ever.

The Jacob Schulz Co. arranged a fine window display of orchids, which attracted much attention during the past week.

Dahlias have been fine in quality and brought excellent prices—\$2 per 100, wholesale. Great quantities have been used.

C. B. Thompson & Co. made, on an average, four blankets a day last week.

The F. Walker Co. is cutting excellent chrysanthemums and carnations. H. G. W.

Fort Wayne, Ind.

FUNERAL DEMAND HEAVY, AS ELSEWHERE.

The florists of this city have not been "up against it" in the matter of obtaining enough flowers to fill all orders for some time as hard as they have been during the past week. The great wave of Spanish influenza that is sweeping the country has claimed a heavy toll of deaths in this city and the surrounding towns, besides a large number of men in the United States army, who are dying daily in the army camps of the country and are being brought home for burial. Funeral flowers have never before been in such extraordinarily heavy demand, and large

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

Mention the American Florist when writing

St. Louis.

SUPPLY FAIRLY GOOD.

Business has been very good with the bulk of it funeral work and flowers for the sick room. All the florists are getting their share of the business and the increase is general. Flowers have been in fair supply for the demand, and consequently, high prices have been prevailing. The supply of dahlias has been enormous, but are cleaned up daily at high figures. The local cut this year has been the biggest and best seen in years, yielding a big return to the grower. Chrysanthemums are coming in small supply and bring high prices for the quality. Roses, locally grown, are coming in nicely and move quickly. Violets are improving somewhat with the cool nights and have a fair demand. Lilies and lily of the valley are scarce. Carnations are to be had in small quantity at pretty stiff figures for the quality offered. Gladioli are in limited supply. Fancy ferns have been scarce, with the other greens somewhat easier.

NOTES.

The florists' club meeting at W. A. Rowe's Denny road greenhouses proved a huge success. The final report of the convention committee showed a credit on the right side financially, as well as socially. The trustees arranged a dahlia display and all the growers exhibited a few of their best varieties. The display was sold for the benefit of the Red Cross. C. W. Wors read a paper on the subject of gluts and how to dispose of them. Fred A. Renick of the United States ambulance service, a guest, related some of his experiences "over there," how he was wounded a number of times, had his right arm blown off and was awarded the French War Cross and the American D. S. Cross. Patrick O'Mara, of New York, a visitor, addressed the members in his usual masterful style, which was greatly enjoyed by all. After the meeting, Mr. Rowe proved the gracious host, providing refreshments, lunch and cigars. It was voted one of our fine meetings.

Messrs. Rowe and May continue to cut lots of their fancy dahlias. If you do not get your order in early with Al. Gunz you stand a poor chance of getting any of these fancy flowers. The cut is handled by the Windler Wholesale Floral Co.

Paul Reden, who broke his arm a short time ago, reports that it is getting along fine. Not much glory in breaking your arm cranking a Ford, when there is so much glory in getting a broken arm in Uncle Sam's service.

The rose cuts of Messrs. Pilcher, Cerny and Werner are cleaned up daily at fancy prices at the Wm. C. Smith Wholesale Cut Flower Co. This is some of the best stock coming into this market. J. J. W.

POUGHKEEPSIE, N. Y.—The city greenhouses may be closed this winter as a coal conservation measure.

pieces such as casket blankets, wreaths, etc., are the rule rather than the exception. Conditions would not be so unsatisfactory if the supply had been normal in the first place, but a cold, dark September this year retarded all production to a very considerable extent. The latter part of last week saw a better supply of chrysanthemums than has been available this season. Roses are coming on in fine shape since the advent of a few days of sunshine, but they cannot keep pace with the demand. Carnations have probably suffered the most from the dark weather, as they can hardly be counted on at all. Rubrum and Easter lilies have been so scarce as hardly to be a factor in the market. Cosmos and dahlias are the only outdoor flowers offered, and these are only in limited quantities.

NOTES.

The first florist-soldier from this city to give his life for his country and democracy is Private Walter J. Knecht, who succumbed to an attack of influenza, which developed into pneumonia, at Camp Taylor, Louisville, Ky., October 12. He was a son of Frank J. Knecht, of F. J. Knecht & Co.; was 28 years of age. He was drafted into the national army last July, and only two weeks ago was home on a furlough and enjoyed perfect health at that time. The body was brought to this city and buried with full military honors.

Mrs. R. W. Doswell, of the Doswell Floral Co., has been ill for the past month and has been absent from her post at the store. This firm is cutting some excellent Richmond and Columbia roses and large double chrysanthemums, but reports funeral work so heavy that the supply cannot begin to take care of the demand.

Heavy out-of-town orders, as well as city funerals, kept the force at the Flick Floral Co.'s store working every evening last week. They sent out a number of casket blankets and wreaths of orchids, in addition to a large wedding decoration at Huntington, Ind.

The store force has been working overtime at the Freese Floral Co., getting out funeral designs. They are receiving some specially fine Unaka chrysanthemums from their greenhouses at New Haven, Ind.

Some fine chrysanthemum plants and pompons are being featured in the store of the A. J. Lanternier Co. Their Hoosier Beauty, Columbia and Ophelia roses are among the finest on the market.

Judge and Mrs. W. J. Vesey motored to Chicago last week, where they are spending several days on a business trip. H. K.

DAYTON, O.—The Miami Floral Co., which has been operating under the direction of a receiver, has been sued for \$23,998 for non-payment of a claim said to be due the Fidelity Building Association.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

HOERBER BROS.

Wholesale Cut Flowers
Growers of

Telephone: Randolph 2768

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St.,
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Wholesale Cut Flowers,
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Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

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\$3.00 per case.

Natural Log Moss, per bag (100 square feet), \$1.75

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50

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The Largest, Best Equipped,
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CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$6.00 @ \$7.50
" " 48-in.	4.00 @ 5.00
" " 36-in.	3.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
Mrs. Chas. Russell	1.00 @ 4.00

100

" Hoosier Beauty	4.00 @ 15.00
" Killarney Brilliant	4.00 @ 12.00
" Columbia	4.00 @ 25.00
" Killarney	4.00 @ 12.00
" White Killarney	4.00 @ 12.00
" Richmond	4.00 @ 12.00
" My Maryland	4.00 @ 12.00
" Mrs. Geo. Sawyer	4.00 @ 15.00
" Mlady	4.00 @ 15.00
" Sunburst	4.00 @ 12.00
" Mrs. Aaron Ward	4.00 @ 10.00
" Hadley	4.00 @ 15.00
" Ophelia	4.00 @ 12.00
" Double White Killarney	4.00 @ 15.00
" Mrs. Moorefield Storey	4.00 @ 12.00
" Champ Weiland	4.00 @ 12.00
" Stanley	4.00 @ 12.00
" Francis Scott Key	4.00 @ 12.00
" Cecile Brunner	4.00
" George Elgar	4.00
" Baby Doll	4.00
" Nesbit	4.00
" Our Selection	5.00

Carnations	3.00 @ 5.00
Cattleyas	per doz. 10.00 @ 12.00
Lilium Harrisii	15.00
Valley	6.00
Ferns	per 1000 3.00 @ 4.00
Asters	4.00 @ 6.00
Chrysanthemums	2.00 @ 6.00
Pompons, per bunch	50 @ 1.00
Sweet Pens75 @ 1.00
Boxwood, per bunch35
Violets50 @ .75
Calendulas	3.00 @ 4.00
Gardenias	per doz. 3.00

THE BOOK OF GLADIOLUS



THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

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WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
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Dahlias have their Cut Flower Season

The same as many other flowers we handle. The season is short and you should commence handling them at once. Our growers have added many new varieties and we can furnish you all the best standard commercial kinds.

\$3.00 to \$5.00 per 100. Some Novelties, \$6.00 to \$8.00 per 100.

THE LEO NIESSEN CO.,

1201 Race St., Philadelphia, Pa.

Philadelphia.

UNUSUAL MARKET CONDITIONS CONTINUE.

The unusual conditions still prevail. There is a belief that the epidemic is now on the wane, as there were reported only 2,612 new cases to the city on Friday, as against over 5,000 daily early in the week, but almost a record of deaths—557 for the day. There have been over 200,000 cases of the influenza in this city reported to date. Undertakers are conducting funerals as rapidly as possible, many of the bodies having to be placed in cemetery vaults until the graves can be dug. There is an extraordinary demand for flowers, all the stores working from early in the morning to late at night, stopping only for a little necessary sleep, when the stock of flowers has run out. The past week the weather has been favorable for dahlias, which have reached a price and a place as a factor in the business they never attained before. For the past week, \$5 per hundred has been low on dahlias, while better grades up to fancy and specials ranged from \$6 to \$12. Every box as sent out was emptied immediately on arrival. Roses have been fairly plentiful; that is, the supply was normal for the season, but there was not one-third enough for the great demand. Prices soared; the shortest and lowest grades brought \$6 to \$8, and from that to \$10, \$12, and up to \$35 for special Ophelias and other teas. Russells went up to \$40, and American Beauties to \$60. Chrysanthemums brought \$3 to \$5 per dozen for just good, ordinary stock. New crop carnations brought four, six to eight cents. Easter lilies sold for \$25 per hundred, and were scarce at that, each shipment being portioned out on arrival. Singular to say, cattleyas were fairly plentiful and cheap, sixty cents being high. The hardy asters, cultivated and roadside, were handled in large quantities, selling readily at 50 cents per bunch. Gladioli, larkspurs, eupatorium, calendulas, marigolds, heliotrope, sweet alyssum, and, in fact, everything in the shape of a flower, was quickly grabbed up at fabulous prices for such stock. Brown Hydrangea paniculata sold for \$5 per hundred heads. Greens were in great demand. Plumose brought 50 cents per bunch of 12 sprays, darger and fancy ferns, \$4 per thousand, and it was said some were getting \$5. Autumn leaves were the best stock in the market, bringing readily 50 cents per bunch of branches. The woodmen could not supply them fast enough. Sphagnum moss ran out with the dealers early in the week. One prominent local firm had a large car loaded with tons of it in Camden; but, owing to health restrictions, could not get it across the river. The supply men did an enormous business in all kinds of prepared material and artificial flowers. One firm sold over 200 cases of magnolia leaves, 100 pounds each, in the last two weeks. As much as \$100 worth of waxed carnations were sold to one customer in one order. Everything in the shape of made-up and decorated wreaths were sold out, and loose materials were then furnished for those who had time to make them up. There was also a great sale on palm leaves until one wondered, considering the Japanese embargo, where they all came from. Chiffons and letters had an enor-

EDWARD REID

Good Summer Roses, Aste, s, Gladioli, Easter Lilies. All seasonal Flowers

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ransstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Oct. 16. Per 100		
Roses, Beauty Special	\$30.00	\$40.00
" Fancy	20.00	25.00
" Extra	15.00	20.00
" Ist	10.00	12.00
" Killarney	4.00	12.00
" My Maryland	4.00	8.00
" Sunburst	4.00	10.00
" Ward	3.00	6.00
" Ophelia	4.00	12.00
" Russell	6.00	15.00
" Shawyer	4.00	12.00
Lilies	15.00	20.00
Cattleyas	60.00	75.00
Asters	.50	2.50
Carnations	.25	5.00
Asparagus Sprenger	.35	.50
Ferns	per 1,000	2.00
Smilax		20.00
Sweet Peas	.35	.50
Calendulas	1.00	2.00
Disals	.50	1.00
Gladioli	2.00	6.00
Dahlias	3.00	6.00
Violets	.75	10.00

BOSTON, Oct. 16. Per 100		
Roses, Beauty	20.00	60.00
" Killarney Queen	4.00	8.00
" White and Pink Killarney	8.00	12.00
" Double White Killarney	6.00	12.00
" Killarney Brilliant	2.00	8.00
" Hadley	8.00	20.00
" Mock	6.00	10.00
" Mrs. Chas. Russell	4.00	12.00
" Taft	2.00	8.00
" Mayday	2.00	8.00
" Ward and Hilliardson	2.00	6.00
" My Maryland	2.00	12.00
Carnations	4.00	8.00
Easter Lilies	12.00	20.00
Valley	6.00	10.00
Gladioli	4.00	8.00

CINCINNATI, Oct. 16. Per 100		
Roses, Killarney	2.00	6.00
" Mrs. Chas. Russell	4.00	12.00
" Ophelia	3.00	8.00
" Richmond	2.00	8.00
" Sunburst	2.00	8.00
Lilium Giganteum	8.00	10.00
Carnations	1.00	2.00
Dahlias	4.00	6.00
Chrysanthemums, per 100	10.00	25.00

mous demand. Those who bought, as per inscriptions required, had to pay dear for the time spent in the selection of the letters. The early morning scenes at the wholesale houses saw about half the retailers in town fighting and pleading for boxes of dahlias, or roses, or just a bunch of this or that. No matter how fortunate they were in the quantities secured, it was not enough. The slips footed up mountain high, but with recollections of the fat order files in the store, the amounts were paid without much remonstrance. The supply of flowers appears to be increasing, particularly chrysanthemums and carnations, but there is no let-up in the demand. Out-of-town florists, men who seldom visit the market, were largely in evidence, in the hope of being able to secure something, but it was the regular who was served first all the time. Telegraphic orders, not

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Price List On Cut Flowers H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,

PITTSBURGH, PA.

Grocers of Quality Flowers.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Philadelphia, Pa.

FANCY "TWO-TONED" HANDLE BASKETS

(With Metal Liners Included)

These baskets can be had in various colors, as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of—\$4.50 (Get our list of other Supplies.)

Geo. H. Angermueller Co., Wholesale Florists
1334 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Orchids, Peonies, Gladioli, Asters

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

one-fourth of which were filled, came pouring in all day long; it was really distressing to hear of the plight many of the retailers were in, but there was no help for them, the demand being so much greater than the supply.

NOTES.

In speaking of the week's business, Leo Niessen said: "We never experienced such a demand; it was harder to satisfy than at a holiday season, as then the growers are prepared for the

CC. POLLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and **Florists' Supplies.**
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
and Greens

extra business. Most of the rose men had pinched to skip the chrysanthemum competition. We had, however, some good shipments of roses. The early chrysanthemums helped, a number of our growers sending in very nice lots of these, generally of good quality. Carnations were not far enough advanced to be a factor. It was the dahlias, however, that saved the day. The cool weather of late September held them back; they were scarce at first, but as the days grew warmer the crop increased until we were handling 50,000 a day. They were never better, the specials being exceptionally fine; \$10 to \$12 per 100 was a low price for these high grades, as compared with almost any other flower. All kinds of greens sold exceptionally well, as there was so much spray work. Dagger and fancy ferns, in my opinion, will be scarce this winter; none of the woodsmen have large stocks, as labor has been so scarce.

The death of Theodore Shober was a great shock to the trade. He was at the meeting of the florists' club October 1 in his usual good health. With his well proportioned six feet two, he was a splendid specimen of robust manhood. Two days later he was taken with influenza, which later developed into pneumonia, from which he died, October 8. His funeral was held on Sunday and with the attendance of only close relatives, the general public being forbidden to attend where influenza is the cause of death.

"We are getting a good supply of roses for this season from Roele's, while the cattleyas from Wyncote are coming into good crop nicely," is the report of the Jos. Heacock Co. "We are skip-stopping our customers, serving half one day and the balance the next. Prices, for the quality of the stock, are better for roses than ordinarily received at Christmas.

The Liberty Loan committees in charge of the florists' and seedsmen's section, whose quota was \$250,000, have had this doubled to \$500,000. A meeting was held on Monday night last, when it was found that the subscriptions amounted to about \$200,000. Great pressure will be brought to go over the top with the whole amount the present week.

H. Bayersdorfer & Co. are working with their full force on all kinds of artificial flower and wreath material. There is the greatest demand for everything in this line. Magnolia and oak leaves are getting very scarce while the demand for sago palms is greater than ever before.

Benny Berman, well known in the wholesale district, who left the Philadelphia Wholesale Florists' Exchange to join the navy two months ago, died last week in the naval hospital from influenza. He was a bright, active boy who had many friends in the craft.

"Impossible to supply the demand," said Edward Reid. "We are getting a lot of good roses, a fair supply of car-

GUST. RUSCH & CO.



Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206
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Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of
WIRE DESIGNS
Write for Price List

C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florists" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Oct. 16. Per 100		
Roses, Beauty, special	30.00@40.00	
" " fancy	20.00@25.00	
" " Mrs. Chas. Russell	8.00@35.00	
" " Killarney	6.00@20.00	
" " Hadley	8.00@35.00	
" " Sunburst	6.00@24.00	
" " Wards	6.00@10.00	
" " Ophelia	6.00@35.00	
Carnations	6.00@	8.00
Cattleyas	each \$0.75@	\$1.00
Valley	10.00@	12.00
Lilium Rubrum	8.00@	12.00
Easter Lilies	20.00@	25.00
Snappdragons	6.00@	10.00
Dahlias	1.00@	2.00
Calendulas	3.00@	5.00
Asparagus	string or bunch,	
Adiantum	1.50@	2.00
Sunlux		.25
Asparagus String		.50@ .75
Asparagus bunches, 12 sprays		8.00@ 12.00
Chrysanthemums, per dozen	2.50@	5.00
Dagger and Fancy Ferns, per 1,000		4.00@ 6.00
Violets	single	1.00

PITTSBURGH, Oct. 16. Per 100		
Roses, Beauty, special	40.00@	50.00
" " fancy	20.00@	40.00
" " extra	15.00@	20.00
" " No. 1	10.00@	12.00
" " Hadley	6.00@	15.00
" " Killarney	6.00@	15.00
" " Sunburst	6.00@	15.00
" " Mrs. Aaron Ward	6.00@	15.00
Cattleyas	50.00@	75.00
Easter Lilies		20.00
Lilium Giganteum		20.00
Carnations	3.00@	5.00
Dahlias		8.00@ 12.00
Chrysanthemums, per doz.	1.50@	3.00
Ferns, per 1,000		2.50
Adiantum		1.00
Asparagus Sprengeri, bunch,	35@	40
New Crop Green Galax	per 1000	\$1.25

MILWAUKEE, Oct. 16. Per 100		
Roses, Killarney, W. Killarney	\$4.00@	\$12.00
" " Ward	4.00@	6.00
" " Mrs. Chas. Russell	6.00@	25.00
" " Ophelia	6.00@	12.00
" " Columbia	6.00@	25.00
" " Hoosier Beauty	4.00@	15.00
Carnations, assorted	4.00@	6.00
Lilies	15.00@	20.00
Chrysanthemums, per dozen	2.00@	4.00

McCALLUM CO.

Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange

Roses, Gladioli, Asters.

Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.
Send list for quotations.

ST. LOUIS, Oct. 16. Per 100		
Roses, Hadley	\$2.00@	\$8.00
" " Killarney	3.00@	6.00
" " White Killarney	3.00@	6.00
" " Hoosier Beauty	3.00@	6.00
" " Russell	4.00@	15.00
" " Sunburst	3.00@	6.00
" " Ward	2.00@	4.00
" " Mrs. Shawyer	2.00@	4.00
" " Ophelia	3.00@	8.00
Ferns	per 1,000	2.00@ 2.50
Carnations	2.00@	5.00
Gladioli	3.00@	5.00

nations, chrysanthemums, Easter lilies, violets and other flowers. We try to take care of our regular trade, and believe we are giving good service."

The Floracraft Greenhouses, which have, for the most part, supplied this market with lily of the valley, say it will last but three weeks longer. The pips were from Holland. The supply for the coming season is problematical, with none received as yet.

Berger Brothers had several dahlia growers with good crops, some of the specials being exceptionally fine. Hydrangeas, gladioli, asters and green goods were leaders. An exceptional business, with a clean sweep every day, was their experience.

In the midst of the rush on Tuesday, the Leo Niessen Co. learned Manager McKissick and its best man of their Baltimore store, was down with influenza, which force had to be at once strengthened from their now depleted local staff.

For the past two weeks there has been absolutely nothing left over from day to day. This condition is unfortunate, as much of the stock does not get time to develop, not making nearly the show it would if further advanced.

John Welsh Young has had a bad case of influenza which turned to pneumonia. We are glad to say that he weathered the storm safely, and while still confined to bed, is pronounced out of danger and getting along nicely.

We are happy to report a great improvement in the condition of Charles H. Grakelow, who is now out of danger and getting along nicely, although it will be some time before he can resume his numerous activities.

A fair exchange is no robbery. Wm. J. Moore is now with Charles E. Meehan, while Samuel Lilley is with S. S. Pennock. Both are old war horses, who have passed through many a hard campaign.

Charles Moorby is now with Charles H. Grakelow, where he will be of the greatest assistance at this busy time.

K.

New York.

HEAVY FUNERAL DEMAND CONTINUES.

Though cut flowers are bringing high prices, it would be incorrect to state that business is in a healthy condition. It is a plain fact that the demand and consequent brisk figures have been brought about by the high death rate, for the bulk of the stock is being bought for funeral work. Retailers of this city report that, aside from funeral work, business is very light. Short roses, carnations, lilies and dahlias have touched unheard-of figures for this season of the year, we might say, for any season, excepting an occasional Christmas or Easter. No. 2 roses, such as Ophelia, have sold as high as \$6 and \$8 per 100. Carnations of the best quality, \$8 and \$10 per 100, dahlies, \$1 to \$1.50 per dozen. Special roses, as a matter of course, have advanced in price, but not in such great proportion. Special American Beauties, of the best quality, wholesale at the rate of \$40 per 100. There is now a good supply of chrysanthemums on the market, the large varieties being now seen. Those that are held at the wholesale prices of \$5 to \$9 per dozen are, so far as we can observe, moving slowly. Buyers from Boston, Albany, and other cities, have been in the market during the past week, but their purchases have been largely of funeral stock.

October 14.—Business is fairly active today with continued high prices, though if prevailing fair weather continues, there are prospects of a break before the end of the week. Leading retailers report an improvement in business other than funeral work. There has been a slight decrease in the cases of influenza in this city and fewer

deaths in proportion to the many reported from other cities, but everything that can be used in funeral work continues to bring high figures. As an instance, a few asters that came in this morning brought \$1 per dozen.

A LETTER FROM THE FRONT.

Secretary John Young has recently received a letter from Lawrence Theiler, who for several years previous to his entering the American army, was his bookkeeper. As a narrative of tragedy from one of the actors, it is interesting reading: It follows:

"Base Hospital, Somewhere in France, Sept. 9th.

A few lines to let you know that I was quite severely wounded the fifth day of September. Your letter from St. Louis reached me just a few days before and helps a great deal in cheering me up, though I am in severe pain. Received eight wounds in all, both legs, left arm, back and stomach. My left ear is practically deaf, undoubtedly caused by the terrific explosion of the shell. We were advancing over an open field, under one of Fritz's heavy artillery barrages, and shells were falling like hailstones about us and he couldn't stop us. Was wounded about 4:30 in the afternoon and brought in at 8:30 the next morning. There's where pluck and courage play a great part. Even while lying on the ground, the least little move drew machine gun fire from all directions. When you see your friends falling off on both sides of you, then only do you realize what war means. The shell that got me killed Sergeant-Major Bruce, with whom you placed the order for the 1917 S. A. F. button. When I came to my senses, he was lying directly at my side, his legs touching my body. There were wicked sights to be seen, but you can imagine somewhat without further details. I have not seen or heard from any of the boys from 28th street, and now have lost communication with my other two brothers. Received word from home over two months ago that Fred had written me, but I have received nothing from him to this day. I was surprised when I heard that he was called. No doubt the people in the United States did go wild over the recent drive, and the boys are doing their level best to finish it quick. The treatment rendered by the doctors and nurses here is the same as a mother caring for her child. So far, have been in three hospitals. First of all, you arrive at a first aid station, from there to the field hospital, then to evacuation hospital. I am now in the base hospital. From here we will be sent to a convalescing hospital, as soon as great improvement is noticed. Was operated on at the evacuation hospital on the sixth of September, and have not been on my feet since and feel awful weak. What I do not like, and is not at all pleasant, is the dressing of the wounds. I have been lying in the same position all the time and it feels to me that I have no back left."

He has a young wife and baby daughter in this city. The Fred mentioned in his letter, is another brother, who formerly worked for John Young & Co., which makes four of the broth-

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY, - - NEW YORK



Mention the American Florist when writing

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK



ers now in the army. The home of Sergeant-Major Bruce, reported killed in the action, was in Minneapolis, Minn., but for some time before entering the service, he had been with a business firm of this city. When Lawrence Theiler was keeping books for John Young & Co., we never thought of him as a fighting man, as he was slender and boyish in appearance; but now we know that he is.

NOTES.

The committee of the florist and allied trades having in charge the Liberty Loan campaign, among the members of the craft, has been doing valiant work, and large individual subscriptions have been recorded. On October 11, the aggregate of subscriptions was near to \$150,000. October 12 being a public holiday, and President Wilson being here, was largely given over to parades and celebrations. The meeting of the New York Florists' Club, October 14, was a Liberty Bond meeting, and it is hoped that in the few remaining days of the drive, it will acquire great speed. It is needless to state that even a partial failure would be a calamity.

Edward J. McCarthy, who has been manager and buyer for the retail store of James Weir, Inc., 324 Fulton street, Brooklyn, succeeds the late Mrs. Weir as president, and will hereafter conduct the business.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

NEW YORK CITY

Telephone:
8864 Farragut.**GEO. J. POLYKRANAS**

Wholesale Commission Florist

CONSIGNMENTS SOLICITED

104 West 28th St.,

NEW YORK

Telephone No. 2264 Farragut.

William Mackie

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105 W. 28th St., New York

Telephone 759 Farragut.

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3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
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WHOLESALE FLORIST

102 West 28th St., New York

Telephone 5335 Farragut.

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Geo. C. Siebrecht

Wholesale Florist

109 West 28th St., NEW YORK

Tel. 608 and 609 Farragut.

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Telephone Farragut 9761.

Goldstein & Futterman

Wholesale Florists

The Right People to Deal With

107 W. 28TH ST., NEW YORK

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Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Oct. 16. Per 100

Roses, Beauty, special.....	35.00@40.00
extra and fancy.....	20.00@25.00
No. 1 and No. 2.....	5.00@12.00
Hadley.....	6.00@25.00
Columbia.....	6.00@25.00
Francis Scott Key.....	5.00@30.00
Prima Donna.....	4.00@12.00
Alice Stanley.....	4.00@12.00
Mrs. Geo. Shawyer.....	4.00@12.00
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Hybridum.....	.50@ .75
Asparagus Plumosus, doz. bchs.....	1.50@ 3.00
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Bouvardia, white.....	3.00@ 4.00
Chrysanthemums, per doz.....	2.00@ 5.00
Dahlia, per doz.....	.50@ 1.50
Carnations.....	6.00@ 8.00
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Between 26th and 27th Sts.

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Orchids, Roses, Carnations, and all the other
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A complete assortment of the best in
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THE Florists' Supply House of America

Why Wait? Order These Christmas Staples Now.

Moss and Foliage Wreaths, Cycas Leaves, Crepe Flowers, Dahlias, Roses, Chrysanthemums, Carnations, in color and form look as natural as the real flowers. Chiffons, all widths and colors. Oak Boughs and Cartons of Oak and Magnolia Leaves Fine Cycas, Red and Green Ruscus, Chenille Roping, in all colors.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

Branch Factory: 709 First Ave., New York.

A rose in the name of Mrs. Woodrow Wilson went with every bond at the Liberty Loan Theatre, Broadway and Fifty-ninth street, on a recent evening. The roses were presented to the purchasers of the bonds by Julia Marlowe and E. H. Sothern, salesmen of the evening. The telegram from Mrs. Wilson, authorizing the gift of the roses, was addressed to C. H. Carr, captain of the Twenty-Sixth Liberty Loan Precinct, and read as follows: "I am very glad to co-operate with the members of your committee by authorizing Miss Marlowe and Mr. Sothern to present a rose in my name to every purchaser of a Liberty bond at the Liberty Theatre tonight."

Miss Helen Whittingham, who for a number of years has been a valued stenographer in the office of J. M. Thorburn & Co., seedsmen, died at her home in Bellmore, L. I., October 12, of influenza after an illness of less than one week. She is survived by her parents, several sisters and a brother who is in the United States Navy. Interment was at Freeport, L. I., October 15.

W. J. Stewart, who came over from Boston, October 12, was taken ill while visiting James Stewart of Mamaronck, N. Y., and at this writing is resting at the latter's home.

J. Benson Stafford has returned from Southampton, L. I., where he spent the summer in the employ of G. E. M. Stumpp. He also doubts in play and scenario writing.

The total amount subscribed by the florists and allied trades of this city to the Fourth Liberty Loan up to noon, October 15, was in round figures \$190,000.

Frank Grienaldi, for a number of years a grower of Rosebank, Staten Island, died, October 6, of intestinal disorder. He was about 50 years old.

Richard Wenham, for many years with Wadley & Smythe, has gone into the retail business for himself at 70 East 43rd street.

At the store of Riedel & Meyer, we have noticed a fine stock of yellow chrysanthemums.

Visitors: P. Welch and B. A. Snyder, Boston; E. P. Tracey, Albany, N. Y. A. F. F.

New York Florists' Club.

The New York Florists' Club met in its rooms in the Grand Opera House building on the evening of October 14, President Schenck in the chair. It was Liberty Loan night, and a stirring address from Corporal J. A. Murphy, speaker for the national service section of the Emergency Fleet Corporation, who has been "over there," aroused great enthusiasm and brought the Lib-

713 Milwaukee Avenue
CHICAGO, ILL.



RAEDLEIN BASKET CO.,	
25	Tumbler Baskets, in all colors, complete with metal liners..... \$8.50
12	Cut Flower Baskets, 9 to 11 inches deep, 24 to 32 inches over all, in all colors and complete with metal liners..... \$9.00
15	Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... \$15.00

Write for Catalog.

erty Bond subscriptions for the evening up to \$40,000. At the close of his address, Corporal Murphy was given a standing vote of thanks.

President Totty, being present, stated that he and others intended to go to Washington for the hearing to be given by the federal horticultural board, October 18, and if any florists present had special business in Washington they would be welcome to attend, but that more could be accomplished by writing to our Washington representative, W. F. Gude, who would entertain and present any suggestions of practical value. Winfield Rolker spoke in confirmation of President Totty's views.

W. A. Manda, South Orange, N. J., made a unique and extensive exhibit of 125 varieties of the plants commonly known as Wandering Jew, silver medal; collection of dahlias, vote of thanks; Hexinia Salieri, highly commended, and Dracena Rothiana, cultural certificate. P. W. Popp, Mamaronck, N. Y., exhibited collections of gladioli and dahlias, vote of thanks. George Schlagel, Brooklyn, N. Y., (S. G. Milosy, Gr.), exhibited a new seedling dahlia, named Mrs. George Schlagel, vote of thanks. The Charles H. Totty Co., Madison, N. J., received a vote of thanks for its exhibit of a vase of the new rose, Premier. W. A. Manda made an interesting talk in addition to his fine exhibit.

Edward Hanft was elected as member of the club, and Arthur J. Radice was proposed for membership. John Young made a short talk on advertising, and fac similes of the advertisement of the publicity committee in the current Metropolitan Magazine were distributed.

New York Liberty Loan Rally.

At a Liberty Loan rally held at the New York Florists' Club rooms in the Grand Opera House building, October 14, at which Corporal J. A. Murphy was

the speaker, the following subscriptions were raised for the Fourth Liberty Loan:

Name	Amount
Lord & Burham Co.	\$20,000
Traenkle & Schenck	1,500
The Farmers' Bureau, Inc.	1,000
Gustav M. Koppel	1,000
Joseph J. Levy	1,000
H. M. Robinson & Co.	1,000
John Scheepers	2,000
Joseph Margolis	1,000
Charles Robinson	1,000
Florence R. Clarke	1,000
Duckham-Pierson Co.	1,000
H. Gessner	2,000
E. T. Hart	800
Roman J. Irwin	650
W. A. Manda	500
Henry Weston	500
August Rolker & Sons	500
Charles H. Totty Co.	500
Schloss Bros., Ribbons, Inc.	500
J. Walter Reimels	350
Maurice Levy	350
Joseph A. Manda	250
Wm. Hackland	200
Margaret B. Kelly	200
Leo Klein	200
Albert Baron	200
Lizzie D. Burns	100
Philip H. Cox	100
P. W. Popp	100
Milton Selinka	100
Chas. Schwabe	100
Robert Seligman	100
A. J. Manda	100
T. W. Langus	50
Louis T. Rodman	50
Ada Luxenberg	50
John J. Gunther	50
Viola Cohen	50
Julius K. Ross	500
E. M. Ives	500
A. Vlachos	200
Cyrus Price	100
Stelcianos Chresomal	100
L. D. Entsch	100
Wm. Manheimer	100
N. Vlachos	100
James Hughes	100
Herman Lee	100
John Darnell	100
Spiros Manekas	50
Peter Coronges	50
Aura M. Beardsley	50
Anargiros Bros.	50
Wm. H. Long	50
N. A. Dognages	50
Chris. E. Zervakes	50
Christatos & Ballis	50
N. Y. Florists' Club	4,000

\$46,550

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Cut Flowers, Floral Baskets, Floral Designs, Etc.

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Cablegrams—"FLOSCULO PHONE, LONDON."

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Established 1857



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Send us your retail orders.

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Adam Sekenger
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Delivered in Albany and vicinity on telegraphic order.

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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We are in the Heart of New York.
And give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

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Telegraph orders for Dayton will receive our immediate and careful attention.

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25% COMMISSION

Send all your Chicago orders to me. You get a
SPECIAL 25% COMMISSION
on all bills paid by the 10th of the following month.

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341 Madison Ave., New York

Help do your bit to-day by selling

Thrift and War Saving Stamps

Stand behind

The Food Conservation Laws

Display prominently patriotic posters.

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We fill orders for any place in the Twin Cities
and for all points in the Northwest. The Largest
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Boston, Mass.—Penn. The Florist.
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Brooklyn, N. Y.—Joseph Trephel.
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 ROSES ORCHIDS VIOLETS

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Member of Florists' Telegraph Delivery.

Steubenville, Ohio.

Huscroft's Flower Shop

E. E. McCauslen, Prop.

173 North Fourth Street

All Orders Promptly Executed

HACKENSACK, N. J.

House of Flowers

HENRY WEISSMANN, Manager.

Artistic Funeral Designs. Flowers for all occasions.

Tel. 1673 Hackensack MAIN and BRIDGE STS.

Branch: 214 Hackensack Rd., Ridgely Park, N. J.



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The Best Service



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BRIGGS FLORAL CO.

228 W. Madison St.
 801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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Philips Bros.

938 BROAD STREET

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Established 1849

David Clarke's Sons

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Established over 20 years.

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440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York
 Members of Florists' Telegraph Delivery.

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250,000 Square Feet of Modern Glass.
 First-Class Stock and Service. Usual Discount.

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

LEIKENS,Madison Ave. and 55th St.,
New YorkSummer Season, 110 Bellevue Avenue,
NEWPORT, R. I.Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.**New York****Malandre Brothers**2077 Broadway, near 72nd Street
Phone, Columbus 6883

Branches: 7703 Broadway, 1664 Second Ave.

The name "Malandre Brothers" on a box of
flowers is a Guarantee of Quality.Orders from other cities receive our personal
attention.**Yonkers, N. Y.****New York Floral Co.**Cor. Manor House Square
and North Broadway**New York.****D. J. PAPPAS, Inc.**

2751 Broadway, at 106th St.

The right place to buy.

FLOWERS OF QUALITY.*Friedman*

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Successor to Slevers & Boland

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The Largest Growers of Flowers in the City.

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A. MEYER,**Boston, Mass.***Penn. The Florist***"Penn. The Telegraph Florist"**Member of Florists' Telegraph
Delivery Ass'n.**124 TREMONT STREET**Orders in or Around **WASHINGTON, D. C.****Geo. C. Shaffer****FLORIST****900 Fourteenth Street****Worcester, Mass.****Randall's Flower Shop**

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Established in 1883.

Greenhouses and Nurseries in Riverdale.

San Francisco**Podesta & Baldocchi**

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Mail or telegraphic orders promptly and most
carefully executed.**Cleveland, O.****The Smith & Feters Co.,****LEADING FLORISTS****735 Euclid Ave. CLEVELAND****NEW YORK**

1062 Madison Ave., near 80th St.

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35 Broadway, **DETROIT, MICH.**Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

Member of Florists' Telegraph Delivery.

St. Paul, Minn.**L. L. MAY & CO.**Order Your Flowers for delivery
in this section from the**LEADING FLORISTS OF THE NORTHWEST****LOUISVILLE, KY.****AUGUST R. BAUMER,****MASONIC TEMPLE**

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IN THE HEART OF Newark, N. J.**The Rosery Floral Co.,**

167 Market St., at Broad St.

Everything in FlowersPrompt Deliveries to any town or city
within 150 miles of Newark.Telephone
Market 494.**"WE NEVER SLEEP"****IDLEWILD****GREENHOUSES****Memphis, Tenn.**

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"Up-to-the-Minute" Service and Execution.**Every Flower in Season****Washington, D. C.****Louise Flower Shop**

Connecticut Ave. at N St., N. W.

Miss Louise W. Daugherty, Proprietress.

Phones—Franklin 3579, 3841, 3842.

Member of Florists' Telegraph Delivery.

Milwaukee, Wis.**J. M. Fox & Son, Inc.**

437-39-41 Milwaukee St.

Members Florists' Telegraph
Delivery Association.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C. President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1919.

BURLAP bags have dropped from 14 cents to 9½ cents by reason of the government regulation of prices.

CALIFORNIA shipments of seeds are now coming forward. Parsnip deliveries are running about 50 per cent.

VISITED CHICAGO.—A. L. Rogers of Rogers Bros., Alpena, Mich.; Patrick O'Mara of Peter Henderson & Co., New York.

MICHIGAN forest fires of recent date are in the territory whence much bouquet green was obtained in former years.

HOWARD M. EARL is now with F. W. Bolgiano & Co., Washington, D. C. This firm's new seed warehouse was recently taken over by the government.

LEONARD H. VAUGHAN, chairman of the Chicago seedsmen's Liberty Loan committee, says they have gone over the top, their quota being \$140,000.

CAPTAIN R. T. VAUGHAN, eldest son of J. C. Vaughan, Chicago, has been directed to report to Camp Taylor, Louisville, Ky., for temporary medical service.

TOLEDO, O.—Clover made a 10 cent drop October 15, closing at \$22.80, a gain of 80 cents during the week. Cash timothy was 5 cents lower, selling at \$4.95; December \$5.00, March \$5.30, and April \$5.30.

SAN JOSE, CALIF.—Thomas W. Chisholm, for several years associated with the Braslan Seed Growers Co., is receiving the sympathy of his many friends in the death of his wife, following an attack of pneumonia.

JAPANESE LILIES.—If Japanese lilies were not embargoed this year, the ocean freight would be \$60 per ton, about \$5 per case; railroad freight, \$4.50 per case, against \$1 last year, which, with duty, would bring the actual moving cost to about \$11 per case.

NEW YORK.—The three creditors, who on October 4, filed a petition in bankruptcy, and asked for the appointment of a receiver for the Arthur T. Boddington Co., have applied to the court for a dismissal, as an examination of the company's affairs shows it to be solvent. This voluntary action was taken by the petitioners without any conditions or considerations being demanded of the firm. Arthur T. Boddington is again president of the company.

Burlap Imports Suspended.

The United States government has prohibited any further importations of burlap into this country for the present. Most of our burlap comes from India and the suspension of imports has been ordered to save freight space. Burlap has been in considerable demand for war purposes. To mention only one item, it is extensively used on the war fronts for sand bags. Last year, more was used along the western front in France than is normally consumed in one year throughout the world.

Philadelphia Seed Trade.

George Clark, in charge of the seed and bulb department of Henry A. Dreer, Inc., reports that two steamers carrying between 6,000 and 7,000 cases of Dutch bulbs landed at an American port, October 10. He has no information regarding French shipments, except that they have been on the water for some time. The cost of transportation, in the case of the Holland stock, will be about three times greater than normal. Cases alone cost \$3 each. It is now a matter of wait for the goods. In view of the long delay, all will want their shipments at once, but they will have to go out in the order in which they were booked. Everything possible is being done by this firm to get the bulbs here as quickly as possible, and a large force will fill all orders as fast as the work can be done.

The H. F. Michell Co., who have been anxiously awaiting the arrival of importations of Holland bulbs, sent Chief Glockner, in charge of this department, and two good men to the port of entry where the stock was found piled high on the dock. At last reports they were moving the 600 cases for which they had invoices to the railroad station for shipment to this city. A number of special cases were shipped direct from dock to destination. It has been the practice of foreign shippers to forward cases marked only with initials. This entails a great deal of confusion in identifying the various lots as they lay crowded on the dock. This year, the Michell shipment was ordered stenciled with the firm's name and it is hoped this will greatly expediate matters. Manager Paul Richter, who has been laid up for several days with a mild attack of influenza, is much improved and expects to be on hand for the bad rush. A vase of wonderfully fine dahlias was an attractive feature at the store during the week. They compared favorably with choice chrysanthemums in size of flower and length of stem.

Iowa and Nebraska Conditions.

C. G. Ouren, of the C. G. Ouren Seed Co., Council Bluffs, reports that the dry fall has reduced the demand for wheat seed and materially cut the sales of timothy, clover, alfalfa and other items. As wheat can still be sown in this section for another month a rain at this time will help the situation. Some grass seeds might also be sown this late if there was a possibility of sufficient moisture. A noticeable feature of fall wheat seeding this year is that corn fields have been used where the wheat shaded by the corn has come

up nicely while in plowed or disced ground nearby it has not sprouted. This is attributed to the fact that the corn leaves afforded shade which held the moisture in the ground and made germination possible.

Seedsmen report that potatoes dug in the Omaha district are to a large extent worm eaten, the damage being done by the common white grub. It is believed it will be difficult to secure suitable seed from the growers this season. It has been suggested that potatoes be dug at once, the fields plowed as deeply as possible and hogs turned in to destroy the pest.

The college of agriculture of the University of Nebraska is starting a campaign to interest all farmers in the production of sorghum cane the coming year, for which there is already a good demand in the state. Two sorghum mills are now at work in Seward county and it is the plan of the campaign to make it possible to have one or more good mills in each county in 1919.

Dutch Bulbs.

The anxiety of seedsmen has been relieved by the arrival, during the past week, of two steamers bringing Dutch bulbs. One had about 10,000 cases, the other 1,800. We believe that all seedsmen will get a supply through brokers, if not direct. A considerable quantity of the bulbs were in bond, for Chicago and other cities. So far as we have been able to observe, the bulbs are in good condition.

Many importers are unable to secure their bulbs in the absence of bills of lading which come from England. Without bill of lading, a banker's guarantee of 140 per cent of the value is required.

Irish Grass Seed.

The Irish grass seed crop was well sowed and yields are satisfactory. Very little threshing has yet been done and the markets are just about to open at most centers. The following estimated yields are supplied: Italian, five to six hundredweight per statute acre; perennial, eight to nine hundredweight; crested dogstail, four to four and one-half hundredweight. Some few samples of perennial already marketed brought 26 to 30 shillings (\$6.33 to \$7.30) per hundredweight.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish.
Correspondence
Solicited.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALAD, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

MICHELL'S NEW CROP FLOWER SEED

Cyclamen Seed
Distinctive Giant Strain

Duke of Connaught, Crimson.	100	1000
Excelsior, White with red base	1.25	10.00
Grandiflora Alba, White	1.25	10.00
Princess of Wales, Pink	1.25	10.00
Salmon Queen, Salmon Pink	1.50	12.00
St. George, Delicate salmon,		
foliage marbled	1.50	12.00
Mixed Colors	1.00	9.00

Asparagus Plumosus Nanus
Greenhouse Grown Seed

1000 Seeds	83.00	10.00	Seeds	25.00
5.00	13.75	25.00		56.25

Also all other seasonable Seeds, Bulbs,
Plants and Supplies.

Send for our Wholesale Price List, if you
haven't a copy.

HENRY F. MICHELL CO.
518 Market St. PHILADELPHIA, PA.

BAMBOO CANE STAKES

	Size	Number to bale	Price Per bale
NATURAL, 6- 9 ft.	600		\$7.00
" 9-12 ft.	400		8.50

Prices ex warehouse New York

Terms—Net cash 30 days.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

THE J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.

All seasonable varieties.

Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,

Contract Seed Growers

LOS ANGELES, CALIFORNIA

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dry St., NEW YORK and ORANGE, CONN.

R. C. MCGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO

CABLE ADDRESS, "MCGILL-SEED"
SAN FRANCISCO

CALIFORNIA

SEEDS Specially Prepared for Export KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - - NEBRASKA.

Mention the American Florist when writing

Contract Seed Growers

Specialties: Pepper, Eggplant, Tomato,
Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,
PEDRICKTOWN, N. J.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

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LONDON, - - ENGLAND

The Premier British Wholesale
and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

Henry Fish Seed Co.

Bean Growers for the

Wholesale Seed Trade

CARPINTERIA, CALIF.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip,

Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Wald, Grand Rapids, Mich., Vice-
President; S. W. Severance, Louisville, Ky.,
Secretary; Eugene Davis, Grand Rapids,
Mich., Treasurer.

THE standard barrel of the United States should contain 7,056 cubic inches, with 28½-inch staves and 17½-inch heads, head material not thicker than 2/5 of an inch.

CRANBERRY pickers in Massachusetts boys are earning \$15 per day, and even children make \$10 per day, because of the labor shortage. The crop is large and, as it must be picked before frost, it must be gathered at almost any cost. In normal years wages are \$6 to \$8 per day.

Soldiers' Gift Farms.

It is planned to give every soldier a farm and 40 years in which to pay for it. And 40 years is not any too long, if it is to be paid for from the products of some of the government farms, according to the Kansas City Star.

Onions Save Soldiers' Lives.

The Leonard Seed Co., Chicago, is circulating the following broadcast, from South African Gardening and Country Life:

"During the coming summer (December to May) we are going to ask our readers to grow larger quantities of onions. The object of the request is to increase the quantities of this vegetable, so that more may be available to send to the troops in East Africa and other hot, trying climates.

"A journalist friend, who called on us a few days ago when home on a few weeks' sick leave, told us that nothing under God's sun was of so much benefit to sick men. He is in the medical corps, and he says that nothing would have such a stimulating effect as an onion; in fact, he vows that he has seen an onion save a man's life, on more than one occasion.

"Dried cabbage, he tells us, eats more or less like pieces of boiled paper—carrots are better, but not to be compared with an onion. The onion can be sent up fresh, i. e., it need not be dried or dehydrated. It is alive, and it gives life! We feel sure readers will welcome any suggestion whereby they may help to alleviate—if only in a small way—the hardships of our fighting men. They want onions, and the first step to getting onions to them is to have the bulbs to send."

Potatoes for Seed.

Under the title "Physiological Basis for the Preparation of Potatoes for Seed," C. O. Appleman, in Bulletin No. 212 of the Maryland State College of Agriculture, College Park, deals with the production and growth of sprouts on the potato tuber with special reference to factors inherent in the tuber, the chief object in view being the preparation of seed for the practical growing of potatoes. Attention is called to the fact that potatoes under ordinary conditions will not sprout for some time after being dug, this rest period vary-

ing in the different varieties, but the time factor is not prerequisite for the production of a normal plant, and by means of certain artificial treatments the rest period may be greatly shortened and in some cases almost dispensed with. The question of the rest period is of practical importance chiefly in the southern states, where fall grown seed is used for the early spring crop and seed from the spring crop used for the second late crop. The following procedure is suggested: The part of the early crop intended for seed is harvested when the skins are still tender and easily rubbed off. It is best to dig them late in the day and when the ground is moist from a recent rain. The tubers are immediately transferred to a warm, shady place and spread out on the ground in thin layers. The covering must be kept moist. The object is to prevent the tender-skinned tubers from drying and to supply them with an abundance of air. If the tubers are allowed to dry even for a very short time, the skins will cork and the chief purpose of the procedure is defeated; namely, to allow easy access of oxygen and moisture to the tissue surrounding the buds. A previous bulletin of the college, No. 183, gives additional information on this subject.

The statement is frequently made that the seed end of the tuber contains the stronger eyes, and for this reason the tuber should be cut lengthwise. This idea is the result of observations made on the production of sprouts from whole tubers, in which case, of course, the terminal eyes grow out first and grow more vigorously, but from experiments made with 10 McCormick potatoes, carefully selected so that all were perfect and of uniform size, averaging 4.5 ounces per tuber, it was observed that the eyes on the stem end will produce just as vigorous sprouts as the terminal eyes if their connection with the terminal eye is severed. The greater vigor of the sprouts on the stem halves may be due in part to favorable location in respect to the external factors, since these sprouts are usually located near a cut surface. A chemical study of the stem and seed halves just at the end of the rest period showed, in many cases, a greater metabolic activity in the stem half. This half always contains more soluble carbohydrates and greater diastase activity. This clearly disproves the older statement in the literature that the buds on the stem end do not grow on account of the lack of available soluble carbohydrates. From these observations and experiments on the growth of sprouts from different parts of the tuber, it is logical to conclude that most of the eyes on the tuber have equal value for seed purposes.

Vegetable and Fruit Markets.

The United States department of agriculture, through the bureau of markets, reports that for the period, October 8-14, the carlot movement continued heavy and there was a further decline in prices, compared with the previous week. Under continued heavy supplies potato values weakened in eastern markets. Minnesota and Wisconsin sacked whites lost 25 cents closing at \$1.60-\$1.75 at Chicago. Red River, Ohio dropped 20 cents and Nebraska shipping points declined about 17 cents. Maine Cobblers and Green Mountains ranged fairly steady at \$3-\$3.25 per barrel at Presque Isle. Onion markets continued generally weak, reaching lower levels in the east than in the midwest. Eastern sacked yel-

lows ruled lower at shipping points at \$1.25-\$1.75 per 100 pounds. Middwest yellows followed a range of \$1.50-\$2 per 100 pounds. Cabbage values were lower in most markets. New York domestic declined \$1 to \$2, closing at \$12-\$13 in bulk at Rochester. The price in leading consuming markets was \$15-\$25 per ton. Sweet potatoes were fairly steady at \$3.50-\$4.25 for Virginia Big Stem Jerseys in the east and \$5-\$5.75 in the west and north. Beans weakened at Colorado shipping points.

While the general tone of the apple market appeared weaker, the general range showed no great change compared with the previous week. Boxed apples weakened slightly in the west but were higher in New York. Michigan Concord grapes advanced 3 cents ranging 38-40 cents per 4-quart basket in distributing markets. New York Concord ranges ranged 35-38 cents f. o. b. Westfield trackside. California Malaga, fours, were steady in eastern markets at \$1.75-\$2.50. Cranberry prices weakened in a few large consuming centers. The general range for choice Massachusetts stock was \$7.50-\$8.50. New Jersey berries were \$3-\$3.25 per bushel box at Philadelphia.

Prices of Indoor Fruits and Vegetables.

Chicago, October, 15.—Cucumbers, 2-dozen box, \$1.50 to \$2.15; celery, crate, 50 to 85 cents; head lettuce, 2-dozen, \$1.00 to \$2.00; radishes, per 100 bunches, 50 cents to \$1.25; tomatoes, per box, 25 to 35 cents.

New York, October 14.—Celery (state), per bunch, 15 to 50 cents; cucumbers, \$1.50 to \$2.75 per basket; mushrooms, \$1.50 to \$3.50 per basket; tomatoes, per carrier, 50 cents to \$2.00; lettuce, per package, 25 cents to \$1.25; radishes, per 100 bunches, \$1.50 to \$2.50.

ELGIN, ILLINOIS.—The present whereabouts of Ohlson brothers are unknown, and there are said to be a considerable number who would like to locate them.

WASHINGTON, D. C.—As in the case of the Third Liberty Loan, the employees of Gude Bros. Co. "went over the top" early for the fourth issue, with a record of 100 per cent.

Mushroom Growing

By B. M. Duggar.

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, \$1.50.

American Florist Co.

440 S. Dearborn St., CHICAGO

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 19. 8 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumbers and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

FREESIA

Purity Mammoth

size, also $\frac{5}{8}$ and up.

Freesia refracta alba, $\frac{3}{8}$ inch.

Sweet William, single, mixed, fine strain.
Cyclamen Seed. Finest American grown
from the very finest strains.

Prices on application.

J. M. THORBURN & CO.
53 Barclay St., thro to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cab-
bages, Celeries, Parsleys, Parsnips, Turnips,
Growing Crops Given Personal Attention.

Mention the American Florist when writing

Albany, N. Y.

NOMINATING COMMITTEES NAMED.

At the October meeting of the flor-
ists' club, President Newport named
two committees to report tickets at the
November meeting. The names are to
be of candidates to be voted upon at
the annual election in December. The
committees named are two, regular
and opposition: Regular—Frederick
Henkes, Frederick A. Danker and
Thomas F. Tracey; Opposition—Ed-
ward P. Tracey, Frank R. Bilson and
John A. Murnane, Jr. The committees
will report on November 7. President
Newport requested the flower box com-
mittee to make a report at the next
meetings on plans to increase the use
of boxes in the city. Fred A. Danker,
of the club flower show committee, an-
nounced that for the show to be held
at the November meeting, no formal
programme will be made out. The ex-
hibit is meant to help the members get
ideas of new varieties and improve-
ments in methods of growing old ones.
The members were asked to make a
report of their subscriptions to the
Fourth Liberty Loan, for compilation
by the secretary, to be sent to John
Young, New York, secretary of the So-
ciety of American Florists, for his
records. William Christian, of Ballis-
ton Spa, was elected a member of the
club.

NOTE.

William C. Gloeckner, of 97 State
street, retail florist, has returned from
the annual meeting of the Florists'
Telegraph Delivery, held at Cleveland,
O., well pleased with the work of the
convention. This Albanian was award-
ed first prize, \$50, for the best sugges-
tion to increase the value of the F. T. D.
The committee of award received 180
suggestions, and chose Mr. Gloeckner's
as the best. He handed in the follow-
ing: "Give every traveling man \$5
for each new member secured by him
in a town in which we are not now
represented." Mr. Gloeckner invested
the prize money in a Liberty Bond.

R. D.

GRANVILLE, ILL.—George J. Ward is
building one house, 25x60 feet.

GLEN COVE, N. Y.—An interesting
exhibition of dahlias, fruit, vegetables
and decorative work was held October
2, under the auspices of the Nassau
County Horticultural Society.

DUTCH BULBS

AT
NEW
YORK

The following are ready in our stores, both at Chicago and New York:

DAFFODILS

	Per 100	Per 1000
Emperor, double nose.....	\$3.00	\$25.00
Emperor, large, round bulbs	2.50	21.00
Princes Maximus, fancy grade.....	1.75	15.00
Large, dbble. nose, should throw two blooms for January.....	2.00	17.50
Fancy, single nose.....	1.75	15.00
Barri Conspicuous, fancy grade	1.50	12.50
Poeticus (Pheasant Eye), fancy.....	1.00	9.50

FREESIAS

Size	IMPROVED PURITY	Per 1000
$\frac{3}{4}$ to 1 inch		\$17.00
$\frac{5}{8}$ to $\frac{3}{4}$ inch		12.00
$\frac{3}{4}$ to $\frac{5}{8}$ in., first-class.....		7.50
$\frac{3}{8}$ to $\frac{5}{8}$ in., regular grade.....		4.00

L. CANDIDUM

Per 100.....\$9.50

COLD STORAGE LILIES

GIGANTEUM

	Per case
7 to 9 in. (300 to case).....	\$20.00

SPECIOSUM ALBUM

	Per case
8 to 9 in. (200 to case).....	\$18.00
9 to 11 in. (140 to case).....	17.00

SPECIOSUM RUBRUM

	Per case
9 to 11 in. (140 to case).....	\$14.00
10 to 11 in. (135 to case).....	15.00
11 to 13 in. (90 to case).....	15.00

AURATUM

	Per case
11 to 13 in. (75 to case).....	13.00

Fall "Book For Florists" Mailed.

CHICAGO VAUGHAN'S SEED STORE NEW YORK

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery,
Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application. ENGLISH CORRESPONDENCE.

Mention the American Florist when writing

BEANS, PEAS, RADISH

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Booking contract orders now for future delivery. Write for prices.

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GROWERS FOR THE TRADE

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We carry a reserve stock of the
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Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago, Ill.

Hardy English Ivy

Pot grown. Extra long and heavy.

4 inch.	per 100, \$15.00
5 inch.	" 35.00
6 inch.	" 60.00

C. U. LIGGIT, 325 Bulletin Building,
PHILADELPHIA, PA.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

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Seed Packets

FLOWER SEE SIZES TO CATALOGUE
ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward M. on, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

SAN BERNARDINO, CALIF.—The San Bernardino Nurseries have added a mail order department.

LOS ANGELES, CALIF.—Louis J. Stengel, a pioneer in the trade in this state, and who conducted a nursery in this city for 30 years, died recently, at the age of 75 years.

Color Changes In Leaves

It requires no vivid imagination to picture Mother Nature going about these days with a liberal supply of paint with which she colors the leaves of the trees and other plants and thereby produces the vivid tints which characterize the foliage of this season. In reality, the change in coloring is the result of certain chemical processes which take place in the leaves.

The change is not, as many people suppose, due to the action of frost, but is a preparation for winter. All during the spring and summer the leaves have served as factories, where the foods necessary for the trees' growth have been manufactured. This food making takes place in numberless tiny cells of the leaf and is carried on by small green bodies which give the leaf its color. These chlorophyll bodies, as they are known, make the food of the tree by combining carbon taken from the carbonic acid gas of the air with hydrogen, oxygen, and various minerals supplied by the water which the roots gather. In the fall, when the cool weather causes a slowing down of the vital processes, the work of the leaves comes to an end. The machinery of the leaf factory is dismantled, so to speak, the chlorophyll is broken up into the various substances of which it is composed, and whatever food there is on hand is sent to the body of the tree to be stored up for use in the spring. All that remains in the cell cavities of the leaf is a watery substance in which a few oil globules and crystals, and a small number of yellow, strongly refractive bodies can be seen. These give the leaves the yellow coloring so familiar in autumnal foliage.

It often happens, however, that there is more sugar in the leaf than can be readily transferred back to the tree. When this is the case, the chemical combination with the other substances produces many-colored tints, varying from the brilliant red of the dogwood to the more austere red-browns of the oak. In coniferous trees, which do not lose their foliage in the fall, the green coloring matter takes on a slightly brownish tinge, which, however, gives way to the lighter color in the spring.

While the color of the leaf is changing, other preparations are being made. At the point where the stem of the leaf is attached to the tree, a special layer of cells develops, which gradually severs the tissues which support the leaf. At the same time, Nature heals the cut, so that when the leaf is finally blown

off by the wind or falls from its own weight, the place where it grew on the twig is marked by a scar.

Although the food which has been prepared in the cell cavities is sent back to the tree, the mineral substances with which the walls of the cells have become impregnated during the summer months are retained. Accordingly, when the leaves fall they contain relatively large amounts of valuable elements, such as nitrogen and phosphorus, which were originally a part of the soil. The decomposition of the leaves results in enriching the top layers of the soil by returning these elements and by the accumulation of humus. That is why the mellow black earth from the forest floor is so fertile. But if fires are allowed to run through the forest and the leaves are burned, the most valuable of the fertilizing elements are changed by the heat into gases and escape into the air. As a result, forests which are burned over regularly soon lose their soil fertility, even if no apparent damage is done to the standing timber.

Iris Transplanting.

Curator Watson, of the Royal Botanic Gardens, Kew, Eng., writing on this subject in the Gardeners' Chronicle, quotes Sir Frederick Moore as follows:

"We find that by far the safest time to move irises is just as the flowers fade; it is better than the spring. They are making new roots then, and stand pulling about. You will often find these irises spreading out from the borders to the hard paths, and growing and flowering well. Irises growing on the top of a wall never get disease. These plants never flower more freely or look more effective than on top of a wall, and I think that is how we should grow *Oncocyclus* irises. We find that plenty of old mortar rubbish from walls, burnt earth from the bonfire, and poor gravelly loam, with ample drainage, suits them, and we have a good show each year. Disease may appear on new plants for some time, and then it spreads to others. On our nursery border, the poorest, hottest, driest place we have, irises are perfectly free from disease, and we get a splendid display of flowers. In cottage gardens where they are bordered by the wall of the house and path, and often overhanging the roof, they give good results, for the simple reason that they are left alone and often get dry, and the soil is poor. Have you ever noted them in small town gardens? The best germanicas I think I ever saw were in King's road, Chelsea. There was dust enough on the leaves to grow them in. It was a hot day, and the reflex heat from the house was over-powering, but the irises enjoyed it."

Tree Lupines.

It is more than likely that the tree lupine will get common in small gardens, when people generally come to recognize the peculiarities of its ways. For instance, in soils of fair depth and good average fertility it grows very rapidly and soon becomes unmanageable in a confined position. Unsatisfactory results follow severe cutting back and transplanting. If, indeed, it does not die as a result. It should be sown where it is to grow, or transplanted in a young state with most of its roots intact. It is also a plant for

dry soils, with sandy or chalky subsoils, where it is likely to be more long-lived than in deep, fertile soils. I have seen a fine hedge of it at Harefield, Middlesex, in that small chalky area of the county. Within the last decade or two considerable improvements or different colors have been secured, including various shades of light yellow, pure yellow, golden yellow, and others shaded with lilac, lavender, blue and purple. For 12 years or more I have been acquainted with a self or pure white, which is really a good thing. It is more than likely that there are several white varieties in cultivation, and that some of them are shaded with a variety of other colors. Seeds of a dozen named varieties have been available for some years past, and as neither of them can be depended upon to come entirely true to its parent, there must be many intermediate and mixed hues in gardens as a result of seed sowing. It is my opinion that the tree lupine could be successfully grown near the seaboard, where the perennial varieties of the stock (*Matthiola incana*) outlive the winter and make large bushes if sheltered from the direct action of sea breezes.—Hortulanus in London Garden.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
Aat. Wintzer, Vice-Pres.

PEONIES

30 acres. Can supply your wants.
Write for Catalogue.

Gilbert H. Wild
Sarcouxie, - Missouri

Specialists in Specimen Stock FOR LANDSCAPE WORK

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.
COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.

The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

Mention the American Florist when writing

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown June, N. Y.



NOW IS THE TIME TO STOCK UP

BENCH BOSTONS

Grand stock ready for 6-inch and 7-inch pots; big, broad, clean leaves; heavy plants running from 16 to 20 leaves,

\$25.00 AND \$35.00 PER 100

CLEVELAND CHERRIES, fine, for growing on.

4-inch, \$15.00 per 100.

Finished plants later.

You will want them later on. Very bushy branched plants.

10,000 Vinca Vines, from field.
\$50.00 per 1000.

French Hydrangeas, 2½-inch strong.
\$50.00 per 1000.

CARL HAGENBURGER, West Mentor, Ohio

Mention the American Florist when writing

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists
and Market Gardeners

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin,
Sweet, Flint and Dent Seed Corn.

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Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomdale
Farm.

Bristol, Pa.

Mention the American Florist when writing

Geraniums

Nutt, strong 2-in., per 100.....\$2.00
Vlaud, strong 2-in., per 100..... 2.00
Ricard, strong 2-in., per 100..... 2.00

Dracaena Indivisa, good thrifty
stock for growing on, 2-in., per
100 2.00

ELMER RAWLINGS, Allegany, N. Y.

Mention the American Florist when writing

Erica Melanthera

beat winter flowering Heather. Well rooted cuttings, \$60.00 per 1000, not less than 500 sold. Out of 2-inch pots, \$14.00 per 100, \$100.00 per 1000. Cash with order, please.

Pacific Nurseries
COLMA, San Mateo Co., CALIFORNIA

Mention the American Florist when writing

"MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company

WYNCOTE - - PA.

WRITE FOR PRICES"

Mention the American Florist when writing

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. All sold until in December.

S. A. Nutt and Buchner.....\$15.00 per 1000

Ricard and Pollevine..... 17.50 per 1000

Parcel post shipment, bill for actual cost sent with shipment.

Cash for cuttings to accompany the order.

ALBERT M. HERR, LANCASTER, PA.

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

Mention the American Florist when writing

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist. April 6, page 612. Correspondence solicited.

A Few Bargains

NORWAY MAPLE

6 to 8 ft.35c each
8 to 10 ft.50c each
10 to 12 ft.75c each

CALIFORNIA PRIVET

2 and 3 yrs. old.
Cut Back, Well Branched.
12 to 18 in.\$10.00 per 1000
18 to 24 in.\$13.00 per 1000
2 to 3 ft.\$15.00 per 1000
3 to 4 ft.\$20.00 per 1000

HYDRANGEA P. G.

18 to 24 in.10c each
2 to 3 ft.12c each

BARBERRY THUNBERGII

12 to 18 in.\$6.00 per 100
18 to 24 in.\$8.00 per 100

AMERICAN ARBOR VITAE

3 to 4 ft.35c each
4 to 5 ft.50c each

AUSTRIAN PINE

18 to 24 in.20c each
2 to 3 ft.30c each
3 to 4 ft.40c each

NORWAY SPRUCE

12 to 18 in.15c each
18 to 24 in.25c each
2 to 3 ft.40c each

CURRANTS

Fays, Cherry, White Grape, Victoria
2 yr. No. 1½, \$4 per 100
2 yr. No. 2 \$3 per 100
Send for complete price list.

TERMS—Cash or satisfactory references. Boxing at cost.

THE LANCASTER COUNTY NURSERIES

RFD. No. 7

Lancaster, Pa.

Mention the American Florist when writing

Trade Directory

Containing the Names and Addresses of
Florists of the United States and Canada.

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St.,

CHICAGO

CRAIG QUALITY STOCK

Plants That You Really Need or Will.

CROTONS, wonderfully well colored,
all sizes.

FERNs, Norwood and Teddy, Jr.
Ficus Pandurata, the best house plant.

Now is the time to order before the delays of winter. Send for our price list.

ROBERT CRAIG COMPANY, Branch, Norwood, Pa. **4900 Market St., Philadelphia, Pa.**

Nashville, Tenn.

DEMAND IS UNUSUALLY HEAVY.

A condition has prevailed in this city hitherto unprecedented in the history of the floral business. In the large and continuous call for flowers and the impossibility of supplying the demand. Beginning October 5 and continuing day by day up to the present time, the call has been so unusual that the supply of flowers has been utterly inadequate to the demand. This does not mean that there has been no cut of flowers with the florists and local growers, for there has been the usual daily supply, but the condition has arisen from the unusually large number of deaths from the prevailing visitation of la grippe or the Spanish influenza. Frantic appeals have been sent out to the nearby towns where there was a possibility of getting any kind of flowers and to the more remote supply houses more distantly located. Some assistance was gained from these sources, but as a rule, the same conditions prevailing in other parts of the country and appeals being made from everywhere, the flowers obtained were not in sufficient quantity to even then supply the call. Of course, this was all for funeral work, and as many prominent citizens and popular young people were included in the roll call, all kinds of flowers were used, red, pink, yellow and a noticeable scarcity of white flowers. At one funeral, of a lovely and prominent young matron, the pall was made of pink roses and mixed flowers and the designs were vari-colored, only one spray of pure white chrysanthemums emphasizing the lack of white flowers. Bunches were made of pink, red and yellow dahlias, and the effect was not particularly pleasing from an artistic standpoint, and it only served to show the paucity of the floral supply prevailing. In one of the floral stores was noticed a very large gates-ajar made principally of white and pink flowers, with a white dove perched on one side holding streamers of white and blue gauze ribbon. This was very appropriate for a young girl just budding into womanhood. Some of the florists met the situation by furnishing wreaths of the prepared magnolia leaves with a cluster of fresh roses and a bow of gauze ribbon, white or pale pink for the younger dead, lilac and deep purple for the older ones. The floral stores were crowded with anxious customers, who went from one place to another to get "something." Telegrams came in by the dozen and all had to be turned down. There seemed to be very few lilies, but carnations and roses were more plentiful and ordinarily would have been considered an abundant supply.

CLOSING ORDER MODIFIED.

The florists met with the fuel administration in this section and secured a modification of the order restricting them to opening at 9 a. m. and closing at 5:30 p. m. in so far that they can go into their workrooms before and after

Seasonable Stock READY NOW

Bougainvillea Glabra Sanderiana—Well shaped, trimmed plants, 4-in. pots, \$25.00 per 100.

Genista—5-inch, special stock, well trimmed and heavy, \$30.00 per 100.

Ficus Elastica—4-inch, 10 to 12 in. high, \$40.00 per 100.

Hydrangea, French Type—Hamar, Vibraye, Chautard, E. Mouliere, 5-inch—3 to 4 branches, \$30.00 per 100; heavy field grown for tubs—7 to 10 branches, \$40.00 per 100.

Kentia Belmoreana—2½-inch, heavy, \$10.00 per 100; 3-inch, heavy, \$20.00 per 100.

Ferns—*Cyrtomium Falcatum*, 2½-inch, \$3.50 per 100, \$30.00 per 1,000; *Aspidium*, 2½-inch, \$3.00 per 100. Birds Nest Fern, 2½-inch, \$8.00 per 100; 3-inch, \$15.00 per 100.

Asparagus Sprengeri—2½-inch, \$3.50 per 100, \$30.00 per 1,000.

Asparagus Plumosus—2-inch, \$3.50 per 100, \$30.00 per 1,000.

Fern Dish Ferns—All varieties, bushy stock, \$3.50 per 100, \$30.00 per 1,000, 3-inch, \$6.00 per 100, \$50.00 per 1,000.

Roses—Dorothy Perkins, White Dorothy and Excelsa or Red Dorothy, especially long tops—these plants have been staked up in open field and are well ripened. \$15.00 per 100, for selected grade.

The Storrs & Harrison Co., Painesville, Ohio

these hours. In the recent rush they would have been greatly hampered had it not been for this modification of the order.

M. C. D.

Kansas City, Mo.

BUSINESS HEAVY IN FUNERAL WORK.

The trade, during the past week, was one of the busiest in a long time, especially as far as funeral work was concerned, there being a greater demand than could be turned out, due to a shortage of stock and limited time for preparation of the designs. Roses and dahlias were the main standbys in meeting the situation, and there was a complete cleanup daily with everything cut tight. A few miscellaneous flowers, such as asters, gladioli, lilies, fever-fews, daisies and carnations, sold at sight. A few chrysanthemums are being received, not nearly open, but sell fast, nevertheless. The wholesale market is scratching every corner for stock, but the efforts seem fruitless. Green goods are also scarce, and many retailers are sending out and cutting foliage. The influenza has taken a heavy hold on the people of this city, and the death rate is very high.

E. J. B.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Fall Stock

Write for List of
Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower,
PEKIN, ILL.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

Asparagus Sprengert, 2-in., \$3.00; 3-in., \$6.00 and 4-in., \$10.00 per 100. Fine bushy plants. At HENRY SMITH, Grand Rapids, Mich.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$7.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus Sprengert, 2½-in., \$3.50 per 100, \$30.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

BEGONIAS.

Begonia Chatelaine, 2½-in., \$5.00 per 100; 3-in., \$10.00 per 100; 4-in., \$15.00 per 100; 5-in., \$25.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

BULBS.

Bulbs, French Paper Whites, Daffodils, Tulips, afloat and expected soon. Lily bulbs from storage, French Candidum, Frezias. See our advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs. Cold storage Giganteum, 7 to 9-in. (300 to case), \$21.00 per case; 8 to 10-in. (250 to case), \$25.00 per case; 9 to 10-in. (200 to case), \$30 per case. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs. Cold storage giganteum, sound and dormant. 7-9 in. (300 to case), \$22.50 per case; 9-10 in. (200 to case), \$27.50 per case. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Dutch bulbs from Holland and French bulbs from France. For varieties and prices see display advertisement elsewhere in this issue.—American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs, Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices, Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, Lilium Giganteum, from cold storage, 7-9 (300 to case). Write for prices, Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 175 N. Wabash Avenue, Chicago.

CALENDULAS.

Calendula—Orange King, fine 2-in. at \$3 per 100. Not pot bound or lanky.—HEITMAN-OSTREICHER CO., 5610 North Ave., Milwaukee, Wis.

CARNATIONS.

FIELD-GROWN CARNATION PLANTS.

Positively the best obtainable. Order early.

Carnegie	100	1000
Bouffre	\$5.00	\$45.00
Rosette	5.00	45.00
.....	6.00	55.00

WIEIOTR BROS.
162 N. Wabash Ave. Chicago
L. D. Phone Randolph 2081.

Carnations. All high grade stock. F. Dorner & Sous Co., Lafayette, Ind.

CROTONS.

Crotons. Fine healthy stock. 4-in., \$4.80 per doz., 5-in., \$9 per doz.; 6-in., \$1 to \$1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DAISIES.

DAISIES. Bellis Monstrosa Pink or White, also Long Fellow and Snowball. Fine, strong plants, \$3.00 per 1,000; \$8.25 per 3,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

DELPHINIUMS.

Delphinium Per—Light and dark blue, extra strong transp., seedlings sown in May, \$3 per 100.—HEITMAN-OSTREICHER CO., 5610 North Ave., Milwaukee, Wis.

DRAACAENAS.

Dracaena Massangeana, 4-in., \$50 per 100; 6-in., 75¢ to \$1.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

ERICAS.

ERICAS.

Young stock for growing on. Strong, healthy plants out of 2½-in. pots. Biggest percentage will set buds and bloom for September and October delivery.

Pull varieties:
Gracilis Autumnalis \$12.00 per 100
Ovata 12.00 " "
Xmas varieties:
Fragrans Melanthera 15.00 " "
Regerminans 15.00 " "
Pres. Carnot 20.00 " "
" Felix Faure 20.00 " "
King Edward 20.00 " "
Master varieties:
Cupressina 20.00 " "
Persoluta Rosen 15.00 " "
" Alba 15.00 " "
Transluence 25.00 " "
Ericas can be kept at 40° to 45° night temperature in winter.

Packing charges, 50 cts. for each \$10 value. Terms: Cash with order, please.

ANTON SCHULTHEIS,
316 19th Street, College Point, N. Y.

Erica Melanthera. Well rooted cuttings, \$9 per 1000. Out of 2-in. pots, \$14 per 100, \$310 per 1000. Cash. Pacific Nurseries, Colma, Calif.

FERNS.

FERNS. Boston, Roosevelt; Whitman, Scholzei, Whitman Compacts and Teddy, Jr., out of 2½-in. pots, \$2.00 per 100; 3-in., \$10.00 per 100; Roosevelt, 4-in., \$20.00 per 100; Teddy Jr., 5-in., \$25.00 per 100. THE REESER PLANT CO., Springfield, O.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$8 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Cyrtolium Falcatum, 2½-in., \$3.50 per 100, \$30.00 per 1000; Anplidum, 2½-in., \$3.00 per 100; Bird's Nest Fern, 2½-in., \$8.00 per 100; 3-in., \$15.00 per 100. The Storrs & Harrison Co., Painesville, O.

Ferns. Bench Boston, ready for 6 and 7-inch pots, heavy plants running from 15 to 20 leaves, \$25 and \$35 per 100. Carl Hagenburger, West Mentor, O.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns. Boston, 2½-in., heavy, \$6 per 100; \$55 per 1,000. Whitman, 2½-in., \$6 per 100; \$55 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

Ferns. Boston and Scotti, 5-in., \$3.00 per doz., \$25.00 per 100; 4-in., \$15.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosback, Ferndale, Ark., Minn.

FREESIAS.

FREESIAS. Improved Purity, ¾ to 1-inch, \$17.00 per 1000; ¾ to ¾-inch, \$12.00 per 1000; ¾ to ¾-inch, \$7.50 per 1000; ¾ to ¾-inch, \$4.00 per 1000. Write for samples. VAUGHAN'S SEED STORE, Chicago and New York.

Freesia Purity, mammoth size, also ¾-in. and up; refracta alba, ¾-in. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

GENISTAS.

Genista, 5-in., special stock, well trimmed and heavy, \$30.00 per 100. The Storrs & Harrison Co., Painesville, O.

GERANIUMS.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GERANIUMS.

Geraniums, rooted cuttings, S. A. Nutt and Buchner, \$15.00 per 1,000; Ricard and Poitveine, \$17.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLI.**GLADIOLI.**

Clean, healthy, young stock, absolutely free from disease. 40 leading commercial varieties; prompt shipment after Nov. 1st. Reasonable prices; prices for wholesale list. T. H. FULLER, Gladiolus Specialist, 649 Marshall St., Battle Creek, Mich.

GREENS.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. Caldwell The Woodsman Co., Evergreen, Ala.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. E. A. Beaver, Evergreen, Ala.

HYDRANGEAS.

Hydrangea, French type; Hamar, Vibraye, Chantard and E. Moulere, 5-in., 3 to 4 branches, \$30.00 per 100, 4-in., 2 to 3 branches, \$20.00 per 100. Heavy field grown for tubs, 7 to 10 branches, \$40.00 per 100. The Storrs & Harrison Co., Painesville, O.

French Hydrangeas, 2½-in., strong, \$50 per 1,000. Carl Hagenburger, West Mentor, O.

KENTIAS.

Kentia Belmoreana, 6-in., \$1.00 each; 5-in., 75c each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Kentia Forsteriana and Belmoreana. For similar and prices see display advertisement elsewhere in this issue. Poehlmann Bros. Co., Morton Grove, Ill.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, 4-in., 50c each; 5-in., 75c to \$1.00 each; 6-in., \$1.50 each; 7-in., \$2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

Pansy plants, strong and stocky. "Superb Strain," \$3.00 per 1000; \$8.25 per 3000. Cash. Prompt shipment. These plants and strains will please you. BRILL CELERY GARDENS, Kalamazoo, Mich.

PEONIES.

Peonies. For varieties and prices see display advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

Peonies. 30 acres. Can supply your wants. Write for Catalogue. Gilbert H. Wild, Sarcoxie, Mo.

POINSETTIAS.

Poinsettias, 2½-in., \$0.50 per 100, \$60.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

PRIMULAS.

PRIMULA OBCONICA. Five different colors, good, strong plants out of 3-inch pots at \$10.00 per 100, \$75.00 per 1000. Cash with order. J. H. FIESSER, North Bergen, N. J.

Primula Obconica, 3-in., \$7.00 per 100. Baby Primula Malacoides, 2½-in., \$5 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

Primula obconica, 2½-in., \$4.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

ROSES.**EXTRA FINE 2½-INCH ROSE PLANTS.**

White Killarney	100	1,000
Sunburst	\$4.00	\$35.00
George Elzar	5.00	45.00
George Elzar	4.00	

AMERICAN BEAUTY BENCH PLANTS, \$12.00 per 100; \$100.00 per 1000.

WIETOR BROS.

162 N. Wabash Ave., Chicago.

L. D. Smith, Randolph 2081.

BEES' WELCH GROWN ROSES.

The necessity for reducing output of roses, etc., in order to increase National Food Production, renders it impracticable and unnecessary to advertise as largely as usual. Regular buyers have had a printed offer sent to them; there are a few copies still available for applicants. Please let us have your orders and applications early, so that we may have ample time to give you prompt delivery. Thank you!

BEES', Ltd.,

175-181 Mill St., Liverpool, Eng.

Roses. Own root, 2½-in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. Mtady and Richmond, \$7.00 per 100, \$65 per 1,000. 3½-in. stock \$35 per 1,000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

ROSES.

30,000 two-year old Sunburst and White Killarney Bench Plants. \$5.00 per 100; \$40.00 per 1000.

GEORGE REINBERG.

162 North Wabash Ave., Chicago, Ill.

Rose plants. Pink and White Killarney, Maryland and Sunburst, fine stock, 3-in. pots, on own roots. \$5.00 per 100; 4-in., \$8.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

Field grown, two-year-old, hardy own-root stock. See display advertisement in issue of October 5, page 11. Western Rose Co., Pasadena, Calif.

See ad. Sept. 28 or send for complete stock list. Leville Co., expert rose growers, Springfield, O.

SEEDS.**SPECIAL FOR TWO WEEKS.**

Cabbage seeds. New crop, American grown Wakefields, \$7.00 per lb., 10 lbs., \$65.00. Flat varieties, \$5.00, 10 lbs., \$47.50. Spinach seeds, 1918 crop American grown, Savoy Bloomsdale, \$1.00 per lb., 10 lbs., \$7.50; 100 lbs., \$60.00. All seeds choice stocks and germination guaranteed.

COUNCILL SEED COMPANY

Franklin

Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Fresh Seed. Clematis Panchulata and 100 varieties of other seeds for nurserymen. Write for list. BENJAMIN CONNELL, Nurseryman, Merchantville, N. J.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Pansy. New crop Florists' Mixture, tr. pkt., \$1.00; ¼ oz., \$2.00; oz., \$7.00. A. Henderson & Co., 211 N. State St., Chicago.

Seeds. Flower and vegetable. All seasonal varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Altie Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, wholesale field and garden seeds. J. Boigiano & Son, Light, Pratt and Elliott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Robbert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Flower and vegetables. Renowned specialties. Sale to seed merchants only. JOS. FAQUEL, seed grower, Nice, France.

Seeds, specialties: Beets, mangoes, carrots, cabbages, celeriacs, parsley, parsnips, turnips, R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 220-220 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Specialties in onion, carrot, beet, radish and parsnip. R. C. McGill & Co., San Francisco, Calif.

You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seed. Sweet pea. All the new and standard varieties. Send for descriptive price list. C. U. Light, 325 Bulletin Bldg., Philadelphia.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds: all varieties. J. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax, 2 1/2-in., fine plants, \$3.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

SOLANUM

Cleveland Cherries. Fine for growing on, 4-inch, \$15.00 per 100. Carl Hagenburger, West Mentor, O.

SPHAGNUM MOSS.

Sphagnum moss and green sheet moss. For florists and nurserymen. For spot shipment or contract. Write us. Vaughan's Seed Store, Chicago and New York.

VEGETABLE PLANTS.

Cabbage, celery and Triple Curled parsley plants. Field-grown. 50c per 100, \$3.00 per 1,000, prepaid, \$2.00 per 1,000, not prepaid. F. M. Pattington, Scipioville, N. Y.

VINCAS.

VINCAS. Vinca variegata, good heavy field grown clumps, \$5.00 per 100; \$45.00 per 1,000; Vinca latens, \$1.50 per 100; \$12.50 per 1,000. THE REESER PLANT CO., Springfield, O.

Vinca vines, from field. \$50 per 1,000. Carl Hagenburger, West Mentor, O.

VIOLETS.

Field grown violets. Princess of Wales, \$7.00 per 100. Cash please. H. W. ALLERSMA, Grand Rapids, Mich.

MISCELLANEOUS.

A few bargains in Norway Maple, California Privet, Hydrangea P. G., Barbary Thunbergii, American Arbor Vitae, Austrian Pine, Norway Spruce, and Currants. For sizes and prices, see display advertisement elsewhere in this issue. The Lancaster County Nurseries, R. F. D. No. 7, Lancaster, Pa.

Greenhouse glass. Heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

MISCELLANEOUS.

Japanese Kyogi chip mats, 24x36 inches, \$3 per doz. assorted; \$17.50 per 100, solid colors, \$20 per 100 for checkered (two colors) mats.—Takeuchi Bros., 444 Bush St., San Francisco, Calif.

Japanese Tubs for plants and shrubs. Made of well-seasoned Hinoki wood, \$1.00 per pair; \$4.50 per 10 tubs. Takeuchi Bros., 444 Bush St., San Francisco, Calif.

Roanbud stickers. For sizes and prices see advertisement elsewhere in this issue. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 623 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Radelin Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastic for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-70 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietrich Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Irkes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Apbia Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES. Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE. 264 Randolph St. Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

STAKES.

Bamboo cane stakes. 6 ft., \$21 per bale, 6-9 ft. \$7 per bale; 9-12 ft., \$8.50 per bale. Hutchison & Co., 95 Chambers St., New York.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Erne & Company, Chicago.
Fexy, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Goldstein & Futterman, New York.
Grossberg-Tyler-Finnermann Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusk & Co., Kansas City, Mo.
Kyle & Foerster, Chicago.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Miller & Munser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neldinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The, Leo, Philadelphia, Pa.
Pappas, Nicholas G. & Co., New York.
Philadelphia Wholesale Florists' Exchange.
Piereson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Pochmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykrans, Geo. J., New York.
Pfyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Slebrecht, Geo. C., New York.
Tanner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Trenndy & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Veland & Risch Co., Chicago.
Victor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo., Co., Chicago.
Zech & Mann, Chicago.

BOOKS FOR FLORISTS.

The following books should be in every florist's and gardener's library. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price, \$2.00.
Cabages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50 cents.
The Garden Month by Month.—By Ebel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, \$4.50.
The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, \$1.50.
The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 250 pages and 44 illustrations. Cloth. Price, \$0.90.
Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, \$1.50.
Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, \$1.10.
Vines, and How to Grow Them.—By Wm. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, \$1.10.
How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 35 half-tone illustrations and 15 plans and maps. Price, \$2.00.
Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants. Illustrated. 325 pages. Price, \$1.50.
Commercial Carnation Culture.—Edited by J. Harrison Dickinson. A practical guide to modern methods of growing. 202 pages, freely illustrated. Price, \$1.50.
Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 487 pages illustrated. Price, \$1.75.
Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages, 60 illustrations. Price, \$1.50.
The American Flower Garden.—By Nellie Blanchard. Well bound. 368 pages and 92 illustrations. Price, \$5.35.
Lawns and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, \$1.10.
Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.
The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, \$1.25.
Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, \$6.
The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, \$2.
Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, \$10.00.
Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, \$1.00.
Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, \$1.50.
Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, \$1.00.
Daffodils, Narcissus, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, \$1.21.
House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, \$1.20.
Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, \$2.00.
The Book of Water Gardening.—By Peter Bleuet. 209 pages, 130 illustrations. Price, \$2.00.
Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, \$1.75.
Landscape Gardening.—By Sam'l Maynard. 338 pages, 165 illustrations. Price, \$1.50.
Chrysanthemum Manual.—By Elmer D. Smith. Profusely illustrated. Price, 50 cents.
Mushroom Growing.—By E. M. Eggager. 260 pages, fully illustrated. Price, \$1.50.
The Goldfish.—By Hugo Mulert. 160 pages, handsomely illustrated. Price, \$2.
How to Grow Roses.—By Robert Pyrie. 121 pages. Illustrated. Price, \$1.00.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

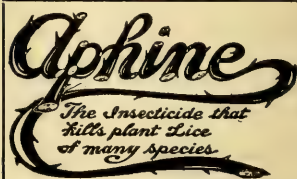
USE WIZARD TRADE BRAND CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

The Pulverized Manure Co.
No. 32 Union Stock Yards, Chicago.

Mention the American Florist when writing



The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, \$1.00 Gallon, \$2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, \$1.00 Gallon, \$3.50

VERMINE.

For ear worms, angle worms and other worms working in the soil.
Quart, \$1.00 Gallon, \$3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

The Florists' Hail Association of America

Was originally incorporated under the laws of New Jersey on June 1, 1887. Since that date it has promptly paid nearly half a million dollars for glass broken by hail.

At the present time it has no liabilities, and, besides its emergency fund, it has a reserve fund of \$45,000. An insurance with the Florists' Hail Association means prompt payment in case of loss.

For further particulars address

JOHN G. ESLER,
Secretary, Saddle River, N. J.

Mention the American Florist when writing

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Telephone or

Telegraph Order

at Our Expense

452 West Erie Street,
CHICAGO, ILL.



LOGAN POTS

ARE BEST BY TEST

Write us for
Catalog and Discounts.
The Logan Pottery Co.,
LOGAN, OHIO.

Toledo.

FLORISTS COMPELLED TO REFUSE ORDERS.

This city is not going to be stricken with the "Flu" as other cities have been afflicted, if "an ounce of prevention is worth a pound of cure." The mayor, in conjunction with the city health board, has just issued the most drastic order of any municipality in the state, whereby all schools, churches, theaters, soda parlors, moving picture shows, etc., are ordered closed indefinitely. All business houses are required to open at 9 a. m. and to close at 4 p. m. The disease is not prevalent here, as yet, to any alarming extent, and it is hoped by this measure to ward it off. Florists are included in the order and are willing to make any sacrifice if even a single life is saved thereby. During the past two weeks there has been an unprecedented rush of funeral work, which has kept the market cleaned up on every available flower. Due to early frosts, there was no outdoor stock available, and florists had to fall back upon the few roses which were to be had. As a result, funeral work was made up mostly of galax and magnolia wreaths, with a few flowers interspersed. Artificial flowers had to be used to some extent to fill in, and quite a few orders had to be turned down absolutely, something that has not happened in this city for years. Very few chrysanthemums were on the market and scarcely any carnations.

NOTES.

Schramm Brothers have been very busy with funeral work and are enjoying the best business of their long career. Frank Schramm told the writer that he never experienced a similar condition before and that if the demand kept up he did not know what he would do for flowers. The hardest thing he ever did, he said, was to turn down orders during the past week for lack of flowers, but he preferred to do this rather than turn out unsatisfactory work. He attended the F. T. D. convention at Cleveland.

Frank Kaminski, who for some years has conducted a prosperous greenhouse on Lagrange street, in the heart of the Polish district, has sold the business to his nephew.

Other florists who report a great demand for funeral flowers are Scottwood

CAMBRIDGE

NEW YORK



World's Oldest and Largest Manufacturers of
FLOWER POTS

A. H. HEWS & CO., Inc.
Cambridge, Mass.

Boilers

OF HIGH GRADE....

For GREENHOUSES

See Our Catalogue.

Steam and
Hot Water

GIBLIN & CO., Utica, N. Y.

George Keller Pottery Co.

SUCCESSOR TO



GEO. KELLER & SON,
Manufacturers of

Red Pots

Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.



NIKOTEEN

For Spraying.

APHIS PUNK

For Fumigating.
Ask Your Dealer for It.
NIKOTEEN MFG. CO.
ST. LOUIS.

Greenhouse, Max Spanner, Mrs. J. B. Freeman, A. C. Imobersteg, and Peniger.

The Helmar Flower Shop reports a fine funeral trade and, like the rest of the retailers, had difficulty in getting enough flowers to supply the demand.

John Lambert, of Mrs. J. B. Freeman's, attended the F. T. D. convention at Cleveland.

A. C. K.

Trade Directory

OF THE

Florists, Nurserymen, Seedsmen

OF THE

United States and Canada.

PRICE: \$3.00 POSTPAID

American Florist Co.,

440 S. Dearborn Street
CHICAGO



Amelia Pots, Hanging
Baskets, Lawn Vases,
Urns, Etc.

Red Pots

Refined Clays—Skilled Labor.

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Vol. LI.

CHICAGO AND NEW YORK, OCTOBER 26, 1918.

No. 1586

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The thirty-fifth annual convention will be
held at Detroit, Mich., August, 1919. Thirty-sixth
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SUGGESTIONS FOR PLANT GROWERS.

Dahlias.

Before the dahlias were through
blooming they should have been care-
fully named and a label properly in-
scribed fastened to each plant that it
is desired to save. As soon as the
plants are killed by the frost they
should be cut down and the tubers
dug. Leave about six or eight inches
of stem and firmly attach the label to
this in such a manner that it cannot
become loosened and lost. A good, dry
cellar, either with a cement or earthen
bottom, will keep them nicely through
the winter, but it should be frost proof
and not too near a boiler or heater.
The tubers can be placed closely to-
gether and then covered with soil and
they will come through the winter and
the tubers be nice and plump in the
spring. They should be occasionally
examined to see that they are not get-
ting too dry or shriveling. If this hap-
pens cover the soil with papers and
then sprinkle the paper and the soil
will absorb the moisture.

Gladiolus.

As soon as the frost has killed down
the foliage the gladiolus bulbs should
be lifted and dried off. Keeping the
varieties separate, the bulbs, with the
tops attached, should be laid out in
layers either on a light, dry shed floor
or on boards in the open air where
they can be protected at night during
frosty weather. A set of boards or
frame shutters spread along on the
south side of a building make a very
fine place to dry them off and fully
ripen the bulbs. Have plenty of cov-
ering handy that can be thrown over
them on cold nights. When thoroughly
ripened the bulbs can be broken from
the tops and packed away. Look the
bulbs over carefully for any diseased
spots and if any having these are
found keep them separate from the

sound ones, for it is the prevailing
opinion that the disease may be com-
municated to a sound bulb by coming
in contact with a diseased one. Of the
finer varieties and those which it is
desired to increase, save all the small
corms, and these can be planted to
grow on in succeeding years to make
flowering bulbs. There are so many
new and meritorious varieties now
being placed upon the market that the
grower who has a market for gladioli
should make it a point to use these,
for the advance has been very rapid
and many of the new ones are far
ahead of the older varieties. This
flower has forged rapidly ahead in the
last few years as a cut flower, and
with the improvement now going on is
bound to retain its popularity.

After Chrysanthemums.

The early chrysanthemums are now
through flowering and the space that
they have occupied should be made of
use by a growing crop. The soil in
which they have been grown should
be removed. It is very seldom that a
good crop of any flower can be grown
in the soil that has produced chrysan-
themums. While it looks to be all
right and often has much manure in
it that the chrysanthemums have not
taken up, yet our experience has been
that the soil will not grow a succeed-
ing crop. It is better to throw it out
in a pile where it can be subjected to
the sweetening process of nature. The
stock plants of the chrysanthemums
can be selected and blocked up closely
together and the surplus stock sold,
and the space made ready for a fol-
lowing crop. Many growers frequently
ask what can be grown to follow
chrysanthemums. It depends greatly
upon what the trade demands. Where
the early frosts are not severe, the
single violets are left in the field and

planted in the beds, but in the northern section of the country the weather is often too severe, the plants being badly frozen and will not recover until mid-winter. Plant growers will require the space for the growing plants and the lilies where planted early can be moved into the benches. Sweet peas make a good crop in these beds for spring blooming. If the seed is planted in pots in October and then transplanted to the beds early they can be bloomed in March. There are a number of annuals that can be profitably grown, such as bachelor's buttons, and stocks, or early blooming herbaceous plants like Canterbury bells, and *Coreopsis lanceolata*, which will give an attractive assortment of flowers in early spring.

Mignonette.

As the weather grows cooler, the mignonette will begin to throw the long spikes that are so much desired by the best trade. The plants should be carefully kept tied or held erect, for if they get bent over the stems will grow crooked and they are worthless. Growers adopt different methods for doing this. Some grow them in wire rings similar to the carnation supports, others cut short brush sticks which they set between the rows of plants and still others run wire strings across, making a square around each plant in which it will stand erect. Other wires and strings are added as the plant grows. Keep the plants growing very cool from now on; a house at about the temperature of a violet house, that is from 36° to 40° at night, will produce the finest spikes of flowers. When the flower spikes begin to show keep the plants well disbudded, allowing only the center flower to bloom and all the side shoots should be cut off. This will have to be done very early with the first bloom that sets, for as soon as it forms three shoots will immediately start to grow at the base of the flower; these should be removed as early as possible, that the entire strength of the stalk can go into the terminal flower.

Callas.

The calla bulbs that were planted in pots during August should now have a fine start and should be placed in the benches or pots where they are going to bloom. Make the soil good and rich—it can hardly have too much manure to get the best results, but do not use too fresh manure, have it partly rotted. If grown in pots and the bulbs are large give them a good size, nine or ten-inch is none too large, and pot firmly. After potting give the plants a good soaking and then withhold water until the plants have obtained a good foothold in the new soil, when they will require lots of water. Place them in a house where the temperature can be held at 60° at night if flowers during the winter are desired. Keep the plants tied up, that the bloom may have straight stems. When cutting leaves be careful not to cut too low or the young flower that is unfolding in the leaf stem may be injured.

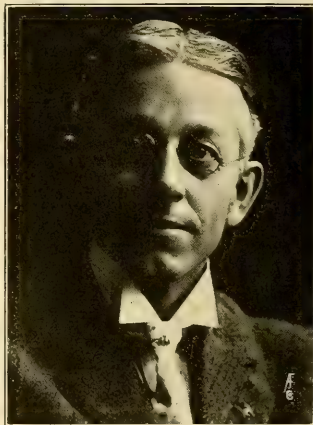
EAST LIVERPOOL, O.—John Keil, for the past 23 years with Charles Peterson, who with two associates organized the John Keil Co., reports very satisfactory business. The firm has completed two new houses.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The events of the past month have been an experience such as is not likely to happen again to any of us who have passed through it. Such epoch making times come but once in a lifetime, and as this is without precedent in this country, let us hope it will never be repeated. It is, however, "An ill wind that blows nobody good," and the flower business, in all its various branches was taxed to the utmost by the great demand thrust upon it so suddenly.



A. F. Borden, Los Angeles, Calif.
Director-Elect, Florists' Telegraph Delivery Association.

The most important work at this time will be to strengthen the broken lines of stock, particularly wreaths. Those who had utilized the spare hours of the summer in getting up a stock of magnolia and oak leaf wreaths for the present and Christmas holiday requirements found them of great assistance when this extraordinary demand was at its height. The flowers that it took to make a \$10 spray would decorate three \$10 prepared leaf wreaths, adding at least one-third more to the volume of business and profit.

Everything possible in the way of prepared arrangements, that will in any way conserve flowers, should be gotten together at every opportunity and kept in stock to be used at a moment's notice. Baskets, large and small, for cut flowers, should be augmented with the use of greenhouse plants. There is much material, such as the bird's nest fern, *Adiantum Croceanum*, *Pteris argyrea*, *P. alba lineata*, *P. Mayii*, the Glory fern, and others. These, with the roots washed and mossed will take the place, and keep longer, than the flowers they conserve. Small palms, crotons, dracaenas, primulas, heather, cyclamen and other flowering and foliage plants will be found very useful, not only in basket arrangements, but also in spray and design work of all kinds. The wide awake dealer will have such stock set aside by his growers, on which he can draw, so that it will be in good shape whenever required.

The high levels which prices reached, caused by the great demand, was taken by the large majority of the flower buyers as a matter of course. Even at the advanced prices, it is necessary to handle the stock with the utmost care, and watch every item of expense, as all waste of material, time and flowers cost double that of normal times.

Pot chrysanthemums should be good stock at this season; they are fine for all kinds of decorations and in good demand as house plants for window decoration.

The demand for funeral flowers, owing to the ravages of the dreadful influenza, which extended all over the country, gave a great impetus to the business of the F. T. D. In many cases they were not very welcome, as while orders from good customers were being turned down daily, it was felt that they were in honor bound to care for the business their brother florists from out of town confided to their care. There is a great field for new business to all who will take advantage of the opportunity presented by membership in this organization of the livest men in the retail trade. After becoming a member, feature the idea in your own store. Let your customers know all about it. Many more orders will come your way than were ever thought possible.

Hallowe'en

The eve of All Saints' day is always a festive occasion, looked forward to particularly by all young people, as a time of parties, masquerading, and merry making. While it is not much of a floral holiday, it presents an opportunity, by observing the event with appropriate decorations, to call attention to the store as all such timely displays, being seasonable, are sure to be doubly attractive.

The conventional ideas for the day are the real or artificial pumpkin faces. Those cut in the pumpkins can be made by a skillful hand to take on a variety of expressions. The artificial jack-o-lanterns come in all sizes and can be hung about in great profusion. Small electric globes in each lantern are attractive at night. The black iron pot, suspended on a tripod of wood saplings, over fagots piled upon a red electric light simulating the fire suggests witches, while cornstalks with ears half husked, and autumn branches, make a good background. While all this is old fashioned and conventional, it carries out the ideas as outlined in the fairy tales that belong to the day, and without which Hallowe'en would lose much of its significance.

The wide awake florist, however, always plays his cards to win something, and with him the stop and look, is but the first step. He sees to it that there shall be something beside the unique decoration—arrangements of flowers in baskets or corsages, appropriate in color, that are at once seen to belong to the day and that would be appreciated as a souvenir and fit for a lady to wear with any appropriate costume. Ward roses or small Sunburst, with yellow and black ribbon, are the proper caper, which can be made to conform more strictly to the colors by the addition of a few black immortelles. Corsages of red roses can also be used. Boxes for cut flowers, decorated with some of the fancy crepe paper witches, black cats, etc., all of which stock material can be had in the fancy novelty shops, will make good decorative window material. A few of the boxes, nicely filled with flowers, with a small



MILLER FLORAL CO'S NEW STORE, SALT LAKE CITY, UTAH.

inscription "Say It With Flowers," with a miniature paper witch illustration stuck on one end, placed among the blooms, will at once suggest a possible use for the flowers. Baskets cut from pumpkins, filled with chrysanthemums, are also attractive and make good centers for table decoration, particularly for family affairs.

Some of the entertainments for young people are quite elaborate—autumn leaf branches, corn stalks, with half husked ears, wild smilax, a few palms about the rooms, and jack-o-lanterns suspended in doorways. Pumpkins, hollowed out and filled with flowers on tables and mantels, complete an effective decoration. Every opportunity to call attention to one's store by emphasizing with appropriate decorations all kinds of popular anniversaries should be taken advantage of by all up-to-date florists. As seen again and again, the public stamp the store as an enterprising, wide-awake establishment with first class stock, and where orders will receive the best attention.

A. F. Borden, F. T. D. Director.

A. F. Borden, Los Angeles, Calif., who was elected a director of the Florists' Telegraph Delivery Association at the meeting of that organization at Cleveland, O., October 8-9, 1918, is well known to the trade, being associated with Albert Knopf in the Redondo Floral Co., one of the leading retail establishments of Los Angeles. Mr. Borden is one of the city's pioneers and was one of the first growers of flowers for the southern California market. He was at one time manager of the Redondo Carnation Gardens and later went into business for himself. He formed a partnership with Mr. Knopf some years ago. He is a member of a number of societies, a Rotarian, and is everywhere recognized as a hail fellow well met.

October Demand and Its Lesson.

The extraordinary demand for funeral flowers occasioned by the epidemic of influenza, which appears to have spread generally over the country, has dominated every other feature of the business and taxed the resources of all branches of the craft to the limit. At this writing, October 18, in the eastern states it appears to be on the wane, but is still very serious, all the trade still having to work far into the night in preparing for the next day's business. Prices of flowers are still at the high level of the past two weeks, which is three to four times normal prices for the season. A sharp frost, which is now due any day, will cut out the dahlias, and then the greenhouse men will certainly come into their own, and prices are likely to attain such figures as make the words florist and profiteer synonymous.

PREPAREDNESS.

Through an experience in the retail trade of over 40 years, the writer has never seen such a business opportunity as that of the month of October just passing. Every retail florist turned out as much work each day (and night) as would have been a fair average, at this season, for the week. Prices jumped abnormally and only regular buyers with good credit were able to get a supply sufficient for their needs.

Those of the trade who are always looking ahead, who make use of every dull period in getting up stock for the busy holiday times and other occasions when there is a sudden or extra demand and had a large stock of magnolia and oak leaf wreaths made up ready for their flower decoration, profited largely as the result of their foresight.

We speak of this preparatory work again and again, as in going among the

retail shops during this busy season not 20 per cent of them had such prepared work on hand. At least one-third of them were out of wreath forms and moss; many were spending valuable time mossing and others using excelsior, as they could not get the moss. Green and bronze galax were being stemmed up, using valuable time in this preparatory work, while hundreds of dollars' worth of orders were being turned down daily in very many stores because there was not time to get them out. We do not decry galax leaves; they have their place, but fully four-fifths of the customers would have taken well arranged magnolia wreaths, made up months before, which look just as good as the galax, when decorated.

No employee should ever be called on to moss up standard designs, such as wreaths, crosses and pillows, at any busy season. This work can all be done in spare moments, so that a stock sufficient for all ordinary demands will be on hand. Every shop should carry a good stock of standard prepared material, such as magnolia and oak and cypress leaves, wire frames, wire, stemming sticks, fern pins, etc. A good assortment of letters, inscriptions and chiffons is necessary. All this stock will keep until used; when on hand, much time is saved in preparation of orders, which, too often, are delayed by reason of waiting until something required is obtained from the wholesale house. The expense in carfares, telephone calls, messengers' time (who could have been of so much help in the store or in deliveries) is all avoided when these necessary articles are in stock.

Samples of wreaths of prepared material, decorated with cones, ruscus and other such furnishings, give prospective customers an idea how they will look

with flowers. In some busy shops there is nearly always work of this kind in fresh flowers, which makes a good impression and removes all doubt as to "how it will look."

It is astonishing to what an extent artificial flowers were used. To a certain class of trade, particularly those of foreign birth, all sorts of designs of crepe and wax flowers found a ready sale. The wholesale houses cleaned out everything in made-up pieces in the first 10 days of the demand; then, for the most part, buyers were obliged to take the loose flowers and make them up as best they could. One wholesale supply house in Philadelphia advertised for girls, offering \$15 per week to start, with a good job until after the holidays, or, if found capable, permanent situations.

Jos. G. Neidinger, of Philadelphia, believes that, while this demand for funerals was unusual, he is fully convinced that the florist trade had before them the greatest business they had ever experienced. The department stores are the closest in touch with the people. As early as last July he had received an order from a large house for 25,000 Christmas wreaths, in various sizes, which showed what they thought of the coming holiday business. How many florists are there at that time ready to give any kind of a Christmas order?

They are coming around now, however, but only those who are alive to the situation, make up their minds quickly and get their orders in are likely to obtain anything near what they will require.

Lilium Parkmannii, Hayward's Variety.

A new hybrid *Lilium* which flowered for the first time in 1917, was shown before the floral committee of the Royal Horticultural Society, August 27, 1918, and received an award of merit, together with the name of *Lilium Parkmannii*, Hayward's variety.

The production of a first-class hybrid between the auratum and speciosum groups of lilies is a notable event, and the long lapse of time between the arrival of *L. Parkmannii* and the flowering of the newcomer makes the new hybrid doubly welcome.

As the raiser of the latter I regret that *L. Parkmannii* did not exist in cultivation long enough to gladden the eyes of latter-day lily-lovers—myself among them. I have had many chats with growers of the older generation, who can remember *L. Parkmannii* when it was at its best, and some of those who saw the new lily after the meeting of August 27 asserted that it was not *L. Parkmannii*. Mr. Perry, of Enfield, whose interest in lilies no one will dispute, has seen the new hybrid, and is certain that it is not *L. Parkmannii*, as it differs from the latter in form, petal, and coloring. Mr. Perry, who has had access to the wonderful collection of lily paintings of Dr. Regel, of Petrograd, gave me a detailed account of the differences between the two lilies.

I do not wish to question the decision of the R.H.S. floral committee, but I should certainly like to see the whole question of nomenclature cleared up. The new lily can hardly be a variety of *L. Parkmannii*, as the latter disappeared from gardens long before the coming of the present lily, and of course took no part in its production. Further, Mr. Parkmann's account of his hybrid gives *L. auratum* as one parent, whereas in the present hybrid *L. auratum macranthum* was the parent—a very different plant from the typical *L. auratum*.—P. S. Hayward, in London Gardeners' Chronicle.

THE ROSE.

Fall Requirements.

It seems that the first frost, September 21, although a slight one, arrived early in the season; even if only enough to be hardly noticeable, it called for light firing in the houses, as the thermometer registered 38 outside, and we were glad to have everything in readiness as regards the heating plant. And, right here, if for some reason or another the heating apparatus has not been put into shape, get right after it and do not let anything "get by" that will have a tendency to save fuel. There is practically no excuse for leaky joints, valves, etc., and how these little leaks count up in fuel consumption when added together! For instance, the air-cocks and the ends of the coils. Some years ago we discarded the automatic type of air valves, after trying several kinds, and replaced them with the ordinary spigot type air-cock, which prevents a lot of trouble, as the air can be readily adjusted without a screwdriver and burned fingers. It also eliminates "cusswords" in a marked degree. But a lot of steam can be wasted by allowing these cocks to work too freely. Our way of handling them is to go through and adjust them as the steam is sent around in the afternoon, and as soon as the steam reaches them dry we cut them off entirely and caution the night man not to open them under any consideration unless the steam should drop, and he is also impressed with the fact that the pressure should not be allowed to drop out of circulation. In mild weather three pounds pressure on the ordinary gravity steam heating plant (if carefully installed) will keep the returns free of water, and where a pressure valve is used, or the main flow line

set at three or four pounds, the heating will be much improved, as of course with this valve on the line the boiler carries its own pressure anywhere above this amount. And this arrangement on any range above 25,000 square feet of glass is indispensable. Especially where roses are the principal crop, enough sulphur will be saved in one winter's firing to pay for the pressure valve, with better results from the sulphur fumes, which often burn off rapidly on the overheated pipes, fusing the sulphur at too high a heating point and often doing more or less damage to the crop.

The only drawback to the pressure valve is the extra amount of pipe required to even up the difference between a 15 or 20 pound pressure and a three or four pound pressure and this will be taken care of ordinarily with about four more 1½-in pipes running the length of the house. As these valves are freely advertised in the trade papers and engineering magazines, full information can be procured for the asking. Another point that may be overlooked by the beginner, and sometimes by the more experienced grower, is the piping of the house so as to distribute the heat evenly throughout its entire length. A practical way to accomplish this is to use any reliable set of tested thermometers, say three to a house, one at each end, about six feet from the gables, and one in the center of the house, on a calm, cold day, a cloudy day preferred. If they run evenly they show that this condition is o. k. Now try them on a cold day with the wind northwest, and perhaps the west end of the house (if not protected with a shed on boiler-room) will run from five to eight or more degrees colder than the unexposed end. This calls for an extra gable coil at the most exposed end of the house, which, in spite of the extra



TUMBLER BASKET OF MRS. WARD ROSES AND YELLOW SNAPDRAGONS.

amount of cross mains necessary at each end of the houses, will be found needful. Again, look out for the over-heated end. Often, by reducing this by pipe coverings, it will help wonderfully in evening up the heating and will be a coal saver. All portable types of steam or hot-water boilers should be covered with asbestos; also, all exposed mains from the boiler to the points where the unexposed heating surfaces are required. This will, it is claimed, save 20 per cent of fuel, and that is what we are after. We have got to figure things out economically this winter to "get by." So that is why I have apparently taken up so much of the space usually devoted to cultural methods. To tell you the truth, brother growers, I frankly admit that I hardly know what to submit along the ordinary lines of suggestions, for it is puzzling to the grower to know what to do in the way of cropping, etc., in the houses, and of course each grower will have to figure out the problem his own way, and cut out such houses as his judgment leads to, so as to get down to the 50 per cent consumption of fuel.

There is one thing that will not work, and that is running a rose house for any length of time below the temperature the varieties require, so if you do decide on what houses you are to run, make up your mind to hold them at their regular temperature. And make allowances for this. I am sure all of the growers are patriotic enough to try their best to get along under the fuel administrator's ruling, and the best way out of it, I think, is to handle what roses you do handle right; far better to have a fair amount of good, salable stock than even twice the amount of retarded plants. That is my idea, at least. As for the cropping or timing of any special heavy cutting, I would suggest no heavy cropping. Try by pinching frequently to split up the crop so as to have a fairly good cut continuously from the amount of plants carried through the season. You all know that October and most of November are usually the poorest months for the rose growers, on account of the chrysanthemums, and I presume this season will not be an exception; in fact, as far as I can judge, there will be even more chrysanthemums on the market than usual. Go out and look up your brother growers and see for yourself "what's doing," is good, all the year 'round advice. Do not stay home all the time and get round-shouldered over worrying and fretting. Look them over while the going's good, at least in your own home town. I believe I can truthfully say that I never have visited a grower that I did not pick up some little idea that was a help to me; but, of course, one cannot carry out all of these ideas, unless they stay at home the most of the time, but as often as one can get out among the growers, without neglecting home duties, the better it will be for the trade all around. Every good-sized visit is a miniature convention.

At last, I will get down to brass tacks, if you have had the patience to go this far, or if the "blue pencil" has not got me. Now is the time to do some real ventilating. Look out for draughts, raise and lower them gradually, and no need to tell you, perhaps, to cut out all artificial heat as early as possible. Do not forget to carry a crack of air at night, and do not delay putting on the night fireman. Up and down temperature at night raises can with the stock. Ever had the plants



AUTUMN FLOWERS IN DESIGN WORK.

Wreath of Bronze Magnolia Leaves, Mrs. Taft Roses, and Lavender Asters with Lavender Ribbon.

covered with cold condensation? Oh, well, you know what happened after two or three such doses. We had one this season, and although it was light, we were scared. This should never happen with a night man on in time, so look out.

The danger zone is between midnight and sunrise, and fixing the fire at midnight to go till daylight has fixed many a good house of roses. Remember also to look out for the watering and the syringing. There is less sunshine now and less evaporation these shortening days, and when syringing, do it thoroughly. Get under them. Fumigating can now be done by using the nicotine liquid applied to the pipes. We use a pint-size oil can filled with diluted nicotine, two-thirds nicotine liquid and one-third water, going up one side of the house and back the other as rapidly as one can do the stunt. With the pipes quite hot, if this is done before the green flies make their appearance, the houses can be kept clean with less expense than any other method we have employed; one pint of liquid to a house 40x200. If there should happen to be considerable flies in the house, use full strength and several applications if necessary, several mornings in succession, as the sooner one is entirely rid of this pest the better for both the plants and the pocketbook.

Do not forget to give that pressure valve suggestion at least the "once over," for the sulphur fumes and the proper temperature are most important, and do not forget that a little part of your range is better run properly than all of it as a losing proposition with a temperature away below normal. E.

THE CARNATION.

Stem-Rot.

The extremes between the day and night temperatures at this season of the year create a condition which causes a great deal of stem-rot among the freshly benched carnation plants, unless they are given the most careful treatment. The wide difference between the outside temperature of 70 degrees at noon to near the freezing point at midnight makes it necessary that the grower use extra caution against excessive dampness, especially late in the day.

One of the principal causes of stem-rot is a cold, wet surface soil around the stem of the plant while the soil underneath at the roots is in a drier condition. This can many times be traced to late syringings and haphazard watering. It should be the aim of every grower to make sure the soil is kept in the same degree of moisture at all times.

The plants can now go several days without overhead syringing, and when any syringing is to be done select a bright morning, doing the work early enough to give the plants a chance to dry up well before night. Another cause of stem-rot, as stated before, is haphazard watering. All soils cannot be treated alike as regards water; one watering of a stiff, heavy soil generally suffices to get into it the same degree of moisture clear through, while a soil that has a dusty, sandy texture needs a second attention before the bed is in the same degree of moisture clear to the bottom.

Another cause of stem-rot is an excessive amount of fresh manure in the soil, to sour it and prevent proper drying out. When this is found to be the case, a light surface dressing of air-slaked lime, lightly worked into the beds with a hand-scratcher, will help sweeten the soil till such a time as the plants have better control of it. Another cause of stem-rot is too early mulching of the beds, due to the impatience of the grower to get a mulch on the soil before the plants have become established and under proper control.

The stem, or collar rot, as it is sometimes called, is an entirely different disease from dry-back or branch-rot. The one is caused by unnatural conditions of heat and moisture, and the other, branch rot, by a disease which attacks the plant at its root branch, gradually working its way up the side of the main stem until it strikes a branch, which dries up and withers away, and when once a plant is affected it might as well be pulled up and thrown away, because even though the diseased shoot is cut off the whole plant will become affected sooner or later.

The collar rot usually attacks the strongest and most luxuriant plants first. One day the plant may appear to be among the strongest; the next, the bright healthy green will be found to be turning to a light slate color, and in a very short while the plant will be gone.

The best and safest way to guard against stem-rot, or any disease, is to give the plants the cleanest and most natural treatment possible. It is a very easy matter to let some of the little details of the general routine care of the plants slide until some more opportune time, but it is often the case that a seeming little neglect is often the source of considerable trouble later on. And it is well to remember that this is the season for fungi growth, both outside and in the greenhouse. After steady firing is started, the plants will be under better control.

As soon as a plant becomes affected with stem rot it should be pulled up and burned, the soil directly around removed and replaced with fresh soil, and a new plant put in from the surplus stock being held in 4-inch pots for this purpose. We have also found it to be a good plan to double up some of the plants at the end of each variety for the purpose of filling in, if necessary, finding that they transplant and recover quicker than the pot plants, which always are a little way behind the original bench plants throughout the season.

It is time all the plants were properly supported. If this has not been attended to, see to it that the work is pushed along without further delay.

C. W. JOHNSON.

Agricultural Work Aided.

To extend agricultural educational and experimental work along railroads in undeveloped sections of the west and south the railroad administration has appointed committees of railroad executives to make investigations of local conditions and submit recommendations to the railroad administration.

Federal Horticultural Board Hearing.

Florists and plantmen who attended the hearing before the Federal Horticultural Board at Washington, D. C., October 18, 1918, seem confident that the board will see the justice of their contention that the proposed new quarantine regulations should be withheld from operation until some reasonable time after the conclusion of the war, and will let the matter drop for the present. The proposed quarantine and regulations are to go into effect June 1, 1919, and these will exclude all plants and plant products for propagation from all foreign countries, except as separately provided for in the regulations.

C. L. Marlatt, chairman of the board, opened the meeting by giving a brief historical review of the matters which led up to this meeting. He laid great stress on the fact that it was not necessary for the board to hold this meeting, but it had been its desire to do it in order to give the parties interested another opportunity to submit constructive suggestions. Faces fell at his announcement. His words were as the death knell to the importing business. It was made very clear by the speaker that the board had given the matter all of the attention that was necessary, and that this meeting, and the hearing of May 28, were merely to give opportunity to the opponents of the regulations to state their objections, the May meeting being held merely to comply with the law, the present meeting prolonging the agony.

Whether or not the proposed quarantine and regulations represented good judgment on the part of the department of agriculture was brought into question by J. D. Eisele, vice-president of H. A. Dreer, Inc., Philadelphia, Pa., who made a very interesting talk on the whole problem of plant production, contrasting conditions in this country with those that exist abroad, and pointing out the many difficulties that would result if our importations were cut off. He took up first the problem of kentia production, stating that H. A. Dreer, Inc., during the past 10 years has imported kentias to the value of \$359,000, although having at the same time planted about 5,000,000 seeds of the same variety. To produce sufficient palms to make importations unnecessary, would require from 20 to 35 additional acres of glass, and this the firm would not undertake during war time, or any other time, when the possibility existed of the board reconsidering its quarantine action at some future date, and again leave free to importers the bringing into this country of kentias to compete with the costlier home grown plants.

Mr. Eisele pointed out that to produce a kentia, seven-inch pot, would require about six years' time in this country, as against four years in England, Scotland, or Belgium. Climatic conditions have much to do with the growth of these plants and these conditions cannot be overcome under glass here. Nor can they be produced to advantage in California, for the plants from that section are the same as those from Algeria and Southern France, and it takes two years in greenhouses to bring these plants into a finished condition. The speaker emphasized this declaration with two stories. One of these was how a Scotch concern had sought to make linen in this country and supply their

American customers with domestically-produced materials. Something was lacking, and upon study it was found that the Scotch mists were necessary to give the linen the proper quality. Artificial means were employed to produce a mist similar to that of the old country, but this was ineffective and this firm now supplies its American customers from its European mills. The other story concerned a traveling salesman of H. A. Dreer, Inc., who returned from a California trip some years ago with the determination not to cover that territory the next year because a California firm had set out thousands of kentias, and being near the seat of delivery could better supply the customers in that section. He made the trip, however, and sold more kentias than ever before, the reason being given that the palms of the California concern were not finished plants like the imported ones. A third story told of how some concerns had advertised kentias with the statement that they had never imported any and declaring that their offerings were domestic plants. He stated this was incorrect, because his firm had sold kentias to these concerns and that the kentias had been imported by the former. Despite the fact that Henry A. Dreer, Inc., are the largest individual growers of kentias in the United States, they believe it absolutely necessary to be permitted to import these plants without prohibition from England, Scotland and Belgium.

Speaking of araucarias, he stated his firm had imported during the last 10 years about \$57,000 worth, this representing perhaps 200,000 plants. No other place than Belgium produces these. About 15 years ago Henry A. Dreer, Inc., tried growing them here and it was thought a splendid beginning had been made, but the hot weather produced long joints, and to be good these plants should have short joints. The speaker declared that there is a firm in California growing these, the house being planted three years ago, but up to this time they had failed to put a finished plant on the market. The seed has to come from the Norfolk Islands, and the proposition of producing them here is full of chances, in that the seeds are fertile only once in four years. It would be necessary to grow on the seedlings for two years, and the second cutting is only good as a seedling, and it is only after four generations that salable stock is produced. It will be at least 12 or 15 years before stock of this kind can be put on the market.

Mr. Eisele submitted a list of bulbs which he declared could be imported without danger and urged that consideration be given these. He then pointed out the effects of the regulations upon the big estates of the country, whose owners have caused the destruction of large plant collections in order to save coal or to devote the space occupied by them to food production. The new regulations will prevent these people re-establishing their collections after the war is over.

Although there were from six to 10 pages in the Dreer catalogues heretofore devoted to water lilies, next year there will be none of these listed. The producers are meeting with great difficulty in getting people to work in the ponds, and so the speaker predicted that if it is impossible to bring them in from Holland, where the country is

peculiarly fitted for their production, or from Japan, there will be none here but the commonest varieties.

No effort during 1918 is to be made by this concern in importing roses, and it has this year been able to buy in the United States about 60,000 plants to handle the trade with. However, this lot does not include all the varieties it desires. In 1918 there were listed in its catalogue 132 hybrid tea roses, the best that can be selected, but of these only 10 are of American origin, and these have been produced from foreign parentage. He said he could not see how any harm could result from the bringing in of rose plants without earth at the roots. The speaker had a complete list of plants that would be cut out under the terms of the new quarantine and regulations, including bay trees, Japanese iris, etc. Upon his argument and the results of the proposed rulings he based his suggestion that the matter be delayed until after the war, when the trade will have had an opportunity to readjust itself to after-war conditions.

E. G. Hill, of Richmond, Ind., was another of the speakers, although he devoted himself mainly to an effort to gain the co-operation of the board in getting in imports of plants, he having found difficulty in securing import licenses from the shipping board.

Orlando Harrison, of Berlin, Md., representing the American Association of Nurserymen, said he did not think it necessary to go into details, but asked that the time for putting these regulations into effect be extended.

Charles H. Totty, president of the Society of American Florists, had opened the argument for the commercial growers, saying that because of other restrictions upon the florists resulting from the war it was felt that the government should lay the import regulations aside until after the period of readjustment. He also presented a statement from the National Association of Gardeners, the membership of which is decidedly opposed to the quarantine, because, with thousands of dollars' worth of plants "thrown on the dump" because of the coal shortage, they will not be able to build up the collections in the private greenhouses after the war. Mr. Totty stated that when the war is over the owners of these private estates will be desirous of replacing the ornamental stock thrown out to make room for food plants. There will be a heavy demand for nursery stock and plants, and the American nurserymen will be unable to fill the orders. No obstacle, he said, should be placed in the way of this work when such restrictions mean the loss of trade to some of the foreign nations which will be incalculable. The collections of palms and exotic plants destroyed because of the fuel shortage cannot be replaced if the restrictions are adopted, and they should therefore be suspended until such time as the trade is able to meet the situation.

B. F. L.

Glass Business in Wartime.

The tariff commission has been investigating the condition of the glass industry and finds that in all branches war very seriously handicapped it. The supply of imported ingredients, notably potash, was cut off. Experimenting to discover domestic substitutes for these ingredients took a long time. There were great difficulties in transportation of materials and fuel and in delivering

finished products. Some markets were lost. Some staple products could be turned out or disposed of in only limited quantities.

Nevertheless, commercial production has increased and the export trade extended to countries not hitherto reached in certain lines by American manufacturers. "The consensus of opinion of glass manufacturers is that war . . . has stimulated the industry to a remarkable degree, and been the principal factor in the development of a number of new branches of manufacture. . . . The information obtained by the commission warrants the conclusion that a new era has set in for the industry."

Of the chief foreign competitors, Belgium and France, have suffered extensive destruction as to glass manufacture. Exports from Germany and Austria are shut off. We have already taken their places to an important extent in making optical glass, our product in that line now equaling the finest known in Europe before the war.

As to cheap foreign labor after the war one paragraph is significant: "Without the aid of a human hand an automatic machine now produces complete one-dram bottles at the rate of a hundred and sixty-five a minute. The labor cost is 'practically nothing,' said a manufacturer. In making window glass a machine blower in the most efficient American factory can blow a cylinder thirty-nine feet long and thirty-two inches in diameter in less time than a Belgian hand blower can blow one five feet long and fifteen inches in diameter."

There are few businesses for which war does not spell opportunity as well as handicap. The problem is to find and take advantage of the opportunities.—Saturday Evening Post.

Flowers Are Winning.

Evidence accumulates that when the war is over the florist business of this country will enter an era of great prosperity. There are several reasons for such a view. Many of the thousands of soldiers who in hospitals have been made happy by the flowers taken in by benevolent women, who have been tireless in collecting and distributing them, will go back to civil life inspired by a warm affection for the things that so cheered them in their days of suffering and inactivity. Another feature will be the knowledge that has been acquired by the thousands of boys and girls, the latter being humorously styled the "farmerettes," who have gone to farms and gardens to work and have fallen in love with their occupation. Probably many of them started it in the spirit of adventure and amusement, but the fascination of contact with Mother Earth and watching the development from the tiny seed to the flourishing plant will remain with them through life. Settled in homes of their own, they will either cultivate or buy flowers, and in either event the influence of the trade will be strengthened and extended.

A recent article in the New York Times, entitled "Flowers a Boon of War," is as follows:

"One pleasing outgrowth of father's vegetable war garden is mother's war flower garden. Thousands of homes in the less densely populated parts of New York now have flower beds where four years ago the lawn stretched without a break from the house-

line to the sidewalk, with an occasional shrub or rosebush, or lilac, or syringa, that really required no attention except for a few minutes perhaps each year. Now it is the exception to find a detached house that has not a bed of cultivated flowers against the south wall, with perhaps another at the front, and not a few lawns have become merely broken strips of green border to set off the flowers. Mother's flower garden has been a perfectly natural development. With father pottering around among his beans and beets in the back yard, how could mother restrain her interest? And seeing the health and happiness he got from playing in the soil, how could she help turning to the same source of pleasure? But vegetables can't be raised with gloved hands, and they must be attended to in the sunshine; so mother, generally being more or less of the old-fashioned sort, had father spade up some of the lawn and fertilize it, and buy the flower seeds and plant them, she promising in return to water the plants and pull the weeds and maybe scratch the ground when necessary with a hand weeder. These were all jobs that could be done mornings and evenings and contemplated from the veranda in the heat and burden of the day. Of course, it always fell out that when father watered his vegetables he also watered the flowers and when he was hoeing his beans he hoed the flower beds, but it was mother's flower garden just the same by right of eminent domain, discovery and instigation. It surely was mother's to harvest, and the daily bouquets of snapdragons, poppies, nasturtiums, sweet peas and the like gave conclusive evidence that as a harvester she was 100 per cent efficient."

Thus all branches of the trade will be benefited, for seeds, bulbs and shrubs will have increased sales. We pride ourselves, and with some reason, on our great advancement in cut-flower growing, but we are yet far from perfection. On the other hand, the home gardens and grounds have in many instances been sadly neglected. Flowers should not be considered a luxury, but a necessity, not, of course, in the sense that bread and meat are necessities, but to brighten life, to impart a cheering and refining influence to every home.

God might have bade the earth bring forth
Enough for great and small,
The oak tree and the cedar tree
Without a flower at all.

Then wherefore, wherefore were they made?

To comfort man—to whisper hope,
When'er his faith is dim,
For Who so careth for the flowers
Will much more care for him!

In his heart-breaking story of Madame Roland's prison life, Jacob Abbott wrote: "Her friends brought her flowers, of which from childhood she had been most passionately fond. These cherished plants seemed to comprehend and requite unaffected love. At the iron window of her prison they appeared to grow with the joy and luxuriance of gratitude. With intertwining leaf and blossom, they concealed the rusty bars, till they changed the aspect of the grated cell into a garden bower, where birds might nestle and sing, and poets might love to linger."

They did not save that pure and noble woman from the fury of the wretches who were thirsting for her blood—but they saved her from the guillotine—but they brightened the valley of the shadow of death.

A. F. F.

Boston.

MARKET MAINTAINS HIGHER PRICES.

Market conditions remain unchanged, with prices high and wholesalers buying up everything in sight. Stock is arriving in more liberal quantities. Carnations are selling at \$8 and \$10 per 100. Short-stem roses are in great demand, but long grades drag. Chrysanthemums are plentiful and are offered at \$2, \$4 and \$5 and clean up easily at these figures. Snappdragons, pansies, calendulas and yellow marguerites find a ready market for basket work.

NOTES.

At Philip L. Carbone's excellent business was augmented by a handsome window arrangement of orange trees in terra cotta jars and boxes; also, florentine vases with cherry and pepper trees, which sold readily on the "cash and carry" plan.

Arnold & Fisher are cutting some of the best chrysanthemums sent to this market. Their varieties include Golden Queen, Smith's Advance, Halliday and a good assortment of buttons; also, excellent carnations.

Hoffman, during the high-price period of flowers, made an inviting display of fruits, two windows being devoted to flowers and fruit in combination.

Henry M. Robinson & Co. are doing an excellent business. Roses, carnations, Easter lilies, lily of the valley and violets are among the offerings.

At Henry R. Comley's store on Park street business in funeral work has been very brisk, the force working late into the evening getting out orders.

At the store of Penn the Florist business keeps up well. An attractive Liberty Loan window drew much attention to this store last week.

Herman Waldecker, with a range at Braintree, is sending in Pacific Supreme, Smith's Advance and October Frost chrysanthemums.

The Boston Rose Co. is receiving large shipments from its Hadley range. Russell, Ophelia, Hadley and the new Boston rose are leaders.

Business at B. A. Snyder & Co.'s is very good. This firm is receiving large daily shipments from New York and Philadelphia.

Welch Bros. Co. has been very fortunate during the crisis, and is carrying an excellent supply at reasonable prices.

Kidder Bros. have started cutting 10,000 violets daily, which sell easily at \$10 per 1,000.

A. S. Caplan has been unusually busy at his store on Massachusetts avenue.

Jack Foote is cutting Jasmine bouvardia and single pink and red varieties.

D. M. S.

Montreal.

HEAVY DEMAND FOR ALL STOCK.

Trade conditions have been very brisk the past two weeks, the retail stores being simply swamped with funeral work. The influenza is taking a heavy toll in all walks of life, especially among the younger people. Many in the trade are among the sufferers but as yet there have been no fatalities. Flowers are very scarce and everything is used up regardless of color. Hospitals and sickrooms also demand their share. Outdoor flowers have passed and quite a number of greenhouses are closed owing to the coal shortage. It is feared conditions will be even worse next year, for the fuel controller has announced that in all probability there will be coal only for essential industries. The help problem is also a serious proposition. There is a fair supply of pot plants in

sight, as this city might be called the pot plant headquarters for the Dominion. The ferns are second to none and our cyclamens are not to be surpassed by any. Christmas plants are in abundance and are coming along splendidly in spite of unfavorable weather.

NOTES.

Several new stores have opened lately and seem to be doing a good business. Georges Eon, recently with McKenna, Ltd., as a decorator, has opened a splendid shop near Guy street.

E. J. Hayward, past president of the Canadian Horticultural Association, is laying plans to give new life to the organization, and is being assisted by many of the members.

Landscape work is at its lowest ebb, but nursery stock that is available sells fairly well. Quite a number of small plantings are being made.

Charles A. Smith, of Lachine, has torn down his houses and retired from business.

J. L.

Cincinnati.

GENERAL CONDITIONS SATISFACTORY.

Business is very good. There is only one trouble. That is, the inability of the wholesalers to get enough stock to satisfy the present demands. Everything available sells readily and at good prices. Shipping business is very good. Chrysanthemums are getting to be fairly plentiful and are proving a great help in taking care of the present strong demand. All sizes are available, but there are more of the medium than of the large and the smaller grades. All of them have been selling readily and many of them are being shipped to outside points. The cut of roses has shortened somewhat during the past week, and as a result, many more than are available could be used if we had them. Carnations are still running short of actual needs in this line. Dahlias continue plentiful. Many of the offerings are fine, large, choice blooms and all sell readily. Cosmos is fairly plentiful and finds a good market. The single violets that come into the market are cleaning up on sight.

NOTES.

Miss Elsie Bolison, who looked after the office of the Cincinnati Cut Flower Exchange, for her brother-in-law, Alex Ostendarp, for some time, passed away on Monday of this week, a victim of Spanish influenza. By her close attention to her duties, and by her pleasantness at all times, she won the sincere regard and respect of all with whom she came in contact. They mourn her untimely death and sympathize with her family in their bereavement.

Although C. E. Critchell has been unable to augment his force after losses due to men entering the service, the balance have succeeded in keeping up with the rush of the past few weeks.

E. G. Gillett and Alex Ostendarp were each successful in selling Liberty bonds in their respective districts.

Wm. Sunderman has been sending some excellent chrysanthemums to L. H. Kyrk.

H.

LORAIN, O.—Louis Hody has opened a flower shop at 726 Broadway.

ARDMORE, PA.—Arthur Lanser will close his range for the winter.

BINGHAMPTON, N. Y.—J. J. Bailey and S. G. Ellis have retired from business.

CATONSVILLE, Md.—William C. Appleby, florist, died October 7, at the age of 34 years.

Fort Wayne, Ind.

WEATHER BRINGS IMPROVEMENT.

The warm sunshine of the past week, together with the drastic closing order issued by the state board of health, which has helped to check the spread of the influenza epidemic, have been prominent factors in improving the flower market in this city. The supply is increasing under favorable growing conditions and, although there is not yet enough stock to fill the demand, there is some relief from the distressing conditions of the week previous. Carnations are more scarce than any other flower, the short-stemmed flowers from the new crop selling at \$1 per dozen. Lilies are almost unobtainable, only a few rubrums being shown. Roses are holding their own, and some fine specimens of Hoosier Beauty, Mrs. Chas. Russell, Shawyer, Columbia and Ophelia are coming in. A large number of varieties in chrysanthemums made their appearance last week. Pompons are appearing in all sizes, and there is an exceptionally fine supply of chrysanthemum plants, which bring from 75 cents to \$2. Fine greenhouse snapdragon help out considerably with funeral work.

NOTES.

Funeral work has made heavy inroads on the stock at the store of Ed Wenninghoff. He has been using baskets of pompons to help out in funerals during the scarcity of other flowers.

The Flick Floral Co. is receiving excellent double chrysanthemums and Ophelia, Columbia and Shawyer roses from its greenhouse. The firm made two large magnolia wreaths which were tied with ribbons of red, white and blue, and which were dropped by two aviators on the grave of a soldier stricken with influenza who was buried here last week. A number of large pieces, including casket covers, were also sent up by this firm.

A. J. Lanternier has been making a specialty of foliage wreaths and flag designs done in immortelles in the national colors during the scarcity of cut flowers. He is cutting some very fine Wm. Turner chrysanthemums, also the new variety, Tiger.

The Doswell Floral Co. is cutting some fine Wm. Turner chrysanthemums and pompons and reports heavy funeral work, with difficulty in obtaining enough flowers to fill all orders.

W. J. & M. S. Vesey are having a record cut of roses and chrysanthemums, and also an excellent orchid crop.

H. K.

Pittsburgh.

DEMAND STILL EXCEEDS SUPPLY.

The funeral demand is still very heavy and the call for flowers is greater than can be accommodated. There are quite a lot of roses and chrysanthemums on the market, but the supply is still inadequate. On the other hand, were it not for the funeral orders the market would be glutted. Roses are selling at from \$6 to \$15 per 100; the quality is very good, but there are not enough short-stemmed offerings. A few carnations are seen, which sell at \$4 to \$6 per 100, very high considering the season. Dahlias are still arriving in heavy supply and the quality is the finest ever seen here. They are wonderful in color and can be used for almost all kinds of work. The first heavy cut of chrysanthemums is now coming in pink, white and yellow. They are not of great size, but the price is high enough. Lilies are practically off the market. The first lily of the valley was seen on the market during the past week and sold at \$10 per 100. The demand for orchids is very heavy, and the supply houses are doing a fine business in this line. Baskets and wire designs are also on the move. Greens of all kinds are very scarce.

Kaufman's have been displaying wonderful dahlias, the specimen blooms causing considerable comment. They are taking orders for spring delivery.

Henry Ludwig, who has charge of the greenhouses of the E. C. Ludwig Co., has been confined to a hospital with the influenza. M.

Buffalo.

INFLUENZA HITS CITY HARD BLOW.

The past week has been a busy one, this city being hit about as hard as any in this section by the epidemic of influenza. The supply of medium roses was very poor with short stemmed grades plentiful, demand very good and prices correspondingly high. Chrysanthemums are coming in larger numbers and relieve the situation. All of the retail stores have had more work than they could handle owing to the short time allowed for preparation of the designs before delivery. The opening of a bank gave an opportunity to move American Beauties and chrysanthemums for the decoration of the banking room. Many stores are suffering as are the greenhouses, from lack of help, many employes being sufferers from the epidemic.

NOTES.

Local florists are happy in having exceeded their quota in the Fourth Liberty Loan. Chairman Anderson and his committee did wonderful work and deserve unstinted praise.

No. 301 Main street will be headquarters for S. A. Anderson in his campaign for county treasurer.

BISON.

Omaha, Neb.

Hess & Swoboda report that never in the history of their business has the demand been so heavy, the force being kept on the jump from early morning until late at night making up funeral designs, due to the epidemic of influenza. Fine weather prevails—the regular Indian summer variety. J. J. Hess, of this firm, sold Liberty Loan Bonds to the amount of \$11,000, during the recent campaign.

H.

BALTIMORE, Md.—John L. Wagner, well-known florist, of Towson, was injured when his auto was struck by another machine, September 20.

ROCKFORD, ILL.—Fire in the boiler room of the Burrows Greenhouses, Michigan street, caused a loss estimated at \$250, September 20.

KANSAS CITY, Mo.—Edward Amerpohl, well-known florist of Janesville, Wis., is visiting his son, who is in the motor mechanics service here.

HARRISBURG, KY.—Glover Kyle, C. D. Thompson and L. Bonta have incorporated the Walnut Hill Flower Co., with a capital stock of \$2,500.

CORRY, PA.—Wm. D. Rowe reports unusually heavy business in funeral work, many cases of influenza resulting in two and three funerals a day.

SEATTLE, WASH.—Miss L. W. McCoy, well known florist of this city, will spend the winter in southern California, as usual, leaving October 18.

MORRIS PLAINS, N. Y.—The estate of C. Grayson Martin, consisting of 10 acres and greenhouses, has been sold to David L. Lasher of Newark, N. J.

SYRACUSE, N. Y.—The new greenhouse in connection with the Joseph Slocum College of Agriculture being erected at a cost of \$15,000 is rapidly nearing completion.

OBITUARY.

Ralph M. Ward.

Ralph M. Ward, head of the firm of Ralph M. Ward & Co., 25 Murray street, New York, died in Roosevelt hospital, that city, October 17, after but a few days illness of pneumonia. Many in the horticultural trade of the city were shocked when the news of his death became generally known, as but few outside of his family, office associates and assistants had known of his illness. He had been a man of robust appearance and was in the prime of life, being in his thirty-ninth year.

Ralph M. Ward was born in Iowa, but his business career was, so far as we are aware, centered in New York and Philadelphia. Along that line, our first record of him is when he



The Late Ralph M. Ward.

was with the firm of Hagemann & Meyer, horticultural importers, of Philadelphia. Eventually they removed to New York, and a few years later the firm was dissolved. Mr. Ward and William Hagemann then formed a partnership under the firm name of William Hagemann & Co. About a year later, in 1903, he retired from the partnership and went into business under his own name, and, up to the placing of the embargo, had been an extensive importer of Japanese lily bulbs, also doing a general importing and exporting business. In connection with his bulb business he had visited Japan. He was active and prompt in his business methods, was a liberal advertiser and had original ideas about advertising.

He was a life member of both the Society of American Florists and the New York Florists' Club. In social life he was genial, companionable and hospitable. At his fine home in Bound Brook, N. J., his friends were always cordially welcomed. He is survived by his wife, Elizabeth M., a daughter, Cora, by his father, Charles W. Ward, and a brother, C. Wayne Ward.

The funeral, which was private, was held from his late residence in Bound Brook, N. J., October 20.

Dominick Rusconi.

Dominick Rusconi, veteran seedman of Cincinnati, O., died October 19, following a stroke of apoplexy at his store. He was 73 years of age. The deceased began his career by selling

flowering bulbs to the trade in the south and about 40 years ago established himself at 32 West Sixth street, Cincinnati, carrying a stock of bulbs, seeds and nursery stock, catering principally to florists and the retail trade. His business was very successful and later moved to more commodious quarters at 128 West Sixth street. Recently he took his sons into business with him. Through his fair and generous spirit, Mr. Rusconi made many friends who mourn his death. He is survived by a widow, two daughters and three sons, the eldest, Peter, being in the engineering corps with the American expeditionary forces in France as an interpreter.

H.

John Chugranis.

John Chugranis, for over 20 years in the retail florist business in New York, died, October 21, after an illness of 10 days, of pneumonia. For the past five years, in partnership with a brother and John F. Larkazikes, who came over on the steamer with him from Greece, 27 years ago, he has conducted the business known as the Regent Florist, Seventh avenue and 116th street. Previously, for a number of years, he had a small store on 42nd street, opposite Bryant park, and was known as the Bryant Park Florist. He was well known and esteemed in the wholesale district for his honest and cheerful disposition. He is survived by five brothers, all florists of New York. His funeral was held at the Greek church, October 23.

Walter R. Siebrecht.

Walter R. Siebrecht, youngest son of Henry A. and Mrs. Emma S. Siebrecht, of New Rochelle, N. Y., died, October 16, after a brief illness of pneumonia, aged 29 years. His father being a well-known florist, Walter had followed the business since completing his education. For several years he was in the wholesale business in West 28th street, New York. About two years ago he removed to California, where his brother Henry conducts a growing business. He had visited New York on a business trip when stricken with the prevailing malady. He is survived by his wife and two children, his father and mother, two brothers and one sister. His funeral was held at the family home in New Rochelle, October 19.

John Manolos.

John Manolos, a retail florist, who for a number of years has conducted a business at the northwest corner of Columbus avenue and 86th street, New York, died, October 17, after two weeks' illness of pneumonia. He was born in Greece 35 years ago, and had been in this country about 20 years and engaged in the florist business. He was for a time in partnership with George Hanges, an eventuality in the florist business, which he conducted until stricken with illness. He is survived by his wife and one child.

Edward G. Beck.

Edward G. Beck, of Lancaster, Pa., died October 20. The deceased was employed by Thomas Fries for several years, but after his marriage leased an establishment in the southern part of the city and built up a nice trade, but owing to the coal shortage last winter closed his range and took a position as gardener on a private estate in New York, but later was employed by the B. F. Barr Co., of Lancaster, and was wonderfully successful as a salesman. He is survived by a widow and three children, who have the sympathy of the trade.

A. M. H.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and other countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.
From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

"In God's name, cheerily on, courageous friends,
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

THIS ISSUE 48 PAGES WITH COVER

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TRAVELERS' garments retain the odor of flowers and shrubs through which they have passed.

"LARKSPUR or Poison Weed" is the title of Farmers' Bulletin 988, issued by the United States department of agriculture, giving in brief form measures which should be taken to reduce losses on cattle ranges.

Personal.

Benjamin Hammond, well-known manufacturer of insecticides and greenhouse paint, Beacon, N. Y., is in northern Canada.

Society of American Florists.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that The Elm City Nursery Co., Woodmont Nurseries, Inc., of New Haven and Woodmont, Conn., submit for registration the new plant mentioned below:

Box-Barberry, seedling of Berberis Thunbergii, dwarf, upright, foliage one-half less in size than type, growth more slender. Foliage green, changing to intense red and orange autumnal tints, with an abundance of bright red berries. Originated at the company's nurseries about 20 years ago. Quite as hardy as parent type. Box-Barberry is an ideal dwarf hedge and edging plant, serving a similar purpose as dwarf border box. Its autumnal glory adds an unique feature to the garden border.

Any person objecting to this registration, or to the use of the proposed name, is requested to communicate with the secretary at once. Failing to receive objection to the registration the same will be made three weeks from this date.

COMPLETED REGISTRATION.

Public notice is hereby given that as no objection has been filed against the registration of Asparagus Fletcherii (densifolium) by F. W. Fletcher, of Auburndale, Mass., and Orlando, Fla., the same becomes complete.

JOHN YOUNG, Sec'y.

National Publicity for Flowers.

Eighteen national magazine advertisements are included in the programme for campaign publicity as arranged by the committees for the remainder of 1918, and with the general average of readers of these magazines taken into account, 20,000,000 or more persons will receive our message in various forms, all emphasizing our slogan, "Say It With Flowers." These advertisements are to occupy spaces ranging from whole to quarter pages, and the copy matter used has been so carefully considered that the desired results are confidently expected to materialize. If we could add the duplicated circulation naturally coming from an advertisement used as many as three times in one magazine, we may safely estimate, on the very lowest basis, that these advertisements will be seen 60,000,000 times. Going further, when it is considered that a favorite magazine is looked over by a subscriber several times, it is easily guessed that 100,000,000 persons ought to be the lowest average we might expect.

Here is the programme. Let anyone figure it out:

Chrysanthemum Advertisement.		
October 26	Literary Digest	170 Lines
November	Metropolitan 1 Page (2 colors)	
November 2	Sat. Eve. Post	1/4 Page

Thanksgiving Advertisement.		
November	Review of Reviews	1 Page
November	Scribner's	1 Page
November	World's Work	1 Page
November 16	Literary Digest	170 Lines
November 23	Sat. Eve. Post	1/4 Page
November 16	Independent	170 Lines
November 23	Outlook	170 Lines

Christmas Advertisement.		
December	Sunset	170 Lines
December	Red Book	170 Lines
December	World's Work	1 Page
December 7	Outlook	170 Lines
December 14	Sat. Eve. Post	1/4 Page
December 14	Literary Digest	170 Lines
December 21	Independent	170 Lines
December	Metropolitan	170 Lines

It was to finance this publicity that our committees have made weekly appeals to the florists to help us com-

plete our \$50,000 fund for 1918. The fund is not completed, but the committees have sufficient confidence in the trade to meet the deficiency and to warrant their going ahead with the programme as prepared.

From every section of the country subscriptions to our fund have come, but there are yet many florists to hear from. If you who read this are among the number, can we not persuade you to add your mite? No matter where you are located, you are benefited by this publicity. Look over our list of magazines; you will find all of them circulating in your neighborhood. Surely it is not too much to expect that you will contribute something within your means.

Think it over, now, before the matter again slips your mind.

JOHN YOUNG, Sec'y.

Echoes of F. T. D. Meeting.

What a thrill of pleasure came over me upon entering the convention hall at the Hotel Hollenden, Cleveland, O., to see the progress of florists' advertising as the chief factor in an exhibit that went all around the hall. And, right here and now, I venture to say that the interest of that display will go a long way towards helping others to get started in the same direction, and a great deal of credit is due Herman Knoble, who's must have labored untiringly to get it up in such good shape. It would have done credit to an ad men's convention.

Next, the beautiful decoration of the hall itself in flags, bunting, palms, huge baskets of roses, etc.; was surely appreciated by all present, and helped to make our convention snappy right from the start.

Also, the loyalty and team work of the Cleveland boys as a whole. What a fine example for emulation for other cities to copy. It sure was food for thought to the thinking mind of the value of co-operation and the immense good attained, for to the credit of the Cleveland boys, who, without any need of entertainment, was the F. T. D. meeting a complete success, and those who were present will appreciate the effort made in this direction led by Fred Brown, who opened the convention.

The meeting, while not as large in attendance as in previous years, held the attention of the most of those present, who went away well repaid for their attendance.

The Canadian florists were well represented, and entered into the discussion freely, showing their intense interest and progressiveness in making such a good showing for the number who belong to the F. T. D.

The programme was most interesting, and this branch of the business is growing to such an important factor that it seems hardly possible to understand how any florist, who is a florist, can not afford to affiliate and join immediately. The benefits are too numerous to mention, and those who join, will only then realize what they had overlooked.

There is no affiliation that I prize more highly than the F. T. D.; hence, this expression to what was a most successful meeting, which will merit its own reward.

HERY PENN,
Chairman National Pub. Campaign.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.
 Where answers are to be mailed from this office
 enclose 10 cents extra to cover postage, etc.

Situation Wanted—By an all around
 seedman and poultry supply salesman.
 Twenty-six years retail experience. Ad-
 dress

Key 931, care American Florist.

FOR SALE.

Florist Delivery Car. Panel top. Good as new.
 Ford. Car is now in Chicago. Write quick.

Key 936, care American Florist.

FOR SALE

New D. S. A. Glass.
 16x18.....\$7.00 per box
 16x24..... 7.50 per box

WM. F. KRUEGER,
 516 Potter St., Toledo, Ohio

Foreman Wanted

Must be experienced and
 come well recommended.

Wietor Bros.

162 North Wabash Ave., CHICAGO

HELP WANTED

Man experienced as seedsmen to take charge
 of a wholesale seed warehouse, and also to do
 some selling for an old established firm of seed
 growers and wholesale merchants. In applying,
 state age, whether married or single, describe
 experience in detail and salary expected. Address

Key 941, care American Florist.

HELP WANTED

Trained, experienced greenhouse man, for
 responsible position, varied experimental work.
 Attractive permanent possibilities for the right
 man.

L. R. JONES

Plant Pathology Department, University of Wisconsin.

MADISON, WISCONSIN

HELP WANTED

Two experienced salesladies and
 designer for a Chicago loop store.
 Good wages. Address

Key 937, care American Florist.

Help Wanted

A good lady or gentleman designer wanted at
 once at Labo Greenhouses; state wages and
 references in first letter or come at once; must
 be steady, sober and industrious. Take Wilcox
 car, get off at Mason Avenue.

Labo Florist, Joliet, Ill.

Help Wanted

Good packer for Chicago
 Wholesale House. Address

Key 939,
 care American Florist.

Help Wanted

Young lady stenographer for a
 Chicago florist establishment. Be-
 ginner with a little experience pre-
 ferred. Address

Key 940,
 care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2 3/4 x 5 1/4 inches.

FOR CUT FLOWERS: in two colors on
 gummed paper; your card, etc., in
 black and leaf adopted by the S. A. F.
 in red. Prices: Per 500, \$3.35; per 1000
 \$5.00. Samples on request. Electro of
 leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

HELP WANTED

Several good foremen for places
 near Chicago. State full particulars in
 first letter. Address

Key 938, care American Florist.

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

CUT FLOWER DEPARTMENT

Finest 'Mums and Pompons

BEAUTIES, CATTLEYAS and ROSES

Russell, Richmond, Hoosier Beauty,
 Milady, Brilliant, Ward, White Killarney, Ophelia
 Carnations, Snaps, Valley, Dry Gypsophila
 Mexican Ivy, Plumosus, Sprenger, Adiantum, Galax, Ferns, Smilax

PLANTS

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.
 Kentia Belmoreana, 2½-in. pot, \$12 per 100.
 Kentia Belmoreana, 3-in. pot, \$20 per 100.
 Kentia Forsteriana, 3-in. pot, \$20 per 100.
 Kentia Forsteriana, 4-in. pot, \$6 per doz.
 Kentia Belmoreana, 4-in. pot, \$6 per doz.
 Kentia Forsteriana, 5-in. pot, \$12 per doz.
 Kentia Belmoreana, 5-in. pot, \$12 per doz.
 Kentia Forsteriana, 6-in. pot, \$2 each.

Kentia Forsteriana, made up, 5-in. pot, \$1 to \$1.25 each.
 Livistona Rotundifolia, 4-in., \$6 per doz.
 Livistona Rotundifolia, 5-in., \$9 per doz.
 Livistona Rotundifolia, 6-in., \$1.25 each.
 Phoenix Roebelenii, 5-in. pot, \$1 each.
 Pandanus Veitchii, 4-in. 50c each.
 Pandanus Veitchii, 5-inch, 75c to \$1.00 each.
 Pandanus Veitchii, 6-inch, \$1.50 each.
 Pandanus Veitchii, 7-inch, \$2.00 each.

Begonia Chatelaine, 3-in., \$10.00 per 100.
 Dracaena Massangeana, 4-in. pot, \$50 per 100.
 Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.
 Crotons, 4-in., \$4.80 per doz.
 Crotons, 5-in., \$9 per doz.
 Crotons, 6-in., \$1 to \$1.50 each.
 Baby Primula Malacoides, 3-in., \$10 per 100.
 Baby Primula Malacoides, 4-in., \$15 per 100.
 Baby Primula Malacoides, 5-in., \$25 per 100.
 Baby Primula Malacoides, 6-in., \$50 per 100.
 Rubber Plants, 5-in., 75c each.

POT CHRYSANTHEMUMS

Magnificent Stock — October Delivery

6-inch.....50c and 75c each | 8-inch.....\$1.50 to \$2.00 each
 7-inch.....\$1.00 to \$1.25 each | 9-inch.....3.00 to 6.00 each

2½-in. Own Root Rose Stock

Aaron Ward } \$ 7.50 per 100;
 Killarney Brilliant } 70.00 per 1000.
 White Killarney }
 Milady } \$ 7.00 per 100;
 Richmond } 65.00 per 1000.

3½-in. Own Root Rose Stock

White Killarney }
 Ophelia } \$ 11.00 per 100;
 Aaron Ward } 105.00 per 1000.
 Sunburst }
 Killarney Brilliant }
 Milady } \$ 10.50 per 100;
 Richmond } 100.00 per 1000.

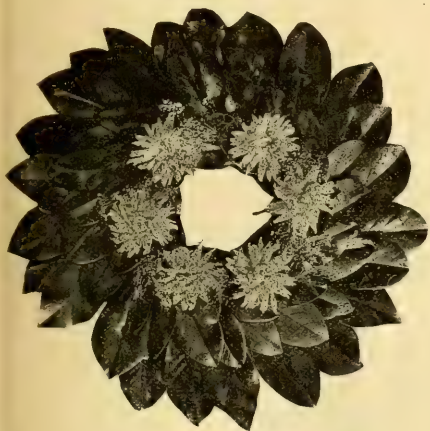
POEHLMAN
 72-74 E. Randolph St.,

Florists! Attention!

FOR ALL SAINTS' DAY

We have stocked a supply of plain and decorated Wreaths of Magnolia, Lycopodium and a combination of Grasses and Waxed Flowers. The most satisfactory method of buying these, we suggest a sample dozen or so. We have also an assortment of Flowers, Gypsophila, Grasses and Lycopodium for decorating the plain Magnolia Wreaths as per illustrations. The assortment enough for 50 wreaths is \$10.00.

We will certainly please the most critical florist with our line of Baskets. We handle the lines of many well known manufacturers as well as our own. Try a \$10.00 to \$25.00 assortment and be convinced.

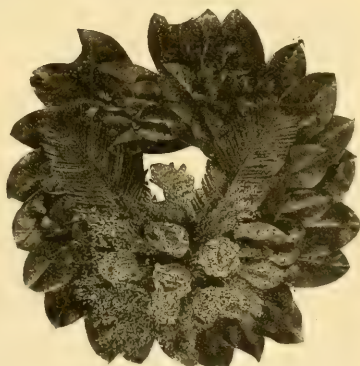


No. 52.

18 inch.....each, \$1.50; doz., \$15.00
 21 inch.....each, 1.75; doz., 18.00
 24 inch.....each, 2.50; doz., 24.00
 27 inch.....each, 3.00; doz., 30.00

Magnolia Leaves, Cycas Leaves,
 Wheat Sheaves, Ruscus,
 Oak Sprays (Long or Short.)

Let us
 Estimate
 on
 Your Fall
 Orders.



No. 45.

18 inch.....each, \$1.50; doz., \$15.00
 21 inch.....each, 1.75; doz., 18.00
 24 inch.....each, 2.50; doz., 27.00
 27 inch.....each, 3.00; doz., 30.00
 30 inch.....each, 4.00; doz., 40.00

Lycopodium Wreaths

Made of prepared Lycopodium.

Will keep indefinitely.

12 inch.....per 100, \$15.00 18 inch.....per 100, \$28.00
 14 inch.....per 100, 18.00 21 inch.....per 100, 35.00
 16 inch.....per 100, 20.00 24 inch.....per 100, 45.00

N BROS. CO.

Long Distance Phone, **CHICAGO, ILL.**
 Randolph 35.

CHRYSANTHEMUMS

Extra fine stock, at \$2.00 to \$4.00 per doz.

POMPONS, - - - - - 50c to 75c per bunch.

HOOSIERS-RUSSELLS-COLUMBIA

Best Leading Roses—We are now cutting a large quantity.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Columbia, Hoosier Beauty, Ophelia and White Killarney.

CURRENT PRICE LIST

AMERICAN BEAUTY—	Per doz.
According to length of stem.....	\$1.50 to \$7.50
RUSSELL and COLUMBIA—Best in this market.	Per doz.
Good, extra long	\$3.00
Good, medium	\$1.50 to 2.00
Good, short75 to 1.00
HOOSIER BEAUTY, OPHELIA, SUNBURST, WHITE KILLARNEY—SHAWYER	
Long stems	\$10.00 to \$12.00
Good, medium	7.00 to 8.00
Good short	5.00 to 6.00

LILY OF THE VALLEY , per 100.....	\$6.00
CHRYSANTHEMUMS , all colors.....per doz.	\$2.00 to \$4.00
POMPONS , per bunch.....	.50 to .75

GREENS.

ASPARAGUS & SPRENGERI , per 100.....	\$2.00 to \$3.00
GALAX , green and bronze, per 1,000.....	2.00
NEW FANCY FERNS , per 1,000.....	4.00
ALL OTHER SEASONABLE STOCK AT MARKET PRICES	

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

NO GREAT CHANGE IN THE MARKET.

There are no great changes in the market conditions since last week, consequently stock in almost all lines is scarce and continues to bring high prices, but in some items not quite as much as before. The Spanish influenza as an epidemic continues to exact heavy toll in this city and the death rate downstate has been exceedingly high. Raiding was begun Saturday night, October 19, to enforce the influenza war order against crowds being permitted to congregate in saloons and other places. The raids were made under a section of a city ordinance which provides fines ranging from \$10 to \$200 for the violation of any emergency order issued by the health commissioner during an epidemic. Acting Chief of Police Alcock, under the direction of Health Commissioner Robertson, ordered the prohibition of public, church and chapel funeral services, wakes and gatherings at funerals, and limiting, wherever possible, the age of pallbearers to at least 40 years. The orders add that no one except adult relatives and friends not to exceed ten persons in addition to the undertaker, undertaker's assistant, minister and necessary drivers shall be permitted to attend any funeral. Church services were limited and the new orders have to a large extent affected the local trade, many undertakers refusing to handle flowers under the restricted conditions, consequently deliveries had to be made direct to the cemeteries at an additional expense to the dealer. Many of the death notices bear the wording, "please omit flowers," and in one instance an undertaker published an advertisement in one of the Polish papers advising the people not to purchase flowers, as they were a luxury.

PERCY JONES INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

Cut Flowers and Greens

The death rate, however, has been so heavy that the new conditions have not affected the market to any great extent, although in some items prices are not quite as high as they have been and probably this may be attributed directly to this cause. The shipping trade, however, is particularly heavy and there is no surplus in any line when the stores close at night. Chrysanthemums are more plentiful and the same holds true for pompons, but they are both cleaning up regularly at good prices. American Beauty roses are in brisk demand at high figures and the same holds true for Mrs. Chas. Russell and Columbia. Roses in general are moving fast at the advertised quotations, and there is never any surplus. Carnations are good property and clean up early. Orchids command \$10 to \$12 per dozen and lily of the valley is more than holding its own. A few late asters from Michigan are arriving and bring high prices. Lilies are easily bringing \$15 per 100. Gardenias are none too plentiful at \$3 per dozen. Sweet peas,

daisies, snapdragons, calendulas, violets and other miscellaneous stock including outdoor flowers are also in the offerings and clean up quickly at high prices, owing to the scarcity. Green goods are selling at a premium, especially ferns, leucothoe, adiantum, boxwood and in fact everything in this line. Magnolia leaves are selling at \$1.75 to \$2.00 per carton, with the supply of stock rather limited. Artificial flowers never sold so well and the wire manufacturers are working overtime to keep pace with the orders. Business in both the retail and wholesale line is exceedingly brisk and everyone in the trade agrees that October so far is away ahead of any other year. The florists put another feather in their hat when they subscribed for over \$350,000 worth of Liberty bonds from the last issue and, while it is to be regretted that the death rate from the Spanish influenza has been exceedingly heavy, the brisk business of the past month must be credited directly to this unfortunate condition. The out-

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

BIG CROP OF ROSES: RUSSELL-PINK KILLARNEY-Etc.

Carnations, Lilies, Valley and a Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100
Specials		\$18.00 to \$20.00
Select		12.00 to 15.00
Medium		8.00 to 10.00
Short		6.00
RICHMOND		Per 100
Select		\$ 8.00 to \$12.00
Medium		6.00
Short		5.00
MILADY		Per 100
Select		\$ 8.00 to \$12.00
Medium		6.00
Short		5.00
Killarney		Per 100
White Killarney	Select	\$8.00 to \$10.00
Killarney Brilliant	Medium	6.00
My Maryland	Short	5.00
Champ Weiland		
Sunburst	Select	8.00 to 10.00
Ophelia	Medium	6.00
	Short	5.00

ROSES, OUR SELECTION		Per 100
		\$ 5.00
Carnations		\$ 3.00 to 6.00
Harrisil		15.00
Chrysanthemums, per dozen		3.00 to 6.00
Valley		6.00
Adiantum		1.00 to 1.50
Asparagus, per bunch		50c to 75c
Boxwood		per bunch, 35c
Ferns		per 1,000 \$4.00 to 5.00
Galax, bronze and green, per 1,000		\$1.25
Leucothoe Sprays		.75 to 1.00
Smilax		per doz. strings, \$3.00

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631

CHICAGO

Our increase in sales for September 1918, over September 1917, is exactly 149%. There's a reason—Try us with your next order. Our line is complete in both Cut Flowers and Greens.

WIETOR BROS.

30 East Randolph St.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF Chrysanthemums and Pompons

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	\$8.00 to \$12.00
Good	5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.	Per 100
White—KILLARNEY—Pink.	\$8.00
Extra Special	8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$5.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00

MINIATURE ROSES.	Per 100
Baby Doll	\$2.00 to \$3.00
Elgar	2.00 to 3.00
ROSES, OVE SELECTION	4.00

CARNATIONS.	Per 100
Fancy	\$4.00
Good	3.00

MISCELLANEOUS.	Per 100
Chrysanthemums, per dozen	\$2.00 to \$4.00
Pompons, per bunch	75c to \$1.00
Valley	\$6.00 to \$8.00
Lilies	15.00
Petas, per 1,000	\$4.00 to 5.00
Smilax, per doz. strings	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000 ..	1.50
Asparagus Sprengeri, bunch50
Asparagus Plumosus, bunch50
Boxwood, per lb.35

Other Green Goods Market Rates.

Mention the American Florist when writing

look for the coming winter is encouraging and everyone can face the issue with confidence after the most satisfactory business period that has prevailed the past few months.

NOTES.

George Fehrmann, son of Charles Fehrmann, well known florist, 3744 Lamon avenue, succumbed to pneumonia which developed from an attack of influenza, at an army camp in Alabama, October 14, aged 28 years. The deceased had been identified with the business for a number of years and was well and favorably known. The funeral was from his late residence, October 21, with interment at Montrose cemetery.

John Walsh, of the Chicago Flower Growers' Association, is again on duty after a hurried trip to Minonk, where he was called by the serious illness of his wife, who is suffering with a severe attack of Spanish influenza. Mrs. Walsh contracted the disease while she was attending the funeral of a brother there, and her condition for a time was critical, but at this writing she is improving and well on the road to recovery.

Poehlmann Bros. Co. has a fine supply of pot chrysanthemums ready for immediate delivery, specimens of which are on display at the store this week. The supply department announces that in order to conserve the wire supply it will not manufacture any more double wreaths until after the war or until conditions change sufficiently to warrant it.

Everett R. Peacock, 4013 Milwaukee avenue, has the sympathy of the trade in the loss of his mother, whose death occurred Wednesday, October 16, from a severe attack of pneumonia. She was 62 years old. The funeral was held the following Saturday with interment at Montrose cemetery.

Zech & Mann report business in the shipping line as exceptionally good, with a heavy call for roses and chrysanthemums. Chrysanthemums are in large supply here and some magnificent stock in this line is attracting the attention of the city buyers.

Vaughan's Seed Store is moving some odd lots of Dutch bulbs which have filtered away from the first two English steamers carrying this stock. A full line is expected to be ready to move out before the end of the month.

Elmer C. Olson, formerly with the A. L. Randall Co., who is now with the

Chicago

BECAUSE of its geographical location and because of its many railroads, is a natural receiving and distributing center for Cut Flowers—hence market conditions are created that are most favorable to the Retail Dealer.

No other city has anywhere near the vast quantity of Cut Flowers that Chicago has to offer.

It is over 87 years since Kennicott Bros. Co.

established its
House.



Wholesale

In sending orders to this market send them to—

Kennicott Bros. Co.

Wholesale Dealers in Cut Flowers
CHICAGO

Mention the American Florist when writing

colors at Baltimore, Md., is home on a furlough. He has just recovered from an attack of the Spanish influenza, but is rapidly rounding into shape again.

Henry Wittbold reports that trade is very dull in the decorating line, but that his retail place in Evanston has been unusually busy the past few weeks with funeral work.

C. L. Washburn says that Basset & Washburn are just coming in crop with roses and that carnations, which are exceedingly scarce, promise to continue so for some time as far as his firm is concerned.

O. A. & L. A. Tonner received word from Henry Arnold, who was formerly

in their employ but is now at the Great Lakes, that he will be transferred to another point this week.

George Kaspar, with the Batavia Greenhouse Co., received word this week that his brother, William Kaspar, has arrived safely overseas.

Raymond Ziska, of Joseph Ziska & Sons, left this week for Waco, Tex., with the drafted men from his district.

Ove Gnatt, of the Ove Gnatt Co., La Porte, Ind., mingled with the live wires here a few days this week.

A. Henderson, of A. Henderson & Co., is in New York looking after his importation of Dutch bulbs.

A. L. VAUGHAN & Co.

NOT INC

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave, Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.		ROSES—Continued Per 100		CARNATIONS. Per 100	
Extra long stems.....	\$5.00 to \$8.00	Ophelia, special	\$10.00 to \$12.00	Fancy	\$4.00 to \$6.00
Stems 48 inches	4.00	“ select	8.00	ORCHIDS. Per doz.	
Stems 30 to 36 inches	3.00	“ medium	\$5.00 to 6.00	Cattleyas	\$12.00
Stems 24 inches	2.50	“ short	4.00	EASTER LILIES. Per 100	
Stems 18 to 20 inches	2.00	White Killarney, special.....	\$10.00 to \$12.00	Select	\$15.00
Stems 12 inches	1.50	“ “ select	8.00	MISCELLANEOUS. Per 100	
Short stems	1.00	“ “ medium	\$5.00 to 6.00	Chrysanthemums, per doz.	2.00 to 6.00
MRS. CHAS. RUSSELL. Per 100		“ “ short	4.00	Pompons, per bunch75 to 1.00
Special	\$25.00	Killarney, special	\$10.00 to \$12.00	Gypsophila, per bunch75 to 1.00
Select	\$15.00 to 20.00	“ select	8.00	Valley	6.00
Medium	8.00 to 12.00	“ medium	\$5.00 to 6.00	Violets75 to 1.00
Short	6.00	“ short	4.00	Daisies	1.00 to 2.00
ROSES.		Mrs. Ward, special	\$10.00 to \$12.00	Calendulas	2.00 to 4.00
Richmond, special	\$10.00 to \$12.00	“ select	8.00	Sweet Peas	1.00 to 1.50
“ select	8.00	“ “ medium	\$5.00 to 6.00	DECORATIVE.	
“ medium	\$5.00 to 6.00	“ short	4.00	Plumose strings	\$0.50 to \$0.75
“ short	4.00	Sunburst, special	\$10.00 to \$12.00	Plumose	per bunch .35 to .60
Milady, special	\$10.00 to \$12.00	“ select	8.00	Spengeri	“ .35 to .50
“ select	8.00	“ medium	\$5.00 to 6.00	Adiantum, fancy long.	per 100 1.00
“ medium	\$5.00 to 6.00	“ short	4.00	Smilax	per doz. 2.50
“ short	4.00	Cecile Brunner	4.00	Ferns	per 1,000 4.00
Killarney Brilliant, special.....	\$10.00 to \$12.00	Elgar	4.00	Galax	1.50
“ “ select	8.00	Baby Doll	4.00	Mexican Ivy	“ 5.00 .75
“ “ medium	\$5.00 to 6.00	ROSES, OUR SELECTION.		Leucothoe sprays	\$1.00
“ “ short	4.00	Extra special roses billed accordingly.		Boxwood	per bunch .35 to .50

No scarcity of flowers here.

Send us your orders.

KYLE & FOERSTER

WHOLESALE FLORISTS

160 N. Wabash Ave.,

CHICAGO

Long Distance Phone, Randolph 6784

The John Kruchten Co. is handling a good supply of carnations, particularly Aviator, which are grown at the Kruchten greenhouses and command high prices. Their shipments were heavy during the scarcity and the largest percentage of their offerings consisted of this variety, which is holding up its reputation as a producer.

J. A. Budlong never had such a fine supply of roses as right now—which are still good property and command very satisfactory prices. This firm had

a large steady cut all through the shortage, which will make their October sales show a big increase over the same month of 1917.

Louis Finermann's sister-in-law is seriously ill with the Spanish influenza. His business partner, Morris Grossberg, reports that his mother and sister are also confined to their home with the same sickness.


At Kennicott Bros. Co.'s store the shipping trade is keeping up remarkably well and stock is cleaning up nicely

in all lines right along. Fancy chrysanthemums are a leader here this week.

Andrew McAdams has gone to his winter home at Melbourne, Fla. Miss May E. McAdams is assistant professor in landscape gardening at the University of Illinois.

Kyle & Foerster are handling a most complete line of stock of all kinds, including a particularly fancy grade of pompons, which are in good demand this week.

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Miss Charlotte Paradise, with A. L. Vaughan & Co., received five letters this week dated at different intervals from her brother, Eugene, who is with Pershing's troops in France. He has been over the top several times but has escaped injury so far and mentions in one of his letters that his company one day gained its objective five hours ahead of time without the loss of a single man.

Percy Jones, Inc., is as usual handling a large quantity of green goods among which are now noted the finest leucothoe seen in the market this season. Ferns have been in good supply at this house regularly notwithstanding the general scarcity the past few weeks.

John Whitbold, eldest son of Louis Whitbold, is with the colors at Lake Charles, La. He tried to enlist in almost all branches of the army, but was rejected on account of poor eyesight and finally accepted for ground work only in the aviation department.

The number of new cases of Spanish influenza jumped up again in this city, October 23, but fell short of the high record of last week. There were 2,244 cases of influenza and pneumonia reported to the health department and the high mark was 2,395.

H. A. Cecil, one of the George Wittbold Co.'s traveling representatives, was obliged to return home from Iowa last week on account of illness. He was confined to his home the greater part of this week but is now well on the road to recovery.

A. T. Pyfer & Co.'s tickets show that they supplied their trade with \$0,000 cut ferns during the extreme shortage that prevailed last week. Mr. Pyfer distributed them as evenly as he could and took the best of care of his regular customers.

Wietor Bros. are in heavy crop with chrysanthemums in all the seasonable varieties and some particularly fine stock in this line is seen at their store. Pompons are also arriving in good supply in a large number of varieties.

Sergeant Al. Campiche, who is stationed at El Paso, Texas, is home on a 15-day furlough. He is a picture of health and from every indication cavalry life in Uncle Sam's army seems to agree with him.

At Peter Reinberg's store the shipping trade continues to be exceptionally heavy. The number of boxes sent to out-of-town points, October 21, from this house, were the largest of any one day this season.

James Foley, of the Foley Greenhouse Manufacturing Co., who was rejected for general military service on account of poor eyesight, has enlisted in the quartermaster's department.

A. Miller, of the American Bulb Co., is expected home this week from New York where he attended the funeral of the late Ralph M. Ward, October 20.

At a meeting of the creditors of William Langhout, bankrupt, in the office

of Referee in Bankruptcy Eastman October 22, trustees were elected, but no further action taken.

O. Johnson of the Batavia Greenhouse Co., is working short-handed this week, his right hand assistant, George Kasper, being on the sick list.

Tony Then is back on the job at A. T. Pyfer & Co.'s store after being confined to his home for several days with the Spanish influenza.

Albert Lies, of Niles Center, and Matt Mann attended the funeral of a relative at Milwaukee, Wis., this week.

James Karins, with Henry A. Dreer, Philadelphia, Pa., called on the trade here this week.

Chicago Florists' Liberty Loan Record.

Florists and allied trades of Chicago and Cook county contributed a huge over-subscription to the Fourth Liberty Loan, as shown by the following report:

October 1st....181	Subscriptions....\$40,350.00
October 2nd....258	Subscriptions.... 23,500.00
October 4th....408	Subscriptions.... 50,700.00
October 5th....105	Subscriptions.... 17,900.00
October 8th....441	Subscriptions.... 57,400.00
October 15th....315	Subscriptions.... 84,350.00
October 16th....139	Subscriptions.... 32,050.00
October 18th....139	Subscriptions.... 41,300.00
October 19th....308	Subscriptions.... 43,950.00

Total.....2294 Subscriptions....\$392,050.00

The final compilations of the Chicago Liberty Loan committee place the florists at the head of all trades identified with Division 19. The magnificent way in which the trade responded will live forever as an inspiration to all.

As in other districts, the florists of Chicago were overwhelmed with work during this campaign, which made the task most difficult and, consequently, it was necessary to put forth tremendous effort; nevertheless, not a single worker permitted the drive to lag.

Every florist can share in the glorious showing made by our trade, and the credit goes to all—those who have worked so hard and faithfully and those who subscribed so generously.

F. LAUTENSCHLAGER, Chairman,
Florists and Allied Trades Committees.

OLEAN, N. Y.—J. G. Layton has taken possession of the flower store in the Olean hotel.

RIDGEWOOD, N. J.—The range and stock of the late A. V. D. Snyder have been disposed of at public auction.

LEOMINSTER, MASS.—Walter A. Finney, florist, has filed a petition in bankruptcy. Liabilities are scheduled at \$1,280; no assets.

SAN FRANCISCO, CALIF.—Mrs. N. Copeland has purchased the flower shop of the Misses Hannon, who will move to Sunnyvale, Calif.

HELENA, MONT.—At least 1,000 residents of this state are harvesting as a side line dandelions, which are being bought by a New York drug concern at 23 cents per pound.

Z E C H M A & N N

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady

Shawyer

Sunburst

Ward

Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

Rubrum

CARNATIONS

Valley

Cattleyas

CHRYSANTHEMUMS

Good White and
Yellow in quantity

Calendulas

GREENS.

Plumosus

Sprengeri

Galax, bronze

Galax, green

Ferns

Adiantum

Smilax



No. 2
STICKERS
\$1.25 per 1000
Use them on all
your packages.
No. 1 Stickers
2 1/2 in. diameter
\$1.50 per 1000
The John Henry Co.
LANSING, MICH.

Mention the American Florist when writing

St. Louis.

STOCK PLENTIFUL BUT HIGH IN PRICE.

The last week showed brisk business with plenty of stock, and everything bringing top prices. This proved beneficial to grower, wholesaler and retailer. Some few items such as roses are too high in price to be handled profitably. This also holds true of carnations. The latter at \$6 per hundred are all right for good stock, but the quality is very poor and is not worth more than half that price. A majority of the retail florists have not handled a carnation for weeks. Dahlias have been exceptionally fine and the supply has been steady. Chrysanthemums also are arriving in quantity, but up to the end of the week held up well in price. Now they have begun to drag somewhat. Cosmos does not move any too well, and can be used only in limited quantities. Fancy ferns have been very scarce and proved quite a problem with the great amount of funeral work. The situation, however, eased itself the latter part of the week with the arrival of large shipments. Other greens are in ample supply.

NOTES.

The dahlia growers have reaped a harvest this year. The cut has been very large and the stock of fancy quality. Among those bringing in big cuts daily are W. A. Rowe, Kirkwood; Davis estate and E. M. McDonald, of Overland Park; Jos. Hauser, of Webster; Ed. Kalisch, Kirkwood; Oscar May, Sappington, Mo.

The Bourdet Floral Co., A. Senger, Geo. B. Windler and Chas. Beyer, have some very fine pot chrysanthemums coming fast. The warm weather of the past few weeks has rushed them along. The majority are the pompon and daisy flowering varieties.

Phil Goebel, Jr., and Al Kopp are bringing in some large cuts of chrysanthemums. They both state if the warm weather continues, there will be few chrysanthemums for Thanksgiving.

The flood of funeral work the retail florists have been having has never before been equaled. The rush has been going on now for about three weeks, with the end not yet in sight.

Otto Bruenig, A. S. Cerny and W. J. Filcher are supplying this market with some very fine roses. The bulk of the cut is Russell and Ophelia.

Leo Von Graffen, for five years with the Windler Wholesale Floral Co., has left his position to work for the government.

Visitor: Frank McCabe, of A. L. Randall Co., Chicago.

J. J. W.

TORONTO, ONT.—J. J. Higgins, Ltd., have redecorated their two stores and are prepared for a good fall business.

ELYRIA, O.—Fred L. Gunton, formerly in charge of the range of the Hecock Floral Co., is now a munitions worker in a local plant.

Quality
Speaks
Louder
Than
Prices

PINK
WHITE
and
YELLOW

Prices
as
Low
as
Others

Chrysanthemums

Pompons Are Arriving in Limited Quantities

BEST QUALITY TO BE HAD

Columbia, Russell, Milady, Ophelia, Sunburst, Montrose and all other varieties of Roses.

None better on the Chicago Market.

CARNATIONS

from new crop. The stems are a little short, but they are good.

CHOICE STOCK OF

Valley, Easter Lilies, Violets
and all other Seasonable Stock.

Don't Forget Us on Greens

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located
Wholesale Cut Flower House

We are in constant touch with market conditions,
and when a decline takes place, you can rely upon
orders sent us receiving such benefits.

 You can increase your profits and business by sending all
orders direct to



J. A. BUDLONG

184 North Wabash Avenue, Chicago

VALLEY, ROSES
and CARNATIONS
A Specialty

WHOLESALE
GROWER OF

Cut Flowers

 SHIPPING ORDERS GIVEN CAREFUL ATTENTION 

We are open until 8 p. m. on Saturday, but closed all day Sunday



We Are Opening The Way For Better Business

with an increased supply
of stock and lower prices.

A. T. PYFER & COMPANY

WHOLESALE FLORISTS

164 N. Wabash Ave., L. D. Phone Central 3373

CHICAGO

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Mention the American Florist when writing

Nashville, Tenn.

FUNERAL WORK VERY HEAVY.

Market conditions prevailing recently have not improved to any great extent although the supply, while still inadequate, has shown some improvement. Funeral orders are four times as numerous as usual. As a general rule, flowers at this season are scarce but in sufficient quantity to care for all ordinary demands. This being chrysanthemum and rose time, carnations and lilies are not being brought in. Chrysanthemums are being cut so close that they do not have time to open before being used, but in a few more days the supply will be better. Carnations are not seen to any extent and those arriving are of indifferent quality. Roses are better than they have been and some very nice offerings are seen. In the recent rush, the florists even made use of wild flowers gathered from nearby woods, eupatorium and golden rod being seen in a number of designs. Dahlias are appreciated as they never were before, taking the place of the roses, when the supply of the latter was exhausted.

NOTES.

Geny Bros. have been very busy and have been able to stand the strain fairly well. They are getting in good roses, American Beauty and Columbia, of which they make a specialty, being very fine. Their Killarneys, both in white and pink, are also excellent. The chrysanthemums are also coming good, but few are open enough to cut.

The Joy Floral Co. has been most fortunate in having a large and varied cut of flowers, including White and Pink Killarney, Ophelia, Columbia and Russell roses, many carnations, some lilies and plenty of chrysanthemums. These with small flowers enabled them to fill the greater part of their orders.

L. H. Haury & Son, like the other local florists, have been short in supply and had to turn down many attractive orders. They have the usual run of stock, roses, carnations and chrysanthemums of good quality.

O. A. & L. A. TONNER

Wholesale Cut Flowers, Greens and Supplies

30 East Randolph St., CHICAGO

Mention the American Florist when writing

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street, Phone Majestic 7175

CHICAGO, ILL.

Mention the American Florist when writing

The McIntyre Floral Co. has done a vast amount of funeral work and has been having a fine cut of roses, carnations and chrysanthemums.

Louis Haury, Jr., has excellent offerings in pot plants, especially begonias and geraniums.

Charles H. Tritchler is again in the market with a fine assortment of plants.

M. C. D.

Milwaukee, Wis.

SUPPLY MEETS HEAVY DEMAND.

The summerlike weather, which prevailed all last week, helped to hasten the cut of indoor flowers considerably, but the excessive demand, both locally and throughout the state, due to the influenza, which caused a good many deaths, was far ahead of the supply until October 19. Roses arrived in greater quantities, and with the spray or bunch chrysanthemums, in all the different shades, making their debut, it was a little easier sailing than during the three weeks previous. The cut of large chrysanthemums also was on the increase, which helped relieve the anxiety to some extent. The carnation supply is not yet normal,

consequently short stemmed stock for design work is still inadequate, and brings good prices. Due to the heavy demand, common ferns have gone up a notch.

NOTES.

Gust Rusch, of Gust Rusch & Co., is under the weather at this time. He reports his whole family on the sick list last week. Oscar Meyer, better known as "Shorty", the delivery man, who was taken down with the influenza, October 19, was reported in a critical condition, October 21. Norbert Sebastian, of the same firm, is also afflicted with the disease.

Due to the total lack of rain this summer, the C. C. Pollwirth Co., who rely upon rain water for their supply, are now handicapped as they cannot pump enough well water to meet demand. In spite of this shortage, their stock does not yet show the effects.

Miss M. Jaekels, office employee of the Holten & Hunkel Co., who was absent about two days, due to sickness, ventured out too early and had a relapse. This firm is in good shape on roses and is beginning to cut fancy chrysanthemums.

E. O.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

HOERBER BROS.

Wholesale Cut Flowers

Growers of

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

Mention the American Florist when writing

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Wabash Ave. and Lake St.,
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Wholesale Cut Flowers,
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Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

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SOUTHERN WILD SMILAX

\$3.00 per case.

Natural Log Moss, per bag (100 square feet), \$1.75

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50

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For Florists.
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E. C. AMLING CO.

The Largest, Best Equipped,
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CUT FLOWER HOUSE

IN CHICAGO

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CENTRAL 1977 and 1978.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$6.00@7.50
" " 48-in.	4.00@ 5.00
" " 36-in.	3.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
" Mrs. Chas. Russell	1.00@ 4.00
100	
" Hoosier Beauty	4.00@15.00
" Killarney Brilliant	4.00@12.00
" Columbia	4.00@25.00
" Killarney	4.00@12.00
" White Killarney	4.00@12.00
" Richmond	4.00@12.00
" My Maryland	4.00@12.00
" Mrs. Geo. Shavver	4.00@15.00
" Milady	4.00@15.00
" Sunburst	4.00@12.00
" Mrs. Aaron Ward	4.00@10.00
" Hadley	4.00@15.00
" Ophelia	4.00@12.00
" Double White Killarney..	4.00@15.00
" Mrs. Moorefield Storey..	4.00@12.00
" Champ Weiland	4.00@12.00
" Stanley	4.00@12.00
" Francis Scott Key	4.00@12.00
" Cecile Brunner	4.00
" George Elgar	4.00
" Baby Doll	4.00
" Nesbit	4.00
" Our Selection	5.00
Carnations	3.00@ 5.00
Cattleyas	per doz. 10.00@12.00
Lilium Harrisii	15.00
Valley	6.00
Perns	per 1000 3.00@ 4.00
Asters	4.00@ 6.00
Chrysanthemums	per doz. 2.00@ 6.00
Pompons, per bunch.....	.50@ 1.00
Sweet Peas75@1.00
Boxwood, per bunch.....	.35
Violets	50@ .75
Calendulas	3.00@ 4.00
Gardenias	per doz. 3.00



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

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SOUTHERN WILD SMILAX

\$3.00 per case.

PERPETUATED SHEET MOSS

Per bag (100 square feet)..... \$3.50

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Per bag (100 square feet)..... \$1.75

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WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

The Supply of Our Beauties

is so large that we are in a position to fill your order on short notice. The flowers are very good, of a good color and size. You make no mistake to depend on us for your Beauties.

THE LEO NIESSEN CO.,

1201 Race St., Philadelphia, Pa.

Philadelphia.

BETTER SUPPLY HELPS SITUATION.

There appears to have been a much better supply of cut flowers the past week. The mild weather has brought out the dahlias, which have been arriving in large quantities, and they have never been finer than during the past two weeks. They maintained their high price until Thursday, when they dropped from six to eight to four and six cents for fancies, and as low as three cents for mixed boxes of smaller grades. Specials brought from eight to 12 cents. Chrysanthemums are now a factor, with increasing shipments every day. Polly Rose, October Frost, Oconto and Razer are first among the whites. Very fine Chrysolora are succeeding Golden Glow. Tint of Gold is a good bronze, while the Golden Yellow is a splendid, medium sized flower. Roses are becoming more plentiful; the specials are shading a trifle in price, but the short to medium grades still bring from \$6 up per 100. With most of the houses coming more or less into crop, the acute conditions of the past two weeks are relieved and not likely to occur again, except perhaps, when Jack Frost takes the dahlias. Carnations are also more plentiful, but full crops will not strike the market for another month. They have ranged from six cents to eight cents, with the lowest grades bringing four cents. There has been quantities of cosmos, very good stock, which has sold up clean every day. The double cosmos in the various shades is a beautiful flower, working in with the best sprays and wreaths. All kinds of outside flowers, such as alyssum, candytuft, feverfew, larkspur, snapdragon, wild eupatorium and asters were in great demand at top prices. Autumn leaves have had a tremendous sale, being in great demand for sprays. Easter lilies still range from 20 to 25 cents. Cattleyas are more plentiful, but meet with a good demand. There is very little lily of the valley. Greens of all kinds are in great demand and still bring top prices. New crop green galax and leucothoe sprays are in, and will help out. The bronze galax is almost out of the market. In spite of the great demand, bronze magnolia leaves hold out, although they are said to be down to each day's production at the manufacturers'.

October 21.—The market opened today with a better supply, there being large shipments of chrysanthemums. While the demand is very good there was not the eager "I will pay any price" urgency and prices fell. Chrysanthemums that held firm at 25 cents a week ago could be bought from \$1.50 to \$2 per dozen. Carnations dropped to \$1 and \$1.50. Roses in the medium grades were lower with medium and lower grades holding well. The epidemic of influenza seems to be broken, each day showing fewer cases. On October 19 there were 1,332 new cases reported as against over 5,000 two weeks ago. There were 4,596 deaths last week. The retail stores report a falling off in orders, although there is enough business to keep most of the force going all day long.

THE FOURTH LIBERTY LOAN.

The florists' and seedsmen's quota of the loan went over the top, and a lot

EDWARD REID

Roses, Chrysanthemums, Carnations, Easter Lilies. All seasonal Flowers.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Oct. 23. Per 100

Roses, Beauty Special	\$30.00@50.00
" Fancy	20.00@ 30.00
" Extra	15.00@ 20.00
" 1st	10.00@ 12.00
" Killarney	4.00@ 12.00
" My Maryland	4.00@ 8.00
" St. Hubert	4.00@ 10.00
" Ward	3.00@ 5.00
" Ophelia	4.00@ 12.00
" Russell	6.00@ 20.00
" Sawyer	4.00@ 12.00
Lilies	15.00@ 20.00
Cattleyas	60.00@ 75.00
Carnations	2.00@ 6.00
Asparagus Sprenger	35@ 50
Ferns	per 1,000 2.00
Smilax	20.00
Sweet Peas	.25@ .50
Calendulas	1.00@ 2.00
Daisies	.50@ 1.00
Gladioli	2.00@ 6.00
Dahlias	6.00@ 10.00
Violets	.75@ 1.00

BOSTON, Oct. 23. Per 100

Roses, Beauty	20.00@60.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney	6.00@12.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	8.00@20.00
" Stock	6.00@10.00
" Mrs. Chas. Russell	8.00@12.00
" Taft	6.00@12.00
" Milady	6.00@12.00
" Ward and Hillington	6.00@10.00
" My Maryland	2.00@12.00
Carnations	4.00@ 8.00
Easter Lilies	12.00@20.00
Valley	10.00@30.00
Gladioli	4.00@ 8.00

CINCINNATI, Oct. 23. Per 100

Roses, Killarney	2.00@ 8.00
" Ophelia	3.00@ 8.00
" Richmond	2.00@ 8.00
" Sunburst	2.00@ 8.00
Lilium Gigantum	2.00@10.00
Carnations	2.00@ 5.00
Dahlias	2.00@ 8.00
Chrysanthemums, per 100	10.00@25.00

more for good measure. With everybody on the job the past week, it just simply could not help piling up. While the amounts in some cases were very disappointing, in others they were surprisingly large, such amounts as \$500 and \$1,000 coming from small retail shops. Had it not been that the committment were so tied up with the great demand for funeral flowers, there would have been even better returns.

IN THE RETAIL STORES.

The plague, for the influenza can be said to have attained this distinction, is, we are glad to say, abating. The new cases reported having fallen off each succeeding day the past week. The death rate is still large, but the authorities believe the worst is over, and in the course of a few weeks health conditions will be normal. The conditions in the stores have been like the strenuous times of the holiday season, long drawn

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Price List On Cut Flowers H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties

in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Philadelphia, Pa.

FANCY "TWO-TONED" HANDLE BASKETS

(With Metal Liners Included)

These baskets can be had in various colors, as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of.....\$4.50 (Get our list of other Supplies.)

Geo. H. Angermueller Co., Wholesale Florists
1334 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Orchids, Chrysanthemums, Carnations

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

out, with no let up, each day's work extending far into the night, and the help admonished to "try and get here early in the morning." There was a depressing influence in the atmosphere, as nearly every order was for funeral work, and in addition, the recital of the sudden taking away of the deceased. There was one good feature in that some men learned that they could obtain business without cutting below

C.C. POLLWORTH CO.

EVERYTHING

in the line of

**Cut Flowers, Plants
and Florists' Supplies.**
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.
**Wholesalers and Growers of
Choice Cut Flowers
and Greens**

the other fellow, for while prices jumped two and three times above normal, visitors were all the time asking, "can we get some flowers?" and spending \$10 to \$15 with apparently the same freedom as when they used to pay \$5. One retailer limited his customers to pillows, wreaths and sprays, and would take no order for less than \$5, except dahlias, by the dozen, which were \$3 and wrapped in paper. Even then, he turned many orders away for lack of time and flowers. In many stores, orders were only accepted for cash, while others would not promise to deliver, the designs to be sent for when finished. The large stores in the center of the city turned out enormous quantities of work, which kept them going all day and far into the night. Blankets were an every-day occurrence, and many other large pieces, such as \$25 to \$50 wreaths, were frequently seen under way. There was quite a run on baskets of flowers, which were sent to funerals, taking the place of designs. The demand was so great that even the largest stores, with the most efficient organizations, were obliged at times to turn down business from other than regular customers. In consequence of this extraordinary business, the stores are cleaned out of all the prepared leaf wreaths, which had been accumulated and worked up ahead for the holiday and other emergencies. Stocks of ribbons, chiffons, letters of all kinds and standard inscriptions, were used up and renewed several times. The wholesale houses finally ran out of letters, and chenille had to be resorted to. Again and again was heard the comment from the tired workers, "I wish it would let up; there is too much work; we seem never to be able to catch up." A woman florist, who does a nice business and who had a greatly enlarged demand, said: "It is getting on my nerves; there is so much distress—I do hope it will soon be over." Frank Ross, who makes a specialty of funeral work, has done a wonderful business in his three stores. His Girard avenue establishment alone turned out over \$700 worth of work in one day.

WITH THE WHOLESALEERS.

Leo Niessen, in speaking of the business of the past week, stated that the stock of flowers coming in would have flooded the market under normal conditions, but until Saturday nothing had accumulated, and, while there was still a very strong demand, the coming of the chrysanthemums and the large dahlia shipments had, together with a slight falling off in both local and out-of-town buyers, about brought things to a level. Referring to the prevailing high prices, he said that they did not approve of the extreme figures which could easily have been obtained. While good market prices, warranted by the quality of the stock and the demand, were, in the interest of their growers, secured, extremes were avoided, as the

GUST. RUSCH & CO.


Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245.

P. O. Box 206

444-446

Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers

Mfr. and Dealer in "Florists'" (Brand) Supplies

1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Oct. 23. Per 100

Roses, Beauty, special	30.00@40.00
" fancy	29.00@25.00
" Mrs. Chas. Russell	10.00@25.00
" Killarney	4.00@15.00
" Hadley	6.00@21.00
" Sunburst	6.00@21.00
" Wards	4.00@6.00
" Opelia	6.00@20.00
Carnations	4.00@6.00
Cattleyas, each	\$0.50@80.00
Valley	10.00@12.00
Lilium Rubrum	8.00@12.00
Easter Lilies	20.00@25.00
Snappdragons	6.00@10.00
Dahlias	1.00@2.00
Calendulas	3.00@5.00
Asparagus, string or bunch	.50
Adiantum	1.00@1.50
Smilax	.25
Asparagus String	.50@.75
Asparagus bunches, 12 sprays	.50
Chrysanthemums, per dozen	4.00@20.00
Dagger and Fancy Ferns, per 1,000	2.50@5.00
Violets, single	4.00@6.00
	1.00

ST. LOUIS, Oct. 23. Per 100

Roses, Hadley	\$3.00@8.00
" Killarney	3.00@6.00
" White Killarney	3.00@8.00
" Hoosier Beauty	3.00@8.00
" Russell	4.00@20.00
" Sunburst	3.00@8.00
" Ward	2.00@4.00
" Mrs. Shawyer	2.00@4.00
" Opelia	3.00@10.00
Ferns, per 1,000	3.00
Carnations	2.00@6.00

MILWAUKEE, Oct. 23. Per 100

Roses, Killarney, W. Killarney	\$4.00@12.00
" Ward	4.00@8.00
" Mrs. Chas. Russell	4.00@25.00
" Opelia	4.00@12.00
" Columbia	6.00@25.00
" Hoosier Beauty	4.00@25.00
Carnations, assorted	4.00@6.00
" Opelia	15.00@20.00
Chrysanthemums, per dozen	2.00@5.00
Pompoms, per bunch	.75@1.00
Flat Ferns, per 1000	4.00

McCALLUM CO.

Florists' Supplies
PITTSBURGH, PA.

Philadelphia Wholesale Florists' Exchange

Roses, Chrysanthemums, Carnations

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

PITTSBURGH, Oct. 23. Per 100

Roses, Beauty, special	50.00@100.00
" fancy	30.00@40.00
" extra	15.00@20.00
" No. 1	8.00@12.00
" Hadley	6.00@15.00
" Killarney	6.00@15.00
" Sunburst	6.00@15.00
" Mrs. Aaron Ward	6.00@15.00
Cattleyas	50.00@75.00
Easter Lilies	20.00
Lilium Giganteum	20.00
" "	4.00@6.00
Dahlias	8.00@12.00
Chrysanthemums, per doz.	1.50@3.00
Ferns, per 1,000	2.50
Asparagus Sprengeri, bunch	35¢@40
New Crop Green Galax, per 1000	\$1.25
New Crop Green Galax, per 100	1.50
Mexican Ivy	.75

retailers had also to be considered, particularly those whose regular daily orders were the mainstay of the market.

H. Bayersdorfer & Co. have been taxed to the utmost to manage the immense volume of business thrust on them the past month. Everything in made up wreaths and other designs were sold out early, and their whole force worked over time to get out orders, with no chance to make up stock ahead. There was a slight falling off in the demand at the end of last week. Paul Berkowitz missed the F. T. D. meeting at Cleveland, as it was impossible to get away.

The Jas. Heacock Co. now gets its roses in by the "Pennsy," the shortened service of the Reading requiring this change which makes necessary four miles of auto service to get to the station. Exceptionally fine Columbias are features of their stock. Prices on specials are being shaved in all varieties, but lower grades are still in great demand. Robert Jamison, the manager at Roelfs, and his wife, have been down with the influenza, but are now about again.

The Robert Craig Co. helped out in the scarcity of flowers with cut crosno leaves and sprays, putting up baskets and boxes of \$10 worth each. These met with a good demand from the leading florists in all the large centers, who found them of great assistance in all their choice work.

S. H., son of S. S. Skidelsky, has joined the colors and is now at Camp Lee, in the officers' training corps. S. S. is very optimistic about the close of the war and wanted three boxes of cigars on Friday last that it would be over inside of a week from that time.

John Berger had never seen anything like the business of the past three weeks. The dahlia men had a harvest, which would be turned over to the chrysanthemum growers when Jack Frost stepped on the dahlias.

Edward Reid reported the business had broken all records for the season. He had never experienced anything like it. Now that chrysanthemums were in and roses coming into crop, he looked for an easier market.

The Philadelphia Wholesale Florists' Exchange was particularly strong in dahlias the past two weeks. Very good cuts of roses were also features.

NOTES.

E. G. Hill spent several days in Philadelphia the past week on his return from the hearing before the horticultural board in Washington. They will allow entrance of manetti stocks, but the shipping board say there are no men to put them on the ships in England. Mr. Hill reports having sold over 300,000 plants of Columbia, and that Premier promises better, as they already have orders for 150,000 of this great rose. His son, Joseph J. Hill, had a narrow call with the influenza for the past two weeks, but is now out of danger.

Robert Craig has been laid up for several days with a severe cold, but is about again. The force at Norwood has been improved by the addition of such experts as Jacob Becker, August Lutz, and Jas. McGregor, all retired war horses, but who have gotten back in the harness again to help out their friend, Robert Craig. One of the force, Louis Hutchings, a young man of great promise, died from influenza last week.

The annual exhibition and chrysanthemum show of the Pennsylvania Horticultural Society, to have been held November 6-9, has been called off, as most of the large exhibitors in former years were unprepared to make their usual entries.

Robert Craig, Clarence J. Watson, and M. J. Callahan, who were down with the influenza, are all now out of

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY, - - NEW YORK

danger. Robert Shock, of the M. Rice Co.'s force, had a mild attack, but is now out on the road.

Marguerite, a daughter of the late Wm. K. Harris, was a victim from influenza last week. Her married name is Mrs. Hagerty. She leaves a son two years old.

Walter Mott, representing Hammond's Paint & Slug Shot Works, Beacon, N. Y., is in the city calling on the trade.

J. Austin Shaw will soon leave for Hollywood, near Los Angeles, Calif., to spend the winter.

K.

New York.

INCREASED SUPPLY QUICKLY TAKEN.

Although there has been an increase in the supply of cut flowers, particularly chrysanthemums, since our last notes were written, prices remain at a high level for anything that can be used in funeral work, meaning more definitely, the shorter grades of roses, carnations, lilies, lily of the valley and dahlias. While it is true that orchids, American Beauty and special tea roses, and even large chrysanthemums, may be used for that purpose, the average retail florist naturally looks for cheaper stock. That, for the past few weeks, has kept the market in its present condition. There is now an abundant supply of large chrysanthemums on the market, but both wholesalers and retailers agree that they move slowly, the cheaper grades and pompons, which are now arriving, finding more favor. But, it must not be supposed that anything is going cheap or is likely to this season, unless in the course of time, the unexpected happens, and the bottom falls out of the market. The outdoor stock, which has been a boon to the trade and brought good prices, cannot be expected to last much longer; indeed, it is surprising that so much of it has held on. While we are not alarmists, it is a plain fact that regardless of the rosy views of boards of health and various officials who are supposed to be fighting the twin plagues of influenza and pneumonia, conditions are serious. The writer has no official figures at hand, but from general knowledge is convinced that the death rate in this city alone is four or five times greater than it was this time last year, and the demand for funeral work is on the increase. It will not be long until the sole dependence will be on greenhouse stock, and we all know the coal situation.

October 21.—There is a continued demand for stock suitable for funeral work and prices remain firm, the demand for Nos. 1 and 2 and extra roses being much greater than for specials. Large chrysanthemums continue slow. The weather is fair and mild and is increasing the supply of stock.

NOTES.

All good citizens are more concerned about the health of their families and the public health than pecuniary profits or losses. The course that has been pursued by the health officials of this city relating to the prevailing epidemic is truly amazing. An order was issued



Mention the American Florist when writing

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK



and generally obeyed, opening and closing offices and business houses at 8 a. m. and 8:30 a. m. and closing them at 4 and 4:30 p. m., the reason given being that it would thin out the crowds on the transportation lines. At the same time hundreds of moving picture and similar houses, nurseries of disease, are allowed to run wide open, and the crowds in the subways and other lines are as great as ever.

The sympathy of the trade is with Mrs. J. Clark Curtin, a lady who has been active in the National League for Women's Service, in collecting and distributing flowers among the soldiers in the base hospitals. Her son, Frederick J., died October 17, at Dalton, Mass., after a three days' illness of pneumonia, leaving a young widow.

We are pleased to state that the Brooklyn florists "went over the top" in the Liberty Loan drive. They were allotted \$50,000 and raised \$75,000. The following committee handled the business: William A. Phillips, chairman; George Blake, secretary; William H. Kuebler, Alfred Demuessey and Hugo H. Jahn.

F. L. Supplee and Miss Hollingshead, both old employees of Thomas Yeung, Jr., are conducting his wholesale business in the sale of the stock from the Beechwood Heights Nurseries, at 53 West 28th street.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

Telephone:
8864 Farragut.

NEW YORK CITY

GEO. J. POLYKRANAS

Wholesale Commission Florist

CONSIGNMENTS SOLICITED

104 West 28th St.,

NEW YORK

Telephone No. 2264 Farragut.

William Mackie

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.

Walter F. Sheridan

WHOLESALE FLORIST

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3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.

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Wholesale Commission Florists

53 W. 28th St., NEW YORK

Telephone Farragut 4386.

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WHOLESALE FLORIST

102 West 28th St., New York

Telephone 5335 Farragut.

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Geo. C. Siebrecht

Wholesale Florist

109 West 28th St., NEW YORK

Tel. 605 and 609 Farragut.

CONSIGNMENTS SOLICITED

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Goldstein & Futterman

Wholesale Florists

The Right People to Deal With

107 W. 28TH ST., NEW YORK

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Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Oct. 23. Per 100

Roses, Beauty, special.....	35.00@40.00
" extra and fancy.....	20.00@25.00
" No. 1 and No. 2.....	5.00@12.00
" Hadley.....	6.00@25.00
" Hosier Beauty.....	3.00@10.00
" Columbia.....	6.00@25.00
" Francis Scott Key.....	6.00@30.00
" Prima Donna.....	6.00@12.00
" Alice Stanley.....	6.00@12.00
" Mrs. Geo. Shawyer.....	6.00@12.00
" Double White Killarney.....	6.00@12.00
" Killarney.....	6.00@12.00
" " Brilliant.....	6.00@12.00
" Aaron Ward.....	6.00@12.00
" J. L. Mock.....	6.00@15.00
" Opheia.....	6.00@12.00
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Hyacinth.....	50@ .75
Asparagus Plumosus.....	doz. bechs. 1.50@ 3.00
Smilax.....	doz. strings 1.00@ 2.50
Bouvardia, white.....	2.00@ 4.00
Chrysanthemums, per doz.....	2.00@ 5.00
Dahlias, per doz.....	.50@ 1.50
Carnations.....	6.00@ 8.00
Gardenias, per doz.....	2.00@ 3.00
Violets.....	.50@ .60
Chrysanthemums, fancy, per doz.....	6.00@ 9.00

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Traendly & Schenck

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436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
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WHOLESALE FLORIST

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Desirable wall space to rent for advertising.

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The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
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The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in
the market can always be relied upon.

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Consignments Solicited.

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THE Florists' Supply House of America

Why Wait? Order These Christmas Staples Now.

Moss and Foliage Wreaths, Cycas Leaves, Crepe Flowers, Dahlias, Roses, Chrysanthemums, Carnations, in color and form look as natural as the real flowers. Chiffons, all widths and colors. Oak Boughs and Cartons of Oak and Magnolia Leaves. Fine Cycas, Red and Green Ruscus, Chenille Roping, in all colors.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

Branch Factory: 709 First Ave., New York.

McHutchison & Co., 95 Chambers street, have just received from California, six car loads of fine kentias, running from five to 15 feet in height. James McHutchison, who is now at a New Jersey resort, is greatly improved in health.

At the store of J. S. Fenrich we have noticed fine chrysanthemums of the varieties Mrs. J. Gibson, Crystal Gem, President John Everett, Marigold and Chrysolora, from the range of the Charles H. Totty Co., Madison, N. J.

The following is a summary of subscriptions to the Fourth Liberty Loan by the florists and allied trades of New York City and Brooklyn: In New York, 555 subscribers, \$285,500; in Brooklyn, 575 subscribers, \$101,500.

B. S. Slinn, Jr., in the rooms of the Cut Flower Exchange, is handling an exceptionally fine quality of Rhinebeck violets. The directors of the Exchange have decided to keep open for business on Sundays, until further notice.

The United Cut Flower Co., 111 West 28th street, in addition to other good stock, is handling exceptionally fine dahlias of the variety Elsie Burgess, large flowers on three foot stems.

William P. Ford, 107 West 28th street, is receiving an exceptionally fine lot of pompon chrysanthemums of English origin, 50 varieties all told, which are attracting much attention.

Miss Florence Cadieux, of the Cadieux Co., retail florists, 1007 Madison avenue, who has been seriously ill of pneumonia, is now believed to have passed the danger point.

Joseph Crawford, for the past three years with Harry O. May, Summit, N. J., has returned to his former position with Alex. M. Westwood, the Pennsylvania Terminal florist.

Ralph Armstrong, the Madison avenue retailer, who has been in St. Luke's hospital with a broken ankle, has sufficiently recovered to be removed to his home.

S. Masure, 256 Fulton street, Brooklyn, has been greatly rushed with funeral work, but he found time to make a large subscription to the Liberty Loan.

Nicholas Cardis, a fine young man 29 years old, an employee of the New York Florists' Supply Company, 28th street, died October 18, of pneumonia.

At the store of James Weir, Inc., 324 Fulton street, Manager McCarthy recently stated that their funeral orders had been exceptionally heavy.

In addition to a good stock of cut flowers, William Kessler, 115 West 28th street, has a fine showing of chrysanthemums in pots.

George J. Polykranas, 104 West 28th street, is handling a fine stock of chrysanthemums and dahlias, also pink bouvardia.

RAEDLEIN BASKET CO., 713 Milwaukee Avenue, CHICAGO, ILL.



- No. 1.**
25 Tumbler Baskets, in all colors, complete with metal liners..... **\$8.50**
- No. 2.**
12 Cut Flower Baskets, 9 to 11 inches deep, 24 to 32 inches over all, in all colors and complete with metal liners..... **\$9.00**
- No. 3.**
15 Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... **\$15.00**
- Write for Catalog.

Mrs. George Hildenbrand, wife of the junior member of the firm of John Young & Co., is seriously ill of pneumonia.

Mrs. Frank Traendly, who has been ill, is recovering, but two of her daughters have been taken ill.

William Mackie, 105 West 28th street, is handling a fine assortment of chrysanthemums and dahlias.

James Conlon has given up his store at 46 Smith street, Brooklyn, and is now with Charles Abrams.

James McManus, 105 West 28th street, is receiving fine stock of cat-tleas.

Miss Hazel Sack has recently taken the position of bookkeeper for J. K. Allen.

D. Fexy has removed from 106 to 116 West 28th street.

A. F. F.

James Dean Memorial Resolution.

The New York Florists' Club, at its meeting, October 14, adopted the following resolution on the death of the late James Dean:

"In the death, at a ripe age, of James Dean, the New York Florists' Club sustains the loss of one of its pioneer members, and a past president, an earnest worker for the success of the club in the early days of its existence, and a loyal member in more recent years, when he enjoyed a well-earned rest from the cares of an active business life. Always known as one of the best grovers of horticultural products of his day, he was a most liberal exhibitor at the early flower shows promoted by the club. His charming personality endeared him to all whose privilege it was to enjoy association with him, a man of sterling merit, strong in his friendships, and hospitable in the extreme. The horticultural world has lost in him one of its bright stars, his beloved family,

an honorable husband and indulgent father.

"It is therefore resolved, that the club tenders its most sincere sympathy to the bereaved family in their great loss, and that this resolution be entered upon our minutes, and a copy of same sent to Mrs. Dean.

BY THE COMMITTEE.

West Orange, N. J.

William J. Manda, youngest son of Joseph A. Manda, has been discharged from a hospital, "somewhere in France." Some time ago, he was severely wounded in the battle of Chateau Thierry. Judging by the photograph, which he has sent home, he is now fit to take another whack at "William the Damned."

Joseph A. Manda has recently bought the range of greenhouses formerly conducted by G. Atkinson, dismantled them and removed the material to his own land, where he will re-erect adjoining his present range. The range consisted of six houses, each 20x150 feet, Hittings construction.

A. F. F.

TUXEDO, N. Y.—The Tuxedo Horticultural Society, it is reported, will not hold a fall exhibition.

SCARSDALE, N. Y.—John F. Burfield has filed a petition in bankruptcy. Liabilities are \$10,713; assets \$330.

WASHINGTON, D. C.—Robert Holton Lacey, son of R. J. Lacey, well known florist of this city, with the American forces, is reported wounded in action and is now in a French hospital.

ST. JOSEPH, Mo.—Professor C. C. Carpenter, supervisor of gardening in the city schools will be in charge of the department of horticulture at the Joseph Slocum College, Syracuse, N. Y.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857



745 Buckingham Place,
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Send us your retail orders.

We Have the Best Facilities in the City

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We cover all points in Maine.

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CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

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WASHINGTON
D. C.

Gudes'

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Toledo, O.

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(Successor to Geo. A. Heisl)

336 Superior St., Toledo, O.
Both Phones, 527

Special attention to mail and Telegraph Orders.
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Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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J. J. HABERMEHL'S SONS
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THE BELLEVUE-STRATFORD
BROAD AT WALNUT STS.
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Choice Cut Flowers and Designs

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To out-of-town florists: New York.

We are in the Heart of New York.
And give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

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Mention the American Florist when writing

For Wisconsin Delivery

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"Home Grown Flowers"

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WISCONSIN

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Telegraph orders for Dayton will receive our immediate and careful attention.

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Oldest Florist South

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Mention the American Florist when writing

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324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

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25% COMMISSION

Send all your Chicago orders to me. You get a
SPECIAL 25% COMMISSION
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Thrift and War Saving Stamps

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Display prominently patriotic posters.

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 and for all points in the Northwest. The Largest
 store in America; the largest stock; the
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Seattle's Leading Flower Shop

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Fresh Flowers and Best Service. Deliveries
 throughout the state and to all steamship docks
 in Hoboken, N. J., and New York.

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Largest Retail Establishment in Omaha.
 Established 1874. Incorporated 1908.

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CLEVELAND

EUCLID AVENUE

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 Boston, Mass.—Penn. The Florist.
 Brooklyn, N. Y.—Hugo H. Jahn.
 Brooklyn, N. Y.—Joseph Trepel.
 Brooklyn, N. Y.—James Weir, Inc.
 Buffalo, N. Y.—S. A. Anderson, 440 Main St.
 Buffalo, N. Y.—J. Palmer & Sons, 304 Main.
 Chicago—Alpha Floral Co., 146 S. Wabash
 Chicago—Briggs Floral Co.
 Chicago—Central Floral Co., 132 N. State St.
 Chicago—Friedman, 522 S. Michigan Blvd.
 Chicago—C. Frauenfelder, 3343 W. Madison St.
 Chicago—A. Lange, 25 E. Madison St.
 Chicago—Schiller, The Florist, 2221 W. Madison.
 Chicago—G. Wittbold Co., 745 Buckingham Pl.
 Chicago—George Wienhoeber, 41 S. Wabash Ave.
 Cincinnati, O.—Julius Baer.
 Cincinnati, O.—Hardesty & Co.
 Cleveland, O.—Bramley & Son.
 Cleveland, O.—Smith & Fetters Co.
 Cleveland, O.—The J. M. Gasser Co.
 Colorado Springs, Colo.—Pikes Peak Flo. Co.
 Dallas, Tex.—Lang Floral & Nursery Co.
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 Dayton, O.—J. W. Rodgers.
 Denver, Colo.—The Park Floral Co.
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 Duluth, Minn.—J. J. Leborius.
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 Grand Rapids, Mich.—Henry Smith.
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 Kansas City, Mo.—Wm. L. Rock Flower Co.
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 Lincoln, Neb.—Frey & Frey.
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 S. Kensington.
 Los Angeles, Calif.—O. C. Saake.
 Los Angeles—Wolfskill Bros. & M. Goldenison.
 Louisville, Ky.—August B. Baumer.
 Louisville, Ky.—The F. Walker Co.
 Martinsburg, W. Va.—The Flower Store.
 Memphis, Tenn.—Idelwild Greenhouses.
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 Newark, N. J.—The Rosery Floral Co.
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 New York—Max Schilling, 735 Fifth Ave.
 New York—G. E. M. Stump.
 New York—Young & Nugent.
 Omaha, Neb.—Hess & Swoboda, Farnum St.
 Omaha, Neb.—Fred Donaghy.
 Omaha, Neb.—Lewis Henderson.
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Established 1849

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FLORIST

Established over 20 years.

N. E. Cor. 10th and Grand Ave.

Member of Florists' Telegraph Delivery.

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S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock

and prompt deliveries in Buffalo, Lockport

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Miller Floral Co.

TEN E. BROADWAY.

250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

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Night and day service in all Central Pennsylvania.

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NEWPORT, R. I.Send your orders to me for prompt delivery and satisfaction.
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The name "Malandre Brothers" on a box of
flowers is a Guarantee of Quality.Orders from other cities receive our personal
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New York Floral Co.Cor. Manor House Square
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D. J. PAPPAS, Inc.

2751 Broadway, at 106th St.

The right place to buy.

FLOWERS OF QUALITY.

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522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

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60 KEARNY STREET

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

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MRS. E. A. WILLIAMS

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Member of Florists' Telegraph Delivery.

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Boston, Mass.

Penn. The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph
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Established in 1883.

Greenhouses and Nurseries in Riverdale.

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Podesta & Baldocchi

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Mail or telegraphic orders promptly and most
carefully executed.

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The Smith & Feters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

NEW YORK

1062 Madison Ave., near 80th St.
Phones, Lenox 2352-7019

Satisfaction Guaranteed.

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Central Floral Co.132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

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L. L. MAY & CO.Order Your Flowers for delivery
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LEADING FLORISTS OF THE NORTHWEST

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MASONIC TEMPLE

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IN THE HEART OF **Newark, N. J.****The Rosery Floral Co.,**

167 Market St., at Broad St.

Everything in FlowersPrompt Deliveries to any town or city
within 150 miles of Newark.Telephone
Market 499.

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GREENHOUSES**Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

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Louise Flower Shop

Connecticut Ave. at N St., N. W.

Miss Louise W. Daugherty, Proprietress.

Phones—Franklin 3579, 3841, 3842.

Member of Florists' Telegraph Delivery.

Milwaukee, Wis.**J. M. Fox & Son, Inc.**

437-39-41 Milwaukee St.

Members Florists' Telegraph
Delivery Association.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C. President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1919.

ALL fertilizer prices continue on the up grade.

VENTURA, CALIF.—Charles Cole, son of Samuel Cole, is at Camp Taylor, Louisville, Ky.

THE death of Ralph M. Ward, New York, is recorded in our obituary column this week.

ALBERT DICKINSON and wife, of Chicago, have gone to Orange City, Fla., their winter home.

THE United States tax collector at Chicago is checking up the annual reports of local seedsmen.

HOLLY cutters report one-third to one-half a crop of good quality, with berries not yet turning.

THE Western Seedsmen's Association will meet at the Baltimore hotel, Kansas City, Mo., October 26.

A. H. GOODWIN, of the W. W. Barnard Co., Chicago, and wife, are now located at the Hotel Metropole for the winter.

VISITED NEW YORK: Alex. Henderson, of A. Henderson & Co., and President Miller, of the American Bulb Co., Chicago.

SAN JOSE, CALIF.—J. W. Edmundson, of the California Seed Growers' Association, will leave for the east shortly on his usual contracting trip.

OCTOBER weather in the west has been all that could be desired for digging, curing and housing gladiolus bulbs, while the school closing has released labor for this work.

FOR some months the commission box trade have discussed the question of advancing packet prices from five to 10 cents. A compromise has recently been tentatively accepted on a basis of two packets for 15 cents.

GUNNER LAWRENCE S. PAYN, who for a number of years has visited the American trade in the interests of Simon Louis Freres & Co., Bruyeres-le-Chatel, France, sends regards to his many friends in this country from the French battle front.

VISITED CHICAGO: Lester L. Morse, of C. C. Morse & Co., San Francisco, Calif., returning from the east; A. J. Brown and son, Herschel Brown, Grand Rapids, Mich.; George C. Thomson, representing Northrup, King & Co., Minneapolis, Minn.

WETHERFIELD, CONN.—William Mergat, the veteran seedsman, entertained his friends, Lester L. Morse and Watson Woodruff, last week, while confined to his home. His conversation retains its old-time fire. What a fund for the future seed historian might be gathered at his fireside!

A SEEDSMAN tourist recently covering a wide range of territory, east and west, says seedsmen are much perturbed over the outlook for 1919 trade. High costs, overstocks, difficulty and expense of imports, uncertainty in fixing selling prices and recollection of 1918 losses, make the future far from hopeful.

Seeds Added to Export Conservation List.

The War Trade Board, in a new ruling, has announced the addition to the export conservation list, effective October 19, 1918, of garden seed and vegetable seed. Individual licenses are not required for exportation of these seeds to Canada and Newfoundland when the shipments are of 50 pounds and under.

B. F. L.

French Bulb Steamer Arrives.

A steamer carrying bulbs from the south of France, delayed five or six weeks at French docks, arrived at an American port last week. Entry of the cargo was delayed because a new purser could not supply regular papers. Three days later bonds for lacking bills of lading had been furnished in most cases, and importers were getting a look into the cases to determine what sprouting had occurred because of the long delay. Telegraph advices state the bulbs have been found in good condition.

Philadelphia Seed Trade.

The French bulbs have arrived. It is said, however, this stock will be scarce, as the number of cases received is not up to expectation, but there is no guarantee that more will not be thrown on the market later as was the case last year. Dutch bulbs, tulips and hyacinths, are now in the stores and orders are being filled rapidly. Prices are about one-third higher than last year. Hyacinths are offered at retail at \$1.50 per dozen.

The trade was shocked to hear of the death of Ralph M. Ward of New York. Mr. Ward received the rudimentary knowledge of the business in this city, starting as an errand boy in the office of William Hageman, who at the time made a specialty of Berlin lily of the valley pips.

The H. F. Michell Co. handled a number of cases of Lillium longiflorum which arrived last week from the Azores. All sold quickly at \$140 for 7-9 and \$200 for 9-11.

New York Seed Trade.

Bulb importers are in a mad rush to get the accumulated stocks of cases away from the docks. A checking of Dutch invoices against advance orders indicated more shortages than surpluses. When real excess freight charges are added, cancellations may shift the proportions.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish.
Correspondence
Solicited.

To judge by the vegetable displays in the seedsmen's windows, all of them sell good seeds. The latest we have noticed is at the store of J. M. Thorburn & Co.—exceptionally fine beets, carrots, pumpkins, etc.

The funeral of Ralph M. Ward, whose death is elsewhere recorded, was held at Bound Brook, N. J., October 20, and was private.

A French steamer arrived at an Atlantic port, October 18, bringing about 20,000 cases of bulbs.

The seed stores are badly handicapped with many of the employees ill with the "flu."

Patrick O'Mara, of Peter Henderson & Co., has been visiting the west.

Burlap Substitute.

Manufacturers engaged on government contracts are being offered a substitute for burlap by a large Massachusetts mill, which has discovered a material that can successfully be used for baling. Instead of 100 per cent jute, the substitute is made of one strand of Swedish pulp paper and two strands of jute. It is made nine and 12 ounces in weight and 36, 40 and 48 inches deep. A government test of the nine-ounce product shows a tensile strength of 119 pounds, as against 90 pounds for the regular eight-ounce burlap.—New Bedford Standard.

Catalogues Received.

Martin Kohankie, Painesville, O., nursery stock; Vaughan's Seed Store, Chicago and New York, plants, seeds and bulbs; Wayside Gardens, Mentor, O., hardy plants and bulbs; The Wagner Park Nursery Co., Sidney, O., flowerers for fall planting; Cottage Gardens Nurseries, Inc., Eureka, Calif., Bulbs; T. H. Fuller, Battle Creek, Mich., gladiolus bulbs; Foley Greenhouse Manufacturing Co., Chicago, The Greenhouse Beautiful; Elm City Nursery Co., New Haven, Conn., nursery stock; Princeton Nurseries, Princeton, N. J., trees and shrubs; Forest Nursery Co., McMinnville, Tenn., trees and shrubs; A. T. Cook, Hyde Park, N. Y., potato seeds; Griffing Nurseries, Port Arthur, Tex., nursery stock.

V. Lemoine & Son, Nancy, France, plants, bulbs and nursery stock.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Seed Growers
SAN JOSE, CALIFORNIA

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Company

MICHELL'S NEW CROP FLOWER SEED

Cyclamen Seed
Distinctive Giant Strain

Duke of Connaught, Crimson.	\$1.25	\$10.00
Excelsior, White with red base	1.25	10.00
Grandiflora Alba, White	1.25	10.00
Princess of Wales, Pink	1.25	10.00
Salmon Queen, Salmon Pink	1.50	12.00
St. George, Delicate salmon, foliage marbled	1.50	12.00
Mixed Colors	1.00	9.00

Asparagus Plumosus Nanus
Greenhouse Grown Seed

1000 Seeds	\$3.00	10,000 Seeds	\$36.00
5.00	13.75	25,000	56.25

Also all other seasonable Seeds, Bulbs,
Plants and Supplies.

Send for our Wholesale Price List, if you
haven't a copy.

HENRY F. MICHELL CO.
518 Market St. PHILADELPHIA, PA.

BAMBOO CANE STAKES

Size	Number to bale	Price Per bale
NATURAL, 6-9 ft.	600	\$7.00
" 9-12 ft.	400	8.50

Prices ex warehouse New York
Terms—Net cash 30 days.

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95 Chambers Street, NEW YORK

THE J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

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Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.

All reasonable varieties.

Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

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Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,

Contract Seed Growers

LOS ANGELES, CALIFORNIA

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this season, as well as a full line of Garden Seeds, will be quoted you upon application to

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R. C. MCGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO

CABLE ADDRESS: "MCGILL-SEED"
SAN FRANCISCO

CALIFORNIA

SEEDS Specially Prepared for Export KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and
Watermelon; Pumpkin and Squash.

FREMONT, - - - - NEBRASKA.

Mention the American Florist when writing

Contract Seed Growers

Specialties: Pepper, Eggplant, Tomato,
Vine Seed and Field Corn.

Correspondence Solicited.

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TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

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GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

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75 YEARS UNRIVALED REPUTATION

Henry Fish Seed Co.

Bean Growers for the
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CARPINTERIA, CALIF.

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GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip,
Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Milford, Conn.
Montana, Idaho, Washington.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President;
S. W. Severance, Louisville, Ky., Secretary;
Eugene Davis, Grand Rapids, Mich., Treasurer.

Prices of Indoor Fruits and Vegetables.

Chicago, October 22.—Cucumbers, 2-dozen box, \$1.75 to \$2.15; celery, crate, 50 to 75 cents; head lettuce, 2-dozen, \$1.00 to \$2.00; radishes, per 100 bunches, \$1.00 to \$1.25; tomatoes, per box, 25 to 35 cents.

New York, October 21.—Celery (state), per bunch, 15 to 60 cents; cucumbers, \$1.50 to \$2.25 per basket; mushrooms, \$1.25 to \$2.25 per basket; tomatoes, per carrier, 50 cents to \$1.50; lettuce, per package, 25 cents to \$1.50; radishes, per 100 bunches, \$1.50 to \$2.50.

Vegetable Markets.

From reports received by the bureau of markets, United States department of agriculture, for the period October 15-21, the general movement was indicated as still liberal with prices rather weak. Potato values recovered, the declines of the previous week being more than made up in several important markets. Eastern consuming sections have followed a comparatively steady trend for several weeks. Minnesota and Wisconsin No. 1 sacked white stock fully recovered, advancing rapidly and closing at \$2-\$2.10 per 100 pounds in carlots at Chicago, compared with \$1.61-\$1.70 the previous week. The general jobbing range was \$2.15-\$2.75. Cabbage continues weak, declining \$2-\$3 at shipping points, closing at \$9-\$11 per ton in bulk f. o. b. Rochester and Danish Seed stock made a similar decline, closing at \$16-\$18. New York Domestic was weaker in consuming markets at \$12-\$22 per ton. Colorado stock also weakened slightly. While onion prices were fairly steady, there was a slight downward trend in a few sections. Eastern yellow sacked stock ranged generally at \$1.25-\$1.75 per 100 pounds and mid-western stock held at \$1.50-\$2. California Australian Browns weakened to a wide range of 55 cents to \$1 per 100 pounds sacked at Stockton. Sweet potatoes ranged lower in the leading markets at \$3.25-\$4 in the east and \$4.25-\$5 in the west. Jersey stock held at \$1.50-\$1.75 per hamper. Bean conditions remain unchanged.

Vegetable Drying in Germany.

The Deutsche Tageszeitung of February 20, 1918, according to Commerce Reports, reported in brief an address which was delivered before the German Agricultural Society shortly before that date by Dr. Eisener, a member of the "Central Office for the Drying Industry," a summary of which follows:

The vegetable-drying industry in Germany has developed tremendously during the war; in fact, it has developed to such an extent that it may be taken to have reached its zenith. Lack of vegetables will prevent further expansion. Attention is called to the fact

that the number of factories established for the purpose of drying vegetables for human consumption and for feeding purposes has increased to such proportions that even kitchen refuse is being experimented with in the larger cities. Dr. Eisener predicts that the importance of this industry will greatly diminish after the war, when Germany becomes less dependent upon its own production of vegetables than now, and therefore does not need to be so sparing.

NUMBER OF DRYING ESTABLISHMENTS.

According to a recent census, Germany now possesses over 700 factories for drying specially potatoes, 150 corn-drying establishments, 400 open drying plants suitable for partly desiccating different products, 250 vegetable-desiccating factories, 22 milk-drying establishments, and 400 plants established specially for the drying of cabbages. As an indication of the increase in the use of dried vegetables, statistics regarding the drying of potatoes may be cited from the "Eleventh Supplementary Memorandum on War Economic Measures," which was laid before the Reichstag early this year. This memorandum gives the following figures regarding potatoes dried in Germany during the years mentioned, as follows: 1913-14, 11,500,000 hundredweight; 1915-16, 17,500,000 hundredweight; present capacity, 37,000,000 hundredweight. The same memorandum further states that about 200 of Germany's total of 1,500 malt kilns are equipped for vegetable drying.

PROFITABLE INDUSTRY IN HOLLAND.

Vegetable drying in Holland was quite unknown before the war. During the past three years, however, numerous factories have sprung up in all parts of the country, and vegetable drying is today one of Holland's most profitable industries. The profit in this industry is largely due to the very strong market in Germany for Dutch dried vegetables. It is reported that the vigor of this market results from requirements in Germany for army consumption. The Dutch industry latterly has been working under serious difficulties on account of lack of fuel. Formerly kerosene was largely used in these factories, but several months ago the stocks of kerosene in Holland became so small that the government discontinued permitting its use for the purpose of drying vegetables. German coal was then resorted to, low-grade Dutch anthracite being unsuitable and unavailable in sufficient quantities. But supplies of German coal have also failed. At the present time most of the factories are using wood almost exclusively as fuel.

CONTROL OF THE INDUSTRY IN GERMANY.

By order of January 23 last the German War Food Minister placed the so-called German Imperial Office for Vegetables and Fruit (Administrative Division) in supreme charge of all regulations regarding the working up of vegetables and fruit for commercial purposes. Among other things this regulation provided that the so-called war company for vegetable conserves and the war company for dried vegetables would have exclusive authority to grant permission to use vegetables respectively for conserving and drying purposes. According to this same regulation, manufacturers of these products should be required on demand of the above-mentioned companies or on demand of the Imperial Office for Vegetables and Fruit, to fur-

nish all information regarding their purchases, sales, etc.

One of the chief functions of the Imperial Office for Vegetables and Fruit has been the keeping of records of activities of different drying establishments. As a result of these records, idle or partially idle factories have been supplied with vegetables from districts where factories were being overworked.

Various of the German states have been establishing special commissions, etc., for the purpose of studying and promoting the drying of vegetables.

USES OF DRIED VEGETABLES.

Along with its work of promoting the economic use of vegetables, the German Imperial Office for Vegetables and Fruit has been carrying on an active campaign to popularize the use of dried vegetables. Comprehensive practical cooking experiments have been carried on, and on the basis of these experiments pamphlets containing recipes for the household use of various vegetables have been issued in large numbers and distributed widely. At present the Imperial Office is said to be conducting careful experiments as to the best method for drying vegetables so as to preserve as much as possible the original flavor. Dried vegetables are not used to any extent in Holland.

An owner of a large vegetable-drying factory in Holland recently stated that the drying processes now used in Holland reduces the weight of root vegetables, including potatoes, by about 80 or 85 per cent, and reduces the weight of such vegetables as celery, cabbage, lettuce, etc., by as much as 90 to 93 per cent. The fact that the weight is so greatly reduced, coupled with the fact that the volume is not reduced in an equal ratio, makes it possible to pack dried vegetables in containers of very light material. Indeed, practically all of the dried vegetables sent from Holland to Germany are packed in large paper bags.

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue to Market Gardeners and Florists.
Pratt & Light Sts., BALTIMORE, MD.

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TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

Now Is the Time to Plant

POTATO ONIONS

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Early Spring Onions by Xmas.

We can supply you the Genuine Potato Onion and Sets. Also
White Multipliers and Egyptian Top Sets

THE J. CHAS.
McCULLOUGH SEED CO.

228, 230 and 232 East 4th St.,
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FREESIA Purity Mammoth

size, also $\frac{5}{8}$ and up.

Freesia refracta alba, $\frac{5}{8}$ inch.

Sweet William, single, mixed, fine strain.

Cyclamen Seed. Finest American grown from the very finest strains.

Prices on application.

J. M. THORBURN & CO.

53 Barclay St., thro to 54 Park Place
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R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsneps, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

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FLOWER SEE SIZES TO CATALOGUE
ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

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Wholesale Price List for Florists
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THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin,
Sweet, Flint and Dent Seed Corn.

FIELD GROWN Violet Plants

	100	1000
Princess of Wales.....	\$7.50	\$65.00
Lady Campbell.....	7.50	65.00
Marie Louise.....	7.50	65.00
Marie Louise, 3 in. pots.....	7.00	60.00

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PHILADELPHIA, PA.

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Bulbs**
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Rolling



Send us
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Lists**
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Prices

There will be many short items; we will quote all we
can or name best substitutes for prompt shipment

The following are ready in our stores, both at Chicago and New York :

DAFFODILS

	Per 100	Per 1000
Emperor, double nose.....	\$3.00	\$25.00
Emperor, large, round bulbs.....	2.50	21.00
Princes Maximus, fancy grade.....	1.75	15.00
Large, dble. nose, should throw two blooms for January.....	2.00	17.50
Fancy, single nose.....	1.75	15.00
Barri Consplcous, fancy grade.....	1.50	12.50
Poeticus (Pheasant Eye), fancy.....	1.00	9.50

FREESIAS

Size	IMPROVED PURITY	Per 1000
$\frac{3}{4}$ to 1 inch.....		\$17.00
$\frac{5}{8}$ to $\frac{3}{4}$ inch.....		12.00
$\frac{3}{4}$ to $\frac{5}{8}$ in., first-class.....		7.50
$\frac{3}{4}$ to $\frac{5}{8}$ in., regular grade.....		4.00
Lily of the Valley		
Per 1000.....		\$27.50

COLD STORAGE LILIES

GIGANTEUM

	Per case
7 to 9 in. (300 to case).....	\$20.00

SPECIOSUM ALBUM

	Per case
8 to 9 in. (200 to case).....	\$18.00
9 to 11 in. (140 to case).....	17.00

SPECIOSUM RUBRUM

	Per case
9 to 11 in. (140 to case).....	\$14.00
10 to 11 in. (125 to case).....	15.00
11 to 13 in. (90 to case).....	15.00

AURATUM

	Per case
11 to 13 in. (75 to case).....	13.00

CHICAGO VAUGHAN'S SEED STORE NEW YORK

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1866)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery,
Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application.

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Mention the American Florist when writing

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

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GROWERS FOR THE TRADE

226-230 W. Kinzie St.,

Telephone Main 2762.

CHICAGO

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Wachusetta, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1918.

THE loss to California prunes by rains is estimated at \$5,000,000.

SENATOR HALE, of Maine, has introduced a bill providing for the establishment of a national park on Mt. Desert Island, that state.

THE Maryland State College of Agriculture, College Park, has issued Bulletin No. 218, entitled, "Report of Nut Tree Investigations in Maryland."

Rhododendron Odoratum.

This rhododendron is both a delightful and an interesting variety. According to Loudon, it was raised about 1820, the parents being *R. ponticum* and one of the deciduous azaleas. By others its parentage has been given as *R. maximum* crossed with *R. viscosum*, and this seems to be the opinion of Mr. Bean in his work, and also in the Kew Hand List. As might be expected of a hybrid between an evergreen and a deciduous species, this rhododendron is usually sub-evergreen in character. There is a considerable amount of variation in the color of the blossoms, which are as a rule white, tinged, more or less, with purplish lilac. Though often met with as *R. odoratum* (a well-merited name), it is in the Kew Hand List referred to as *Rhododendron azaleoides*. These two names by no means exhaust the list, as the following synonyms will testify: *Rhododendron hybridum*, *R. fragrans*, *R. ponticum deciduum*, *R. ponticum azaleoides*, and *R. maximum hybridum*, this last being used in the Botanical Magazine, t. 3454.—H. P. in London Garden.

Some Good Shrubs.

A correspondent asks the Bulletin to name the 12 best shrubs of recent introduction. The task is not an easy one for two persons rarely agree in their opinion of the merits of any plant for any particular purpose. The best shrubs in the sense which our correspondent means are those which will be hardy over a large part of New England and the middle and middle western states, that is in those parts of eastern North America where gardening is most practiced. This means that rhododendrons, azaleas and other plants of the heath family must be excluded from the list, for plants of this family will not grow in soil impregnated with lime. The selection is more difficult now than it would have been a year ago, for the past winter has hurt some of the shrubs which might have been included in such a list but which have not been able to support the excessive cold to be expected occasionally in the northeastern states. As they were uninjured by the cold of last winter the following 12 shrubs may at least be considered hardy whether all our readers approve or not of our selection. In our opinion, four of the cotoneasters of western China must be included in any list of the 12 best shrubs of recent in-

roduction; they are *C. hupehensis*, *C. multiflora* var. *calocarpa*, *C. racemiflora* var. *soongorica*, and *C. nitens*. *C. hupehensis* is a broad, tall and shapely shrub with bright green leaves and white flowers which make the plant as conspicuous as any spiraea. The flowers are followed by small scarlet fruits, which are a good deal hidden by the leaves. *C. multiflora* var. *calocarpa* is a large shrub with slender, gracefully arching stems, and blue-green leaves. The flowers are borne in erect clusters on short lateral branchlets which rise above the arching stems, and few shrubs are more graceful in habit or more charming in the arrangement of their flowers; the fruit is scarlet and about a quarter of an inch in diameter. *C. racemiflora* var. *soongorica* is also a large and vigorous shrub with arching stems. The flowers are white and a little larger than those of *C. hupehensis*; the leaves are dull blue-green in color, and the fruit is large and showy. Many persons consider this the handsomest of the Chinese cotoneasters. *C. nitens* is also a large broad shrub; the leaves are dark green and very lustrous; the flowers are red, and the fruit is black. Of these, four cotoneasters, the last has the handsomest foliage but the smallest flowers and fruit.

Two roses can properly find a place in this list of 12 shrubs, the Chinese *Rosa hugonis* and the Korean *R. Jackii*. The former has pale yellow flowers and has often been described in these Bulletins; it is one of the handsomest of all single-flowering roses and one of the most important introductions of recent years. *Rosa Jackii* bears clusters of white flowers like those of *R. multiflora*, but the flowers are nearly twice as large and open two or three weeks later. This is one of the last of the roses to flower here and is now in bloom in the shrub collection.

Two lilacs recently described in these Bulletins, can be included in the list, *Syringa Sweginzowii* from northern China and *S. reflexa* from northern China. *Diervilla florida* var. *venusta*, introduced a few years ago from Korea, is perfectly hardy and the handsomest of all the species, varieties and hybrids of *diervilla* in the large Arboretum collection. It can fairly be considered one of the best shrubs introduced into this country by the Arboretum in recent years. *Prinsepia sinensis* from northern China properly finds a place in this list. It is perfectly hardy; the leaves unfold earlier in the spring than those of any other shrub in the Arboretum and are soon followed every year by innumerable yellow flowers. The hardiness, rapid growth, sturdiness and the abundant spines on the stems should make this a good hedge plant.

Of the numerous species of the genus *corylopsis* cultivated in the Arboretum only the Japanese *C. Gotoana* escaped serious injury last winter. Like all the species of this genus, it bears drooping clusters of yellow flowers, which appear before the leaves, which resemble those of the witch hazel to which *corylopsis* is related. This beautiful shrub has flowered here now for several years and has shown itself worthy of a place among the best plants of recent introduction.

The list can be completed with *Aesculus georgiana* and *Spiraea Veitchii*. The former is a dwarf buckeye from central Georgia, with compact clusters of large red and yellow flowers. This shrub was introduced into gardens by the Arboretum and has now flowered here for several years. As it was not injured by the cold of last winter it

can probably be considered hardy in Massachusetts. *Spiraea Veitchii* is one of the plants discovered by Wilson in western China. It is a large shrub sometimes 10 or 12 feet high, with gracefully arching stems above which the wide clusters of white flowers stand at the ends of short lateral branchlets. It is one of the latest of the white-flowered spiraeas to bloom and is now in flower in the Arboretum where it has proved entirely hardy.

The fruits of *Acer tataricum* are already bright red and make this little tree a conspicuous and attractive object. The bright blue fruits of *Lonicera coerulea* and its numerous geographical varieties, and the scarlet, red and yellow fruits of the Tartarian honeysuckle and its varieties and hybrids are now ripe. And from now until March persons interested in the handsome fruits of trees and shrubs can find them in great variety in the Arboretum. Arnold Arboretum Bulletin, July 5, 1918.

PEONIES, 30 Acres IRIS, 1 Acre

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2 and 3 yrs. old.

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12 to 18 in.	\$10.00 per 1000
18 to 24 in.	\$15.00 per 1000
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18 to 24 in.	10c each
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12 to 18 in.	\$6.00 per 100
18 to 24 in.	\$8.00 per 100

AMERICAN ARBOR VITAE

3 to 4 ft.	35c each
4 to 5 ft.	50c each

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15 to 24 in.	20c each
2 to 3 ft.	30c each
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12 to 18 in.	15c each
18 to 24 in.	25c each
2 to 3 ft.	40c each

CURRANTS

Fays, Cherry, White Grape, Victoria
2 yr. No. 1 1/2, \$4 per 100
2 yr. No. 2, \$3 per 100
Send for complete price list.

TERMS—Cash or satisfactory references. Boxing at cost.

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ALTHAEAS, BARBERRIES, DEUTZIAS,
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KENTIAS

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EARLY SPENCER VARIETIES

Trade Packets contain 1/4 oz.

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Oz. Lb.

Apricot Orchid. A delightful and charming shade...	\$0.25	\$0.80	\$10.00
Asta Oha. This is sure to be the most popular lavender			
Bohemian Girl. Deep pink, standard orange blush	.30	1.00	14.00
Cream. Identical color and size to Dobbin's Cream	.20	.65	8.00
Columbia. Introducer's Stock. Of the Blanche Ferry type, of exceptionally vigorous growth and much inclined to produce lateral growths; for this reason it produces 12 to 15 per cent more flowers than the ordinary type of this color. This type is a selection made three years ago from a single plant that showed all the above characteristics. For this reason, during the three seasons it has been grown it has produced absolutely no rogues — a valuable point to commercial growers.	.30	1.00	
Fordhook Pink and White	.75	3.00	40.00
Heather Bell. The color is a rich but pleasing mauve, but after standing in water the color becomes a beautiful mauve lavender. Takes the place of Anita Wehrman, and is much better than that variety	.20	.65	8.00
Helen Lewis. Very fine shade of salmon pink	.30	.90	12.00
Hercules. Of the same lovely shade of pink as Countess Spencer. Long stem and a free producer	.30	.90	12.00
Lavender Pink. Large flowers	.20	.65	8.00
Liberty. Bright crimson self	.30	.90	12.00
Melody. This is a deeper shade of pink than "Early Song Bird," closely resembling "Countess Spencer"	.25	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard, with rich orange pink wings	.25	.80	10.00
Mrs. A. A. Skaach. Flowers bright shell pink	.20	.65	8.00
Mrs. M. Spanolin. Black-seeded white	.20	.65	8.00
Mrs. William Sim. Apricot pink	.20	.65	8.00
Selma Svenson. Appleblossom pink	.30	1.00	
Pink and White. Blanche Ferry type, extra choice	.20	.65	8.00
President Woodrow Wilson. Magenta rose	.20	.65	8.00
Rose Queen. A splendid commercial pink	.30	.90	12.00
Rose Queen. Greenhouse grown	.30	.90	12.00
Selma Svenson. Clear light soft pink	.20	.65	8.00
Song Bird. The flower is the same color as "Florence Moore Spencer"	.30	.90	12.00
Songster. Giant early lavender	.30	.90	12.00
Spring Maid. Light pink on a cream ground	.20	.65	8.00
Snow Flake. This is the best early-flowering white-seeded Spencer. The blossoms are very large	.25	.80	
Venus. Standard white, slightly blushed pink wings	.20	.65	8.00
Warbler. Rich mauve purple	.30	.90	12.00
Wedgewood. A magnificent clear blue	.50	2.00	
White Orchid. White flowers of good substance	.20	.65	8.00
Yacrawa. The color on opening is rose, changing to a light pink standard, tinted buff with blush wings	.20	.65	8.00
Mixed. Winter Flowering Spencers, many kinds	.15	.50	6.50

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PRICE: \$3.00 POSTPAID

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Wholesale Florist

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Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, page 612. Correspondence solicited.

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SEEDS WHICH SUCCEED

Bloomersdale Farm.

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AMERICAN FLORIST CO.

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Erica Melanthera

best winter flowering Heather. Well rooted cuttings, \$60.00 per 1000, not less than \$50.00 sold. Out of 2-inch pots, \$14.00 per 100, \$100.00 per 1000. Cash with order, please.

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CRAIG QUALITY STOCK

Plants That You Really Need or Will.

CROTONS, wonderfully well colored,
all sizes.

FERNS, Norwood and Teddy, Jr.
Ficus Pandurata, the best house plant.

Now is the time to order before the delays of winter. Send for our price list.

ROBERT CRAIG COMPANY, Branch, Norwood, Pa. **4900 Market St., Philadelphia, Pa.**

Columbus, O.

CHRYSAEHEMUMS NOW STRONG FACTOR.

An unprecedented volume of funeral work, as a result of the influenza epidemic, is keeping florists going almost to the limit. Relief to the scarcity of stock has come within the past week by the maturing of seasonable flowers, which have been tardy. Chrysanthemums are now the chief mainstay. The cut of carnations, while still short of demand, is approaching a normal stage. The first pompons are being shown this week. Sweet peas are also a new arrival. The famine in pot plants which has prevailed for some time gives promise of easing up somewhat, with cyclamens, primroses and chrysanthemums reaching the market. The help problem remains acute, both at retail stores and at greenhouses. But for the big mortuary demand for flowers, the trade would feel keenly the loss resulting from the closing of churches and suspension of social functions.

NOTES.

Headquarters of the Columbus branch of the Plant, Flower and Fruit Guild have been opened at Fourth and State streets for the receipt of shrubs and hardy plants. All donations will go to Camp Sherman, at Chillicothe, O., 60 miles south of this city. This is one of the largest cantonments in the country, and the call from there is for 30,000 shrubs, 200 evergreens, 500 shade trees and 250 ornamental trees.

R. W. Munk, treasurer of the Munk Floral Co., is confined to his home by the Spanish influenza.

J.

Wichita, Kan.

OCTOBER BUSINESS VERY GOOD.

The first three weeks of October have shown a volume of business unprecedented for this month—most of it funeral work. The influenza has not discriminated, and many shining marks have yielded to its attack, consequently the demand for funeral flowers has exceeded the supply, or the ability of the florists to meet it. At this season, under normal conditions, stock is none too plentiful; hence, under the present demand, there is a constant shortage. Much stock has been purchased at the wholesale markets, and the high prices there have resulted in retail figures averaging as high, or higher, than at Christmas. The weather continues mild, with no killing frost as yet, and practically no greenhouse firing, for which the florists are duly thankful. Most of the coal needed by the florists is piled up in their respective yards.

NOTES.

C. M. Newsins, of London, Ont., but more recently of Raton, N. M., is in charge at the greenhouses of W. H. Culp & Co. Miss Lotta Tomer, chief

Seasonable Stock READY NOW

- Bougainvillea Glabra Sanderiana**—Well shaped, trimmed plants, 4-in. pots, \$25.00 per 100.
- Genista**—5-inch, special stock, well trimmed and heavy, \$30.00 per 100.
- Ficus Elastica**—4-inch, 10 to 12 in. high, \$40.00 per 100.
- Hydrangea, French Type**—Hamar, Vibraye, Chautard, E. Mouliere, 5-inch—3 to 4 branches, \$30.00 per 100; heavy field grown for tubs—7 to 10 branches, \$40.00 per 100.
- Kentia Belmoreana**—2 1/4-inch, heavy, \$10.00 per 100; 3-inch, heavy, \$20.00 per 100.
- Ferns**—**Cyrtomium Falcatum**, 2 1/2-inch, \$3.50 per 100, \$30.00 per 1,000; **Aspidium**, 2 1/2-inch, \$3.00 per 100, Birds Nest Fern, 2 1/2-inch, \$8.00 per 100; 3-inch, \$15.00 per 100.
- Asparagus Sprengeri**—2 1/4-inch, \$3.50 per 100, \$30.00 per 1,000.
- Asparagus Plumosus**—2-inch, \$3.50 per 100, \$30.00 per 1,000.
- Fern Dish Ferns**—All varieties, bushy stock, \$3.50 per 100, \$30.00 per 1,000, 3-inch, \$6.00 per 100, \$50.00 per 1,000.
- Roses**—Dorothy Perkins, White Dorothy and Excelsa or Red Dorothy, especially long tops—these plants have been staked up in open field and are well ripened. \$15.00 per 100, for selected grade.

The Storrs & Harrison Co., Painesville, Ohio

Geraniums

Nutt , strong 2-in., per 100.....	\$2.00
Viaud , strong 2-in., per 100.....	2.00
Ricard , strong 2-in., per 100.....	2.00
Dracaena Indivisa , good thrifty stock for growing on, 2-in., per 100	2.00

ELMER RAWLINGS, Allegany, N. Y.

clerk of the store force, has just returned from an eight weeks' vacation spent in Portland, Oregon, and vicinity.

Chas. P. Mueller is a member of the board of directors for the International Wheat Show and Exposition held during the first two weeks of this month. This, and the hailstorm, caused Charlie to remark that he felt like a very busy man.

Roy Hanchett concluded not to replace the glass broken by hail in his greenhouses. He says he has a good job and his greenhouse business can wait awhile.

C.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Fall Stock

Write for List of
Soft Wooded Plants.

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GERANIUMS

Rooted Cuttings. Can be sent safely by parcel post, have had one complaint from over 200 shipments.

S. A. Nutt and Buchner.....\$15.00 per 1000
Poitevine and Ricard.....17.50 per 1000

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Geraniums, rooted cuttings, S. A. Nutt and Buchner, \$15.00 per 1,000; Ricard and Potievine, \$17.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLI.**GLADIOLI.**

Clean, healthy, young stock, absolutely free from disease, 40 leading commercial varieties; prompt shipment after Nov. 1st. Reasonable prices; order for wholesale list. T. H. FULLER, Gladioli Specialist, 649 Marshall St., Battle Creek, Mich.

GREENS.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. Caldwell The Woodsman Co., Evergreen, Ala.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. E. A. Beaver, Evergreen, Ala.

HYDRANGEAS.

Hydrangeas, French type; Hamar, Vibraye, Chantard and E. Moulere, 5-in., 3 to 4 branches, \$30.00 per 100, 4-in., 2 to 3 branches, \$20.00 per 100. Heavy field grown for tubs, 7 to 10 branches, \$40.00 per 100. The Storrs & Harrison Co., Painesville, O.

Hydrangeas. Otakua and French varieties to grow on, 5-in., 35c; 6-in., 50c; 7-in., 75c; 8-in., \$1.00 each. The George Wittbold Co., 745 Buckingham Place, Chicago.

KENTIAS.

Kentia *Forsteriana* and *Belmoreana*. For sizes and prices see display advertisement elsewhere in this issue. Poehlmann Bros. Co., Morton Grove, Ill.

Kentias. *Belmoreana* and *Forsteriana*, 2½-in., \$1.25 per dozen; 5-in., made-up, \$9.00 per dozen. The George Wittbold Co., 745 Buckingham Place, Chicago.

Kentia *Belmoreana*, 6-in., \$1.00 each; 5-in., 75c each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

MISCELLANEOUS STOCK.**STRONG FIELD GROWN PLANTS.**

<i>Anchusa</i> Dropmore Variety Opel	Per 100	\$6.00
<i>Stokesia</i> Cyanus	do.	6.00
<i>Rudbeckia</i> Veitchiana, ¾	do.	10.00
<i>Calycanthus</i> Floridus, 2/3	do.	12.00
<i>Deutzia</i> Pride of Rochester, ¾	do.	12.00
<i>Vibex</i> Aquas Curtius, ¾	do.	12.00
<i>Carpenteris</i> Mastacanthus, 2 yr	do.	10.00
<i>Spiraea</i> Reevesii, Fl. Pl., 2/3	do.	12.00
<i>Chiliceras</i> Privet, Bushy, ¾	do.	3.00
WOOD STUBS & CO.		
219-221 E. Jefferson St.	Louisville, Ky.	

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelia-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, 4-in., 50c each; 5-in., 75c to \$1.00 each; 6-in., \$1.50 each; 7-in., \$2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

Pansy plants, strong and stocky. "Superb Strain," \$3.00 per 1000; \$8.25 per 3000. Cash. Prompt shipment. These plants and strain will please you. BRILL CELESTY GARDENS, Kalamazoo, Mich.

PEONIES.

Peonies. 30 acres. Can supply your wants. Write for Catalogue. Gilbert H. Wild, Sarcotie, Mo.

POINSETTIAS.

Poinsettias, 2½-in., \$6.50 per 100, \$60.00 per 1,000. The Storrs & Harrison Co., Painesville, O.

PRIMULAS.

PRIMULA OBOCONICA. Five different colors, good, strong plants out of 3-inch pots at \$10.00 per 100, \$75.00 per 1000. Cash with order. J. H. FRESSER, North Bergen, N. J.

Primula Obconica, 3-in., \$7.00 per 100. Baby Primula Malacodiscus, 2½-in., \$5 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

Primula obconica, 2½-in., \$4.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

ROSES.**EXTRA FINE 2½-INCH ROSE PLANTS.**

White Killarney	100	1,000
Sunburst	\$4.00	\$35.00
George Elgar	5.00	45.00
	4.00	

AMERICAN BEAUTY BENCH PLANTS.
\$12.00 per 100; \$100.00 per 1000.

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BEE'S WELCH GROWN ROSES.

The necessity for reducing output of roses, etc., in order to increase National Food Production, renders it impracticable and unnecessary to advertise as largely as usual. Regular buyers have had a printed offer sent to them; there are a few copies still available for applicants. Please let us have your orders and applications early, so that we may have ample time to give you prompt delivery. Thank you!

BEE'S, Ltd.,

175-181 Mill St., Liverpool, Eng.

Roses. Own root, 2½-in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. Milady and Richmond, \$7.00 per 100, \$65 per 1,000. 3½-in. stock \$35 per 1,000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

Rose plants. Pink and White Killarney, Maryland and Sunburst, fine stock, 3-in. pots on own roots. \$6.00 per 100; 4-in., \$8.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

Field grown, two-year-old, hardy own-root stock. See display advertisement in issue of October 5, page 11. Western Rose Co., Pasadena, Calif.

See ad. Sept. 28 or send for complete stock list. Leddie Co., expert rose growers, Springfield, O.

SEEDS.**SPECIAL FOR TWO WEEKS.**

Cabbage seeds. New crop, American grown Wakefields, \$7.00 per lb., 10 lbs., \$65.00. Flat varieties, \$5.00, 10 lbs., \$47.50. Spinach seeds, 1918 crop American grown, Savoy Bloomsdale, \$1.00 per lb., 10 lbs., \$7.50; 100 lbs., \$60.00. All seeds choice stocks and germination guaranteed.

COUNCIL SEED COMPANY

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Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed and field corn on contract. Edgar F. Hurst, Swedesboro, N. J.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurst, Swedesboro, N. J.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Fresh Seed. Clematis *Paniculata* and 100 varieties of other seeds for nurserymen. Write for list. BENJAMIN CONNELL, Nurseryman, Merchantville, N. J.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contact seed growers, Pedricktown, N. J.

Seed. Pansy. New crop Florists' Mixture, tr. pkt., \$1.00; ¼ oz., \$2.00; oz., \$7.00. A. H. Iden & Co., 211 N. State St., Chicago.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohmert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Flower and vegetables. Renowned specialties. Sale to seed merchants only. JOS. PAQUET, seed grower, Nice, France.

Seeds, specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for price list. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Rutzahn Seed Co., Arroyo Grande, Calif.

Seeds. Specialties in onion, carrot, beet, radish and parsley. R. C. McGill & Co., San Francisco, Calif.

You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seed. Sweet pea. All the new and standard varieties. Send for descriptive price list. C. U. Liggit, 325 Bulletin Bldg., Philadelphia.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Châtel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds, all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Smilax, 2 1/2-in. five plants, \$3.00 per 100. At HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum moss and green sheet moss. For florists and nurserymen. For spot shipment or contract. Write us. Vaughan's Seed Store, Chicago and New York.

VEGETABLE PLANTS.

Cabbage, celery and Triple Curled parsley plants. Field-grown, 50c per 100, \$3.00 per 1,000, prepaid, \$2.00 per 1,000, not prepaid. F. M. Pattington, Scipioville, N. Y.

VINCAS.

VINCAS. Vinca variegata, good heavy field grown clumps, \$5.00 per 100; \$45.00 per 1,000; Vinca layers, \$1.50 per 100; \$12.50 per 1,000. THE REESER PLANT CO., Springfield, O.

VIOLETS.

Field grown violets. Princess of Wales, \$7.00 per 100. Cash please. H. W. ALLERSMA, Grand Rapids, Mich.

MISCELLANEOUS.

A few bargains in Norway Maple, California Privet, Hydrangea P. G., Barberry Thunbergii, American Arbor Vite, Austrian Pine, Norway Spruce, and Currants. For sizes and prices, see display advertisement elsewhere in this issue. The Lancaster County Nurseries, R. F. D. No. 7, Lancaster, Pa.

Greenhouse glass. Heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and 1 complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

MISCELLANEOUS.

Japanese Kyogi chip mats, 24x36 inches, \$3 per doz. assorted; \$17.50 per 100, solid colors, \$20 per 100 for checkered (two colors) mats.—Takeuchi Bros., 444 Bush St., San Francisco, Calif.

Rosebud stickers. For sizes and prices see advertisement elsewhere in this issue. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Palmesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedelin Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastic for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 189-76 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Luyersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 905 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Irkes-Braun Mill Co., 2640 Wabasha Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, botbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2014-2022 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungicide, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphia Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES. Mend your wilt carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE, 264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

STAKES.

Bamboo cane stakes, 6 ft., \$21 per bale, 6-9 ft. \$7 per bale; 9-12 ft., \$8.50 per bale. McHutchison & Co., 95 Chambers St., New York.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Ameling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Erne & Company, Chicago.
Feys, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Fremont, H. E., New York.
Goldstein & Futterman, New York.
Grossberg-Tyler-Pinnermann Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hents & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kastling Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruethen, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Kyle & Foerster, Chicago.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meoni, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The, Leo, Philadelphia, Pa.
Pappas, Nicholas G. & Co., New York.
Philadelphia Wholesale Florists' Exchange.
Pleson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykras, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Slebrecht, Geo. C., New York.
Tomner, O. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Trensdly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Welland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Witthold, Geo., Co., Chicago.
Zech & Mann, Chicago.

BOOKS FOR FLORISTS.

The following books should be in every florist's and gardener's library. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price, \$2.00.
Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50 cents.
The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, \$4.30.
The Orchard and Fruit Garden.—By E. F. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, \$1.50.
The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, \$6.00.
Plant Propagation, Greenhouse and Nursery Practice.—By J. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, \$1.50.
Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, \$1.10.
Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, \$1.10.
How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful plans, 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, \$2.00.
Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants. Illustrated. 325 pages. Price, \$1.50.
Commercial Carnation Culture.—Edited by J. Hardison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, \$1.50.
Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, \$1.75.
Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages, 60 illustrations. Price, \$1.50.
The American Flower Garden.—By Nellie Blanchard. Well bound. 368 pages and 92 illustrations. Price, \$5.35.
Lawns and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, \$1.10.
Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.
The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, \$1.25.
Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, \$5.
The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, \$2.
Greenhouses: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, \$10.00.
Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, \$1.60.
Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, \$1.50.
Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, \$1.60.
Daffodils, Narcissus, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, \$1.21.
House Plants.—By Parker T. Barnes. 236 pages and 39 full-page illustrations. Price, \$1.20.
Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, \$2.00.
The Book of Water Gardening.—By Peter Bisset. 200 pages. 130 illustrations. Price, \$2.50.
Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, \$1.75.
Landscape Gardening.—By Sam'l Maynard. 338 pages. 165 illustrations. Price, \$1.50.
Chrysanthemum Manual.—By Elmer D. Smith. Profusely illustrated. Price, 50 cents.
Mushroom Growing.—By B. M. Dugger. 260 pages, fully illustrated. Price, \$1.50.
The Goldfish.—By Hugo Mulier. 160 pages, handsomely illustrated. Price, \$2.
How to Grow Roses.—By Robert Peay. 121 pages. Illustrated. Price, \$1.00.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

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TRADE MARK

CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded

CATTLE MANURE

Pulverized

SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

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No. 32 Union Stock Yards, Chicago.

Mention the American Florist when writing



The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.
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FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
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For ear worms, angle worms and other worms working in the soil.
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At the present time it has no liabilities, and, besides its emergency fund, it has a reserve fund of \$45,000.

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For further particulars address

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Secretary, Saddle River, N. J.

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Telegraph Order
at Our Expense

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452 West Erie Street,
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LOGAN POTS

ARE BEST BY TEST

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Catalog and Discounts.
The Logan Pottery Co.,
LOGAN, OHIO.

Rochester, N. Y.

PRICES ADVANCE THREEFOLD.

Business has been one mad rush for the past few weeks, funeral work here as in other sections being unusually heavy. Stock of all kinds was in limited supply and is secured with difficulty. In roses, carnations and other stock prices are three times as high as normal. Chrysanthemums have now begun to arrive, the best being Oconto, Golden Glow and Chrysolora. Roses are not abundant, among the leaders being Scott Key, Ophelia, Columbia and White Killarney. Flowering plants, ferns and palms are finding ready sale.

NOTES.

John Campis, proprietor of the flower shop at State and Main streets, died of the Spanish influenza, October 12. His brother, Paul, owner of the Rosery Flower Shop on Clinton avenue, passed away, October 17.

Private Charles Hoyt, while home on a furlough a few weeks ago, was quietly married to Miss Helen Bishop. Friends are extending congratulations.

R. E. Horsey, foreman at Highland park, has returned from a trip through Ohio and Pennsylvania, where he collected 500 herbarium specimens.

H. E. Wilson has added another delivery car to take care of the unprecedented amount of funeral work resulting from the epidemic.

Hugo Teute is cutting some excellent chrysanthemums in Oconto and Chrysolora, which are bringing high prices.

George T. Boucher's force has been very busy with funeral work.

CHESTER.

Providence, R. I.

SUPPLY SHORT AND HIGH PRICED.

The past week has been a busy one. The epidemic of influenza has increased trade at a rapid rate, and stock of all kinds has advanced sharply in price, with sales at sight. Chrysanthemums are arriving slowly, and it will be two weeks before the supply will come in fast enough to be of any help in the rush of funeral work. Roses are selling at from 10 to 25 cents at the wholesalers' and carnations cannot be had under \$10 per 100.

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World's Oldest and Largest Manufacturers of
FLOWER POTS

A. H. HEWS & CO., Inc.
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Boilers OF HIGH GRADE....

For GREENHOUSES

See Our Catalogue.

Steam and
Hot Water

GIBLIN & CO. Utica, N. Y.

George Keller Pottery Co.
SUCCESSOR TO



SEO. KELLER & SON,
Manufacturers of
Red Pots

Before buying write for prices
2614-2622 Herndon St.,
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NIKOTEEN

For Spraying.

APHIS PUNK

For Fumigating.

Ask Your Dealer for It.

NICOTINE MFG. CO.
ST. LOUIS.

What few chrysanthemums are being offered bring \$2.50 and \$3 per dozen. A few flowers are now being received from Boston and are bringing extra good returns. Several of the local florists have been working late into the night, but do not seem to be able to keep up with the orders.

H. A. T.

Trade Directory

OF THE

Florists, Nurserymen, Seedsmen

OF THE

United States and Canada.

PRICE: \$3.00 POSTPAID

American Florist Co.,

440 S. Dearborn Street
CHICAGO



Azalea Pots, Hanging
Baskets, Lawn Vases,
Urns, Etc.

Red Pots

Refined Clays—Skilled Labor.

The Peters & Reed Pottery Co.,

SO. ZANESVILLE, OHIO.

"Moss Astec" Ware

WM. M. WARRIN,

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Mention the American Florist when writing

REFRIGERATORS

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Buchbinder Bros.

518 Milwaukee Ave., Chicago, Ill.

Mention the American Florist when writing

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Vol. LI.

CHICAGO AND NEW YORK, NOVEMBER 2, 1918.

No. 1587

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The thirty-fifth annual convention will be
held at Detroit, Mich., August, 1919. Thirty-sixth
annual convention at Cleveland, O., 1920.

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SUGGESTIONS FOR PLANT GROWERS.

Roman Hyacinths.

The early Roman hyacinths should be well enough rooted to bring them into the houses. These early bulbs will require a little more heat than those that are forced later, when more time is given them to form good roots. A plan often adopted by growers of early bulbs is to place them under the benches on the heating pipes when first brought into the house. When hot water circulation is in use the boxes can be placed directly on the pipes, but with steam pipes it will be necessary to place pieces of wood or other material on the pipes, at least two inches thick, to protect the roots from the intense heat radiated by the steam pipes, and the boxes carefully watched to see that they do not dry out at the bottom. Make weekly plantings of Roman hyacinths in order to keep up the supply of flowers. Place some of the bulbs in bulb pans—a few of these will prove very satisfactory for house decoration, and if not used for this purpose the flowers can be cut the same as from boxes. It entails but little more labor to grow them in pots and at times they are very useful as a pot plant.

Poinsettias.

The crucial period in the growth of poinsettias is now at hand, and if the plants are in good condition there should be no difficulty in bringing them through all right. Steady firing can now be depended upon to maintain the proper temperature. Until the bracts are well formed, keep an even temperature and while these are forming avoid all draughts as much as possible. If the house is kept uniform at 60° at night with a rise of 10° during the day there will be but little trouble with the leaves dropping, but a fluctuating temperature will surely result

in plants with bare stems. As soon as the bracts form tie the plants to stakes so as to support the flowers and have the plants erect. As many of the plants are used for home decoration a neat green painted stick adds to the attractiveness. The early struck plants and those that are grown in benches for cut blooms will be greatly benefited by a watering with liquid manure. Do not make it too strong at first. Begin with a weak liquid once a week and increase the strength, but after the bracts are fully out discontinue the watering with liquid manure or the color will be affected. The small plants should be placed in pans at once, if this has not already been done. They can be easily sized up now to make a fine appearance—a taller one in the center and shorter ones on the outside of the pan makes the best appearance.

Lilies.

The lily bulbs will soon be here and preparations should be made to handle them immediately upon their arrival. There is no time to waste in order to have this crop in the best of shape for Easter, especially with the bulbs that are imported from Japan. Whichever way the bulbs are to grow, whether in 4-inch or 6-inch pots, it is necessary to have pots enough on hand to pot them all up at once, and a pile of good, rich soil all ready, so that there will be no delay. The rapid potting of these bulbs by some growers is done as follows: The 6-inch pots are placed touching each other and then filled about half full of soil, the bulbs are then placed on the soil and the pot filled in nearly to the top and watered. This can be done in this manner very rapidly and there is but very little handling of either the pots or bulbs.

After the bulbs are in the pots they should be buried outside until good, strong root growth has taken place; the success or failure of the crop will mainly depend on having the bulbs make good roots early. A frame that can be covered during excessive wet weather is the best place for these plants until they are brought into the houses. If the weather becomes very cold and severe the frames should be covered with sash or the beds have straw or some other protection thrown over them. If kept cool the bulbs will make strong roots before the top starts to grow, yet the ground over them should not be allowed to freeze or damage will be done. The giganteums for Christmas should now be growing nicely and the buds should show about November 10. If they do not appear by that time a little extra heat will be necessary to have them in on time.

Outside Tulips.

The tulips should be planted in the beds as soon as possible from now on. It will do them no good to remain out of the soil, for they will lose some of their vitality. While we do not like to plant them out when the soil and weather are warm, yet October and early November is the proper time to get them in. There is danger now of the ground becoming frozen at any time and they should all be planted while the ground can be worked, for it is very difficult to set them even after a thin crust has formed on the soil. The covering can, however, be left until freezing weather sets in, and, in fact, is better, for if the ground becomes frozen the bulbs will not make any top growth, which is likely to occur if covered now and kept too warm. Do not cover too deeply. The object of the covering is not to prevent the soil from freezing, but to prevent the alternate thawing and freezing that often occurs and which will in some cases throw the bulbs out of the soil altogether. Leaves three or four inches thick make the best covering, with boughs or boards laid across to prevent the winter winds from blowing them away.

Stimulants for Plants in Frames.

Frequently in the spring of the year, when danger of frost is over, small bedding plants are potted up and placed in frames outside where they do much better than in the houses, also providing much needed room. One grower goes to the trouble of putting from two to three inches of manure in the bottom of the frame, which, when flattened down, is covered with an inch or two of sifted ashes. As the pots are placed in the frame, the ashes are thrown up against each row of pots to half plunge them, so that when some are removed the others are not knocked over in the watering. He finds the growth made by plants so treated to be very much better than when they are placed on the bare ground.

Wm. K. Harris, Philadelphia, Pa., who was, in the early days a large and very successful grower of bedding plants, raised Phlox Drummondii, sweet alyssum and other like stock in cold frames, plunging the pots in a bed of about three inches in depth of spent hops. The plants took kindly to this treatment and were always the first choice of the market.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The past month has been so extraordinary in character and demand for flowers, due to the ravages of the epidemic of influenza, that the regular routine of the trade has been greatly changed, and while in some sections of the country, the worst appears to be over, yet the influence of so many deaths cannot help but be felt in the social activities of the future.

This is the period when the "buds" are generally introduced into society,

100 Per Cent Coal For Florists.

According to a telegram
received October 30 from
Wm. F. Gude, Washington
Representative of the So-
ciety of American Florists:
"Under ruling of October
26, Florists Are Permitted
to Use 100 Per Cent Coal,
If They Can Get It."

but with so many families in mourning, it is very likely that most of these interesting events will be postponed for the present, or the girls take their places without this formal function.

The passing of the dahlias, which were such a factor in helping out in the early October days, appears to have had little effect in raising prices, as the advent of the chrysanthemum, and increased crop of roses, seems to have been sufficient for all demands.

As long as the full force is engaged continuously from early morning until late at night, getting out orders, not much can be expected in window decorations, or orderly appearance of the store. The window should, however, always be presentable, as it will take but a few minutes to place some pots of ferns and one or two vases or vase baskets of choice chrysanthemums, which will be sufficient to make an attractive showing.

There is one feature of the Christmas holiday business that should be looked forward to and prepared for, as far as possible, and that is, wreaths for the cemetery. The many recent deaths, coming so close to Christmas, will mean that nearly all these fresh graves will be decorated, and because of this visit, others adjoining are likely to be included. Provision should be made for this great demand by additional help in the preparation of magnolia or oak leaf wreaths. These should be gotten together in such quantity as to leave the last weeks free for the boxwood and evergreen pieces, which cannot safely be commenced before the first of

December. Well made and finished samples of such work should be on hand well in advance, to show prospective customers, as many orders can be secured at this time, all of which greatly relieves the pressure of the last few days. Have no fear about the demand; there will be a fine Christmas business. All the department stores are stocking up to the limit in different classes of holiday goods. One large establishment contracted in July last for 25,000 separate wreaths in various sizes. These are, for the most part, of decorated red chenille, suitable for windows, all expected to be sold by them over the counter.

It is not too early to arrange for and place orders for all kinds of stock that it is known will be required for this busy season. The chances are that many lines will be greatly reduced, owing to the shortage of labor and material. "First come—first served," is an old-time motto which should be kept in mind at all such times.

Pot chrysanthemums are good stock at this time, and as long as they last. They are in demand for the window or conservatory decoration, and often come in handy for cutting, bringing as much cut as when sold in the pot. When there is time, several put together in a tub or basket make a good showing, and prove to be just what is wanted for those who can afford to pay the price. As a show plant or basket, they attract attention and help sell the smaller stock.

How about the publicity campaign? The reports from the "other side" are very encouraging. Our gallant boys will soon put the game on ice, and then there will be some business. Chairman Penn and Secretary Young, all hats off to them, are hard at it all the time, driving home the truth to the slackers. Every man or woman in the business should be a helper in this campaign, as it is for their personal benefit. The closer they tie up to it, use the literature, display the advertisements that come to them as contributors, the more they will benefit. It is worth a dollar a day at the very least, to display in their window the slogan, "Say it with Flowers." It is bound to increase their business to more than this amount every day.

Convalescent Baskets.

While baskets of fruit, decorated with flowers, are not by any means a novelty, yet as a combination, artistically put together, using baskets most suitable for the purpose, they are very seldom seen in the flower shops. If properly featured, there is no reason why baskets of this character should not become a factor and open up a new avenue of profitable business. They do not have to be large or contain a quantity of fruit, such as are sent out by the fruit stores at the holidays, but are to be introduced as convalescent baskets, suitable to bring cheer and comfort to the sick, both at home and in hospitals.

There is at all times something seasonable and tempting in fruits, that when artistically arranged with cut flowers in baskets or hampers, and given prominence in store and window, will suggest itself to an observer as just the very thing for the friend in the hospital or for someone who has been confined to the house through indisposition or accident. The basket should be partially filled with moss of sufficient depth to hold upright one or two glass tubes or slender vases, into which

the stems of the flowers used are placed. Growing ferns, with the soil washed from the roots, bound tightly with a little moss, will take up little room and last much longer than the cut fronds. It is not necessary to keep

much, if any, of a stock of fruit on hand, as a sufficient quantity can be purchased as required. The accompanying illustrations show two examples, which if featured in window or store, would surely find purchasers.

COLD STORAGE LILIES FOR EASTER.

Practice of Leading Growers.

ED. AMERICAN FLORIST:

Will you kindly inform me as to the best method of handling cold-storage Liliun giganteum for the 1919 Easter crop, the date being late in April? Can they be grown well in a night temperature of 55 degrees and about how much time will be needed, also, when they should be planted to have them in on time?

Kansas.

W. H. C.

With regard to the above, we infer that reference is made to bulbs which were dug in August, 1917, and carried in cold storage since their arrival in this country in November and December of that year. It has been the experience of most lily growers that the vitality of cold storage bulbs deteriorates rapidly after their natural season of growth, the spring of the year, has passed, the average of flowers produced per hundred bulbs gradually decreasing from 250 to between 200 and 150 until, in the October cutting they scarcely produce more than 100 flowers. Some stalks will carry three flowers, but many come with only one, while others are blind, and a certain proportion make no growth at all.

Harry I. Faust, of Merion, Pa., who has been very successful with growing L. giganteum for the Easter market in pots, several years ago tried out a batch of about three thousand $\times 9$ cold storage giganteums, for cut flowers to make the Easter holiday. These were planted the last of November, close together on a table in a cool house, and covered with straw to keep them moist. They were fine, plump looking bulbs, of which much was expected. Occasional inspection showed that very little action was taking place—only a few feeble roots appeared. In the sunny days of late February and early March, the bulbs started here and there, but the shoots were very spindly, most of them blind and only a few showing one bud. Not a dozen flowers were cut from the whole lot. Mr. Faust attributed the failure to loss of vitality in the bulbs, due to their long period of storage.

A grower handling 400,000 cold storage giganteum, forcing for the New York market, said his October cut would not average more than $1\frac{1}{2}$ flowers to the bulb, and that there would be no profit whatever in holding over for Easter.

Robert Craig, of Philadelphia, Pa., believes that any grower who tried to carry cold storage lilies over until next Easter would have his trouble for his pains. The bulbs would by that time be 20 months old, many would not start, and those that did, would be very weak and without the vitality to produce satisfactory flowers. George

Carpenter, also of Philadelphia, another lily expert, says it is hard enough to get the fresh giganteums in to good shape. He pots and puts the bulbs outside in frames as soon as they arrive in early November, so as to get good root action at once. The same stock kept in cold storage for a year will, in his opinion, have lost so much vitality that it would not pay to force it. These might, if planted in the cold frame, well protected from frost, and brought on slowly for the late Easter of 1919, be better than none at all, but he would not like to try it.

Alfred M. Campbell, who forces cold storage lilies for the Philadelphia market by the 100,000, claims it to be a very uncertain and precarious business. When several large growers get crops in at once, the price drops; the market demand varies, sometimes very good, and again, draggy. The first batches of the new stocks average up quite well, but as the season advances, the results diminish, until, even in October, the production gets down to an average of a little over one flower to a bulb. As to forcing or keeping cold storage stock over for Easter, he says, "nothing doing; it could not possibly be made to pay."

Manager Ross, of the Floracraft Gardens, at Moorestown, N. J., had an experience with cold storage lilies over 20 months old which he forced for a Christmas crop several years ago and found them to flower well, carrying a good percentage of buds. He handles large quantities of cold storage stock through the season up to about January 1, after which the bulbs are not profitable. He would not like to try to make Easter with cold storage bulbs kept from the summer before. The main trouble is, in addition to losing their vitality, they want to grow before there is sufficient root action. If they could be brought on cool, so as to encourage root growth, results would be better. All their bulbs are started in pots, kept on the cool ground under the tables, where it is dark, and moved up into the light after they have made roots. K.

Potash Needed.

Washington, D. C.—The war industries board October 18 began a survey of the potash situation with a view to stimulating domestic production to meet agricultural needs. There is no shortage of potash for military needs, officials of the board said, but the agricultural requirements are not being met. Cost of production is high, and an effort will be made to develop a new process or standardize the existing processes of manufacture to the point where the industry can operate on a normal cost basis and at the same time increase production.

Poinsettias.

As a blossoming plant and cut flower, the poinsettia occupies an important place in the mid-winter stock of the florist. The height of its season is the Christmas holidays, when its great scarlet bracts give the warmth and brilliancy that is so appropriate for this festive time. For some reason, many growers have great difficulty in propagating or rooting cuttings of this popular plant in the hot months of summer; batch after batch are put in the cutting bed, only to damp off over night, just when they were looking most promising.

Henry I. Faust, Merion, Pa., has for a number of years made a specialty of poinsettias and appears to have no trouble in working up stock. His plan at one time was to use bottom heat by means of a short section of hot water pipes, heated by a small boiler, under which he burned coal oil. A couple of years ago, this small apparatus sprung a leak and would not work. The first batch of cuttings were in, and there was delay in getting the boiler fixed, and before this was made good, one week had passed, and the stock looked so promising that the boiler was not started. In another week, 90 per cent of the cuttings were found rooted, and since that time there has been no bottom heat, and nearly every lot of cuttings root evenly in about two to three weeks' time. Mr. Faust's stock plants are grown in six-inch pots on tables inside. They are kept in pots under the table during the winter months after being dried off, then repotted in good compost. The early cuttings are taken about July 1. The plants are then given a mulch; Clay's fertilizer is good, or any other standard stimulant, to get an active growth. He thinks that many growers coddle their plants too much.

The propagating bench is the front table in an old house. He whitewashes the glass directly over the table, which is covered with clean, rather coarse sand. When the cuttings are in, he gives the bed a good soaking to settle the sand well about them and they are not watered again. They are covered with papers until they are over their wilting. On very hot days he sprays gently two or three times a day.

If fungus does start in the bed, it spreads very fast. He finds they root quicker in very hot weather. His last propagation is about September 1. The plants struck then will make very nice three-inch pot stock suitable for making up into pans for Christmas. The first of July rooted stock is fine for planting out in a bed for cutting. Some growers take their cuttings from plants grown outside, but he finds the wood from plants brought along inside to be the best. The old stock plants will make medium sized bracts, but hardly pay for the room they take up. Mr. Faust sells all his early struck cuttings to other growers and scarcely ever has enough for the demand.

Another grower who has had very good results with poinsettias, sets the cuttings at once into small pots of half soil and sand. They are shaded with papers and kept from drafts the first week. There is no bottom heat, yet he usually gets 90 per cent of them to grow.

The best temperature when the plants are setting buds or bracts is 60 degrees. Developed and brought on

slowly, they make much the best flowers. They will stand up to 70 per cent, but the bracts are then soft and go back in a lower temperature. Care should be taken in repotting or making up pans to disturb the roots as little as possible.

CHRYSANTHEMUMS

Chrysanthemum Society of America.

REPORT OF EXAMINING COMMITTEES.

Chicago, October 19.—Seedling No. 4-1916, yellow incurved, scored 91 points commercial, and Seeding No. 1-1916, pink incurved, scored 90 points commercial; exhibited by Mt. Greenwood Cemetery Association, Morgan Park, Chicago. Walda, white pompon, scored 90 points and Lulah, pink pompon, scored 91 points; exhibited by Elmer D. Smith & Co., Adrian, Mich.

SPECIAL EXHIBITION PRIZES.

A list of special prizes offered in connection with the annual meeting and exhibition of the above society in conjunction with the American Institute of the City of New York at the Engineering building, 25-33 West 39th street, New York, November 6-8, has been issued, and copies of same may be had upon application to the secretary. The prizes include cash and silver cups in Classes A to N inclusive.

EXAMINING COMMITTEES.

President Wm. W. Vert announces the committees to examine new chrysanthemums for the ensuing year as follows:

Boston, Mass.—William Nicholson, (chairman), James Wheeler, Alex. Montgomery. Ship flowers to chairman, care of W. J. Thurston, manager, Boston Flower Exchange, 1 Winthrop square and Otis street, Boston.

New York—Eugene Dailedouze (chairman), Wm. H. Duckham, A. Herrington. Ship flowers to New York Cut Flower Co., 35 Twenty-second street, New York, care of chairman.

Philadelphia, Pa.—A. B. Cartledge (chairman), John Westcott, S. S. Pennock. Ship flowers to A. B. Cartledge, 1514 Chestnut street, Philadelphia.

Cincinnati, O.—R. Wittertaetter (chairman), James Allen, J. C. Murphy. Ship flowers to chairman, Jabez Elliott Flower Market, care of janitor.

Chicago—N. J. Wietor (chairman), E. A. Kanst, Thomas W. Head. Ship flowers to chairman, 102 North Wabash avenue, Chicago.

Shipments should be made to arrive by 2 p. m. on examination days to receive attention from the committee. Muts be prepaid to destination and an entry fee of \$2 should be forwarded to the secretary not later than Tuesday of the week they are to be examined, or it may accompany the blooms.

Seedlings and sports are both eligible to be shown before these committees, provided the raiser has given them two years' trial to determine their true character. Special attention is called to the rule that sports, to receive a certificate, must pass at least three of the five committees.

The committees will be in session to examine such exhibits as may be submitted on each Saturday during November, the dates of which will be November 2, 9, 16, 23 and 30.

CHAS. W. JOHNSON, Sec'y.

2242 West 106th Street, Chicago.

Unusual October Conditions.

The benches of chrysanthemums are now in their fullest glory; a large number of the varieties are now approaching maturity, and the pompons and singles are a blaze of colors. The extraordinary demand of the last few weeks has practically cleared up all of the early and second early varieties, and in many cases the mid-season sorts have been cut into before they were really ready, and while for a few weeks there will not be any shortage of good chrysanthemums, yet due to the fact of the big inroads that have been made on the cut, there ought not to be any great gilt unless we have a prolonged spell of the warm, soft weather of the last five weeks. The writer does not recall a season like the present, when so little steam heat has been used to develop the chrysanthemum crop; so far, scarcely any artificial heat has been used. This mild weather makes a great saving on the

At such times as these, without any steam heat being used in the houses, there is very little drying out of the soil in the trenches, neither do the plants require anywhere near as much water after the blooms are partly developed. The grower should bear in mind that everything that is given the plants at the roots goes mainly to the blooms, and act accordingly to guard against excessive moisture in the petals to cause damping.

Judgment can be exercised in cutting and disposing of the crop. It is best to clear off each batch as it matures, so that every bloom that goes out is fresh and will keep for a reasonable length of time, but at the same time, if there is a variety of color and type ready on hand, it is wise to work them along so that the whole product does not have the appearance of being limited to one color or variety. Another very important matter is to be sure that when a shipment is marked to contain a certain number of blooms, be sure the count is correct, better one over than short, and be sure the grade is up to the quality called for. Just at the present time there appears to be a surplus of yellow pompons on the market. Where this is the case, hold up a little on them. By running them cool, the crop can be stretched out a great deal. A light shade on the glass will also help to hold them back.

Watch out closely for the black aphid. They increase very rapidly during such weather as we are now having. The pompons and singles are especially susceptible to their attack. A few may be found on some buds and thought of little consequence, but in a few days these few will have increased to a large number and several of the plants will be smothered. The surest means of keeping them or any other insect in check, is to watch your plants closely, then when any insects are found, resort immediately to nicotine spray, or the application to the steam pipe for a vapor. Be particularly clean in the houses. After the blooms are cut, remove the old parts of stems and decayed leaves from the benches. Also, do not neglect the beds that have been cut out. Take care of the stock that is needed, and the balance disposed of if possible.

C. W. JOHNSON.

FOR THE BOYS "OVER THERE."

November 11-18 the people of the United States will be asked to raise \$10,500,000 in the National War Work campaign conducted by the Young Men's Christian Association, the Young Women's Christian Association, the National Catholic War Council, the Jewish Relief Board, the War Camp Community Service, the American Library Association, and the Salvation Army, to carry on the great work of supplying our fighting forces with entertainment, recreation, reading rooms, etc.—in fact, "a bit of home within the camp," and much appreciated comforts on the firing line.

**GIVE LIBERALLY.
THINK WHAT THEY GIVE.**

coal pile, but it is not so good for the development of chrysanthemum blooms or plants. They need cooler, fresher conditions that will allow for a little steam heat to be used once in a while to dry up the dampness. The principal aim of the grower in charge should be to watch closely the temperature conditions and endeavor by careful ventilation to keep the general atmosphere of the inside of the houses as dry as possible. When watering has to be done, do not allow the walks to be made wet any more than is absolutely necessary; also, manure barrels that have been used for liquid manure, and have served their purpose, should not be allowed to remain full of water to create dampness in the house, but clear them out.

The degree of night temperature during periods of the present prevailing weather conditions often puzzles the new beginner in growing chrysanthemums, and while we cannot have the ideal cool night temperature of 46 to 48 degrees, at times when the outdoor temperature is at 55 degrees or more, yet by the careful regulation of the ventilations, the inside of the house can be held at almost the same degree as outside. Do not close the houses up tight at any time while the temperature out doors stands soil in the benches, neither do the above 40 degrees, neither should the ventilators be open wide enough to admit a great amount of dampness.

Extension of Credits.

Paper by E. B. Hamilton, London, Ont., read at the twenty-first annual convention of the Canadian Horticultural Association, Ottawa, Ont., August 13-16, 1918.

Upon comparing the different systems of credit applicable to so many lines of trade, we find that the florist's business is in a class by itself, for two reasons:

First, because fully 90 per cent of the stock handled is most perishable, and must be turned over within a few days; whereas, in most other lines their stocks can be retained for weeks, yes months, without depreciation in value, and therefore form a much better asset. Second, because of the nature of the other assets, for if you analyze the assets of a majority of the retail florists you will find that fully 75 per cent of them are in cash and book accounts, the balance being in "supplies" and fixtures, refrigerators and showcases.

The cash asset is of very little value as a security if the customer is not reliable, and the book debts in most cases are not worth 50 per cent of their face value. And as for the sup-

plies carried by many of them, they could not be turned into cash for half of their cost. Therefore, in my judgment, owing to the condition of the financial market, I think all goods should be sold for cash or shipped C. O. D., unless you are sure of your customers, and to these I would suggest that all drafts be made payable on the 15th day of each month. This would give the retailer time to get out his accounts, and to receive returns enough to meet his obligations on time. Should a customer make a practice of returning drafts without a reasonable excuse, I would place him on the same footing as the C. O. D. chance customer.

Now as to the person in the retail business. Owing to overhead expenses being fully double what they were four

years ago, stock being higher, and the public being inclined to buy only in the most urgent cases, he is liable to suffer greater loss than under normal conditions. Therefore, he should try as far as possible to do a cash business, or, where credit is allowed, should collect promptly on the first of each month, so as to be in a position to meet his liabilities promptly without drawing on his reserves. I would also suggest that we exchange with each other a confidential list of poor-pay customers, thus avoiding getting many undesirable accounts on our books.

I beg to submit these suggestions for your earnest consideration, and as a basis for discussion of the various topics, and trust that they will prove of value to the association and its members.

splendid catch crop, as it takes up comparatively small space in the three-inch pot stage and rapidly matures when potted up, coming into the market in January and February at a time when there is great demand for medium-priced flowering plants.

Mark Mills, Philadelphia, Pa., who has had great experience as a grower of pot plants for market, advises for houses thrown cold after chrysanthemums or Christmas, a line of flowering shrubs such as Spireas Reevesii and Anthony Waterer, deutzias, double flowering almonds, and other nursery stock. Hydrangea paniculata is also a good shrub to be treated in this way. A line of garden perennials, pinks, etc., could all be potted or tubbed in the fall before the ground freezes up, which, if given a little care in the cold houses through the winter in the matter of watering and ventilation, would come along with the season and meet with good demand when in flower in the spring. The French hydrangeas would also be good stock for cold houses, as would pot roses, but care must be taken to see that the temperature is in a measure regular, as very hard freezing after the roots had started or frequent freezing and thawing, would be very injurious.

K.

WINTER CROPS FOR HEATLESS HOUSES.

Problems Confronting Many Growers.

ED. AMERICAN FLORIST:

Will you kindly tell me what can be planted on the benches and carried through the winter without heat in houses that have been closed due to fuel shortage? Aside from bulbs, could garden truck be started in such a house and grown for early market? How early in the spring can regular plantings be made without heat?

Michigan.

C. C.

Your correspondent is one of the thousands of growers in all parts of the country who have to solve the problem of getting as nearly as possible 100 per cent production out of their houses with only 50 per cent of coal. Where the handicap of decreased labor has been in a measure overcome, most houses are now running to full capacity, filled with chrysanthemums for cutting and in pots, stevia, and a variety of foliage and flowering plants, poinsettias, cyclamens, begonias, all Boston types of ferns, solanums, etc., for all of which there is a good fall demand that culminates and generally empties the houses at the Christmas holidays.

By careful manipulation of ventilators, and what can be called scientific handling of the fires, there has been effected a great conservation of fuel, many growers getting fully as good results the past winter as in former years, saving at least one-third the coal usually consumed. Reducing the temperature five to 10 degrees was another measure which resulted in much less strain on the coal pile. In many cases the plants produced even better results in quality and quantity of cut flowers, particularly in some varieties of roses and carnations.

With a full capacity from the houses up to Christmas, the problem is how best to make them productive until the danger from frost is over. Robert Craig, the well-known plant specialist of Philadelphia, Pa., finds a solution in pot roses, dormant stock which can be potted and stood in a shed or cold frame until the houses are ready, or the plants heeled in and potted later when the empty tables await them. These come along slowly and will not

require any heat, except, that when white roots appear there should be a pipe or two turned on in the house to prevent the soil in pots from freezing. Sweet peas, sown in January or early February, will get along nicely without heat, and come into full crop between seasons when the winter forced flowers are done and before the outside stock is in. These will bloom profusely at this time, when they are generally in great demand. Another good stock for the cold house is the hydrangea. The newer French sorts with their variation of form and color, are in increasing demand for the garden, and if potted early and brought along gradually in cold houses, they can be flowered without heat, coming in about Memorial day, or in June, when other flowering plants are scarce.

The situation is not as bad as it would seem, as in many cases, small growers did not make use of their chrysanthemum houses after these were cut except for dormant stock until they were wanted for the spring bedding plants. It is planned by some growers to make as intensive use of their heated houses as possible, and be prepared with very full stocks of all kinds of bedding plants, that, about the first of March can be spread out, repotted and occupy all the available space in the empty houses, which can be kept above freezing should this necessity arise.

A number of growers have tried vegetables, such as radishes, lettuce and beets, but all these take a certain amount of heat, the radishes and lettuce least of all, but none of these crops have been found profitable. Even when grown successfully, the demand and prices obtained were very disappointing, and in most cases showed no return and even loss of the money and time invested.

A fine crop to follow chrysanthemums is *Primula malacoides*. It is one of the best flowering plants introduced for years, and yet comparatively few growers appear to have taken it up. A good stock of plants, well rooted in three-inch pots, ready for a shift into fours by the first of November, is placed on the chrysanthemum tables as the latter are cut out. This is a

Your Work and Our Work.

The members of the publicity and finance committees have given generously of their time toward the upbuilding of our publicity campaign, with the sole aim of trying to get the maximum results for all branches of the business. Now and then some members criticize or compliment the efforts given, which is always appreciated by the chairman of the respective committees, who, by the way, would welcome more of both kinds, be it complimentary or otherwise. As the committees are at all times trying to reflect the kind of publicity that would do the most good, suggestions are at all times most welcome.

Now, to those who cannot help in this direction may we not expect the financial interest in our campaign so necessary to carry on for 1919 which will soon be in operation, for without the financial needs your committees cannot properly plan for the ensuing year. The general layout of the new year's work will soon be ready for action, and the members who so generously gave will surely feel that they have started a movement that will have added results as time rolls on. Let every man in our business give his full limit and profit by the investment by keeping interested in all its workings.

Give, and you will receive full measure in return, so that your work and our work will merit its own.

HENRY PENNN,
Chairman, National Pub. Campaign.

National Publicity for Flowers.

The far reaching effect of our publicity campaign is becoming very noticeable. Among a number of our orders—perhaps we had better call them commissions, because we do not in our advertisements invite them—which have come into our promotion bureau recently was one from Palestine, sent by an officer in the Indian army, now with General Allenby, Egyptian bills enclosed with it, the only medium of money exchange open to him, directing the delivery of a birthday gift of flowers in a neighboring city. The officer was good enough to speak of our

slogan in a manner highly commendatory, and there is not the slightest doubt that he was influenced by it to transmit the order. While the promotion bureau certainly did not expect actually to become a factor in the interchange of orders, still it has relayed scores of them received from persons who have either misunderstood the mission of our advertisements, or sought our services through our being considered a responsible head to the system suggested in them. Of course, we are pleased to be of such service.

But what must be the business effect of the "Say it with Flowers" slogan throughout our own vast country! The public has taken very kindly to the phrase, and it is commonly quoted. It should be the object of every florist to lend assistance in our efforts to plant this slogan still deeper in the public mind. It should be displayed in every flower store window, where its message can be made continuous. There is nothing better than the beautiful glass signs we provide for this purpose—glass mounted on brass, the slogan in gold on light blue ground, the background dark green, delivered anywhere at \$2 each, the average cost. Every florist in the land should have one of these signs on display. It would pay for itself in a few hours, help the florist, and help in the publicity work.

Now, a word to those who have not subscribed to the publicity fund. You will notice from the statement concluding this letter that we are still short of our object—the attainment of a fund approximating \$50,000 a year for four years. Our committees, for this reason, are not able to go as far in their work as they believe they should. The success of the campaign so far is beyond question, but the campaign stimulant should not be administered in homeopathic doses; they work too slow. The greater the concentration of effort, the more noticeable the results. The committees would like to close the year with the concentration they planned, but are dependent upon the florists who have not yet provided stimulant to furnish the amount required—many hundreds of their brother florists have nobly done their share and are satisfied that their contributions have proved to be good investments. If your hearts are in your business, you surely will want to subscribe to this fund. Send in to the secretary your cheques for whatever you feel you can give; or, if you prefer, ask for our regular printed forms and other particulars, and they will be promptly sent to you.

The following additional subscriptions are recorded annually for four years, unless otherwise noted:

A. J. Horring, Cincinnati, (1 yr.)	\$ 3.00
M. C. Witterschneider, Idalia, (1 yr.)	5.00
Sam Kuhn, Cincinnati, O. (1 yr.)	5.00
E. W. Rutenschor, Cincinnati, (1 yr.)	5.00
Mrs. J. Murphy, Cincinnati, O. (1 yr.)	1.00
R. H. Freis, Ft. Thomas, Ky. (1 yr.)	10.00
Fred M. Backmeyer, Cincinnati, O.	5.00
Frank A. Schneider, Cincinnati, O.	2.00
E. C. Rutenschor, Cincinnati, O.	2.00
Edward A. Forter, Cincinnati, O.	5.00
William Schumann, Newport, Ky.	5.00
Arthur Witterschneider, Cincinnati, O.	5.00
Schumann & Wahles, Newport, Ky.	5.00
Phillip T. Popp, Covington, Ky.	5.00
W. & L. Pfeiffer, Ft. Thomas, Ky.	5.00
John Sundermann, Cincinnati, O.	5.00
Edw. Schumann & Sons, Cincinnati, O.	10.00
S. W. Murphy, Cincinnati, O. (1 yr.)	2.00
H. F. Koester, Cincinnati, O. (1 yr.)	5.00
Burtchey Bros., St. Bernard, (1 yr.)	2.00
J. Fred Baker, Musson, Conn.	2.00
R. T. Cookingham, Ellenville, N. Y.	5.00
Arthur Langhams, Wheeling, W. Va.	25.00
John C. Gracey, Philadelphia, Pa.	10.00
Frank J. Clark, Trenton, N. J.	25.00

WITH THE GROWERS

Madsen & Christensen, Wood Ridge, N. J.

"Bright flowers, whose home is everywhere!

A Pilgrim bold in Nature's care,
And oft, the long year through, the
heir

Of joy or sorrow."

Thus wrote William Wordsworth of the daisy, a century or more ago. The modern florist who rises early, works hard and, as in the past winter, is annoyed by the scarcity and high price of coal, may not find much poetry in his business, but he should take satisfaction in the thought that he is creating pleasure for others, and the enjoyment of flowers is one of the few pleasures that leave no sting. Begging pardon for moralizing, as we believe a horticultural writer is expected to pattern after Rev. Dr. Dryasdust's sermons, we will now tell something of Madsen & Christensen. They have a range of about 50,000 square feet of glass at Wood Ridge, N. J., which is near Rutherford, and easily reached from New York. Their specialty is daisies, and they grow them by the thousand. They have plants in from 4 to 14 inch pots and tubs. All the stock is well grown and the houses are a sea of bloom that even in these commercial days might inspire another Wordsworth to write another poem. They have also a particularly fine stock of bush and standard genistas in 6 to 10 inch pots. Pot roses and a variety of other plants in good condition were also noticed.

J. Wm. Colflesh Sons, Philadelphia, Pa.

The benefits to be obtained by devoting one's efforts to specialties, instead of a general line, is seen at the establishment of the above mentioned firm in Philadelphia. Here, for the past few years, they have gradually worked up a large stock of the common English ivy, for which there has developed a demand that steadily increases, keeping, if anything, ahead of their production. Last year their stock amounted to over 40,000 plants. These are sold in all sizes from 2½-inch pots up to the largest size in eight-inch pots. Many small plants are sold for filling ferns dishes. The smaller sizes of trellis boxes are filled in quantity. A popular seller is the plant in a six-inch pot, trained to a fan-shaped trellis, three feet high and 18 inches across the top. This is a good stock frame painted in white enamel.

Another design in good demand is trained to a pyramid-shaped frame, which, when well covered, resembles at a distance, a well-trimmed box tree. These range in height from 18 to 36 inches. Globes and umbrellas are fancy shapes for which there is a limited demand. Hanging baskets filled with ivy have also met with favor, the small sizes for the dwelling; the heavy, roomy patterns to hold a number of plants, with vines, from four to six feet in length, are especially useful for hotel windows and corridors.

They are dropping a number of varieties of plants that do not pay them, and going strong into the ivy. They expect to put in 100,000 cuttings this season, a third of which are now in the sand. Fifteen thousand plants for four, five and six-inch pots, are now being lifted from the field and potted.

Quite a stock of *Cibotium Schiedei*, in large sizes, are seen here. These were secured for the most part from the stores, after their youth and beauty had sadly waned. Under the kind treatment received, they soon revive, and from a financial standpoint, turn in one of the best cards on the place.

An interesting novelty is a frame full of *Catalonia jessamine*, in six-inch pots. These will soon be moved indoors; enough to fill one side table in a large house. The entire product goes to one retailer. Ferns are also a specialty. There is a house of *Verona* which looked good and some *Teddy, Jr.*, and *Scottii*. Mr. Colflesh said: "These fancy kinds are all right, but give me *Scottii*. It is the best of the whole bunch; best for service and always saleable."

An outside, concrete manure pit, about 12 feet in length, by four in width, three feet in depth for nine feet and a well like depression five feet deep, occupied the balance of the space. Manure is dumped in the shallow end and water turned on the manure until the tank is filled. The water passes through three graduated wire screens a foot apart into the well, from which it is pumped as required through manure pipes to water the ground and table beds whenever required.

Pennsylvania's Carnation Belt of Old.

Some 25 years ago, the section of country along the central division of the Philadelphia, Wilmington & Baltimore railroad, extending through Delaware county, taking in the various stations from Brandywine Summit to Oxford, some 12 miles in extent, was styled "the carnation belt." One or two farmers had erected small houses in which to grow this flower. They were successful, and soon houses began to go up all along the line. Chas. T. Starr became famous with Buttercup, and Wm. Shelmire sent out Eldora, a very prolific yellow. At the carnation shows of that period the growers from this neighborhood always carried off a goodly number of prizes.

While there are still a number of carnation growers in this neighborhood, there are no raisers of new varieties, other centers having carried off the palm in this respect. Sweet peas or carnations for winter and tomatoes for a summer crop is the programme of many growers. Mushrooms are grown under the carnation benches, and many have erected sheds and gone into the raising of this crop on a large scale. As many as 5,000 pounds have been shipped from Kennett Square in one day during the busy season.

A visit to just a few of the growers as could be made in one day will be found interesting, showing the variety of stock now grown.

A Boomerang.

"That's a good one on Jokeleigh."

"What's happened?"

"He had an insurance policy on the contents of his cellar and he thought it funny to put in a claim when he had burned all his coal."

"What did the company say to that?"

"Had him arrested for arson."

Total.....\$ 150.00
Previously reported from all sources... 44,609.75

\$44,708.75

JOHN YOUNG, Secy.

Detroit.**TRYING CONDITIONS RELIEVED.**

This city, in common with most cities the past few weeks which have suffered by a shortage of flowers, is now slowly emerging from those trying conditions that made satisfactory handling of the trade an impossibility in most cases. The high death rate caused an unprecedented call for flowers for funeral purposes and added to this was the constant demand for flowers to send to the sick. Coming at a time that, even ordinarily, a shortage of flowers is usual, the situation was made doubly acute and florists were driven to the end of their resources to even partially care for their trade and render anything like their usual service. Now, however, while the demand is still great and showing no abatement, the supply is daily increasing. Chrysanthemums are coming in fast and their quality most excellent. The same is true of roses, and to some extent, the carnations. Tritomas, which were a factor all fall, are still in evidence, but move slowly as the chrysanthemums and roses make their use less desirable. Marigolds in good quality are coming in for some time, and have up to the present found a ready sale, but they, too, are now in little demand. Greens of all kinds are sharing the high prices being maintained for flowers, and hardy ferns are becoming scarcer as the season and demand advance. The price now is four dollars a thousand and prospects for this figure reaching five and perhaps six dollars by Christmas. Never before, at this season of the year, have prices of all kinds of flowers been as high as realized the past few weeks, and some items attained greater prices than ever reached even at Christmas, and the tendency is to maintain the same as the public is gradually but surely becoming accustomed to the enforced novel conditions in flowerdom.

NOTES.

Ed Moss, of the Michigan Cut Flower Exchange force, left October 29 to join the service ranks at Columbus, Ohio. John Berlin, long employed by the same firm, suffered by an auto accident a short time ago and is still carrying his arm in a sling, but able to do clerical duty. The Exchange is now the only wholesale house here handling great quantities of palms and ferns this fall.

The Marine City Floral Company is sending in what are by some considered the finest stock ever seen here at this season of the year.

The news of the sudden death of Ralph M. Ward was a shock to his friends here, by whom he was highly esteemed.

Wm. Dilger is in Chicago this week in the interest of the Breitmeyer Landscape & Nursery Company.

J. F. S.

Cincinnati.**MARKET IS EASIER.**

The market is much easier than it has been for the past few weeks. The demand is holding up well while the supplies are much heavier than they had been for a time. Shipping business is very good. Roses are in a good supply. Chrysanthemum receipts are heavy and include the full range of sizes and colors as well as some pompons. The carnation supply is about the same as it was at the last writing. Easter lilies may be had again after being out of the market for a fortnight. Dahlias continue in a heavy supply. Cosmos, too, is plentiful. Other offerings are single violets, a few sweet peas and pansies.

NOTES.

A committee headed by C. J. Jones, as chairman, and Miss Laura Murphy,

as secretary and treasurer, are soliciting contributions from the florists of Cincinnati and vicinity, for a fund to be used in sending Christmas presents to the florists from this city and vicinity who are now in the service of the country. The plan is to divide the total fund raised equally among all the boys; send each one a money order for his respective share and let him get what-ever he wants at the nearest canteen to his camp. Remittances should be sent to the treasurer at 329 Main street, and should be in her hands not later than November 20.

Peter Weiland has re-opened his store and salesroom in this city. It is at his old location on Third street.

The South Park Floral Co. of New Castle, Ind., is shipping some excellent roses to C. E. Critchell.

H.

OBITUARY.**Adolph Hartung.**

Adolph Hartung, well known in the florist and nursery trade, and father of George Hartung, also a prominent grower of Chicago, died at his home in that city, October 28, aged 80 years. The deceased was born in Magdeburg, Germany, but came to this country in 1866, and has resided in the Lake View district of Chicago since that date. Mr. Hartung at one time had large fruit growing interests in Michigan, and had a wide acquaintance in that state, as well as in Illinois. He was married in 1870 to Miss Emma Preuss, who died in 1900. Surviving are five sons and one daughter.

John Mackie.

John Mackie, of the retail firm of Armstrong & Mackie, Eighth avenue and 45th street, New York, and brother to William Mackie, the wholesaler of 105 West 28th street, died, October 27, after a short illness of pneumonia, age 30 years. Since leaving school, he had been in the florist business, first in the Butler store, now out of business, and later with Ralph Armstrong. About six years ago the business of Armstrong & Mackie (not Ralph Armstrong) was established at the above location, and has been successful. He is survived by his mother, four brothers and one sister.

Simon T. Pontrich.

Simon T. Pontrich, son of Simon and Susie Pontrich, of Louisville, Ky., died at the base hospital, Camp Taylor, that city, October 12, after an illness of five days. The deceased was a member of the 31th Cavalry at Fort Riley, Kan., later being transferred to the 6th Field Artillery at West Point, Ky., at which camp he was taken ill. Another brother is with the same battery and another is at Camp Taylor. Of the three remaining brothers, Ray is in Cincinnati, and James and Theodore are identified with the business in Louisville.

William R. Lee.

William R. Lee, oldest son of William S. Lee, the retail florist of the Hippodrome building, 770 Sixth avenue, New York, died, October 21, after a four days' illness of pneumonia, aged 25 years. He was in the fur trade, but frequently visited his father's store, where he was well known to many customers and others in the trade. He was a fine young man, and there is much sympathy for the suddenly bereaved family. He is survived by his wife, Helen, and one child, his father, mother and one brother, Walter T. Lee.

Angelo Dentale.

Angelo Dentale, well known in the wholesale district of New York, died at his home in Jersey City, N. J., October 27, after a week's illness of pneumonia, age 42 years. He was a native of Italy, but came to this country when young. He was for 15 years with Young & Nugent, retailers of 42 West 28th street. Two years ago, he went into the retail business for himself, in Jersey City. He is survived by a widow and three small children.

Mrs. Anders Rasmussen.

Anders Rasmussen, the well-known grower of New Albany, Ind., has the sympathy of a wide circle of friends, in the death of Mrs. Rasmussen, which occurred October 20. She had attended a number of the conventions of the Society of American Florists, was a woman of many accomplishments, and her lovable disposition won for her a host of friends. The funeral offerings were many and beautiful.

William Weber.

There is heartfelt sympathy for Charles Weber and family, of Lynbrook, N. Y., in the death of their only son and brother, William Weber, which occurred, October 28, after 10 days' illness of pneumonia. He was about 18 years old and an efficient assistant to his father in his growing and retail business. He is survived by his father, mother and three sisters.

Miss Abbie Walker.

Miss Abbie Walker of New Albany, Ind., daughter of the late F. Walker, died October 27, following an operation at St. Edward's hospital. She is survived by her mother, a sister, who is now operating the New Albany Greenhouses, H. G. Walker of the F. Walker Co., Louisville, Ky., the Rev. John M. Walker, Clarence, Ferdinand and Earl Walker, brothers.

Mrs. Jessie M. Jansen.

Mrs. Jessie M. Jansen, nee McLeod, wife of Walter Jansen, and daughter-in-law of Ed Jansen, of New York City, the well-known dealer in florists' baskets, died suddenly of pneumonia, October 27, aged 29 years. She is survived by her husband and one child, three months old, and by a number of other relatives.

S. J. Stamos.

S. J. Stamos, a retail florist, who for several years has conducted a business at 370 East Fordham road, New York, died on October 21, aged 28 years. He was a native of Greece, but had been in this country since boyhood.

Mrs. Carl O. Glessler.

Mrs. Carl O. Glessler, wife of the manager of Max Schling's Seed Store, 22 West 59th street, New York, died, October 25, of pneumonia. She is survived by her husband and two children.

Garden Villages in Belgium After War.

The Holland-American homes for Belgian widows and orphans planned for erection at Deurne, near Antwerp, after the conclusion of the war and the restoration of the Belgians to their native land, will be model garden villages of brick cottages surrounded by individual flower and vegetable gardens, with a church, hospital, schools, playgrounds, public baths, etc.

TOLEDO, O.—Frank Kaminski has disposed of his florist business and will retire.

WILLIAMSVILLE, N. Y.—The Elmwood Floral Co. is moving its range from Buffalo to this place.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue *The American Florist* has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

"In God's name, cheerily on, courageous friends,
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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Coal Needs Met.

There will be no coal famine the coming winter or even an approach to the hardships of last winter. Fuel Administrator Garfield announced October 28, but the public must continue to co-operate with the fuel administration in conservation measures as far as possible. Dr. Garfield said the nation's fuel supplies, assembled in preparation for an unusually severe winter are adequate and well distributed, and that more domestic coal is now in the hands of consumers and dealers than at the corresponding period in normal years.

Two million members of the National Federation of Women's Clubs will endeavor to have Congress pass a resolution naming the mountain laurel as the national flower.

Canna Crop.

From reports received from a number of the principal canna growing districts, the outlook for the bulbs is very encouraging as a whole, although some crops have been affected by the extremely dry conditions of the past summer.

J. H. Groves & Son, Magnolia, N. C., who are growing 20 acres, about the same as last year, say that the crop seems to average up to that of 1917, possibly a little better.

John F. Croom & Bro., also of Magnolia, report that all indications point to a crop of very fine quality in that section. The outlook could not be better, and unless something unusual happens, there will be some beautiful stock.

From Roseacres, Miss., the United States Nursery Co., call attention to the fact that in spite of the driest summer they have ever known, the early spring and fall growth is all right. The one-year stock has suffered materially, but two-year offerings will be up to the usual grades. The estimated crop at this time is about 70 per cent of normal.

At West Grove, Pa., the canna acreage of the Conard & Jones Co., is only 60 per cent of that of last year, affected by the very dry summer. The stock is now looking fine, is making excellent growth, and the firm expects to be able to fill all orders most satisfactorily.

Insecticide Laws Announcement.

In connection with the enforcement of the Insecticide Act of 1910, the insecticide and fungicide board of the United States department of agriculture, under date of October 18, has issued "Service and Regulatory Announcements Nos. 21," relative to the various state laws in respect to the manufacture and sale of insecticides and fungicides. New laws which have been passed and amendments to old laws since the issuance of Announcement No. 13, September 16, 1916, are published therein. Copies may be had at five cents each from the Government Printing Office, Washington, D. C.

Fourth Liberty Loan.

From the reports of the principal cities where the florist trade and allied interests have been given a quota, results have been more than satisfactory. The trade generally, from the smallest concerns upwards, together with their employees, bought until it hurt, nearly, if not all, exceeding their quota, and by their patriotic action, demonstrated that the allied horticultural trades, particularly the florists' section, is worthy of a dignified trade classification above that of peanut vendors and barber shops.

Flowers Replace Candy at Army Camps.

The demand for flowers seems likely to continue good; many patriotic people substitute flowers for candy in making gifts, as one means of saving sugar. After seeing the soldiers at a big rest camp begging every flower in sight, with the assertion that "Mother has that kind of flower in the front yard back home," one is hardly prepared to view flower growing as a non-essential industry.—Rural New Yorker.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.]

Lake Forest, Ill., November 1, 8 P. M.—North Shore Horticultural Society, Council chamber, Peder Back, secretary, Lake Forest, San Francisco, Calif., November 2, 8 P. M.—Pacific Coast Horticultural Society, Schem hall, Pedmen's building, 240 Golden Gate avenue, San Francisco, secretary, 14 Powell street, San Francisco.

Cleveland, O., November 4, 8 P. M.—Cleveland Florists' Club, Hollenden hotel, Al. B. Barber, secretary, 3284 Euclid avenue, Cleveland.

Grand Rapids, Mich., November 4.—Grand Rapids Florists' and Gardeners' Club at office of member, Edward Freyling, secretary, 1657 Wealthy avenue.

Montreal, Que., November 4, 8 P. M.—Montreal Gardeners' and Florists' Club, 140 M. W. field street, W. H. Horbin, secretary, 283 Marquette street, Montreal.

Buffalo, N. Y., November 5, 9:30 P. M.—Buffalo Florists' Club, General Electric Building, Wm. Legg, secretary, Buffalo.

Dayton, O., November 5, 8 P. M.—Dayton Florists' Club, Y. M. C. A., 140 M. W. Frisch, secretary, 3205 East Fifth street, Dayton.

Holyoke, Mass., November 5, 8 P. M.—Holyoke and Northampton Florists' and Gardeners' Club, at member's place of business, James Whiting, secretary, French Hall, Amherst.

Indianapolis, Ind., November 5.—Indiana Florists' Association of Indiana, in different parts of the state, O. E. Steinkamp, secretary, 3800 Rockwood avenue, Indianapolis.

Lake Geneva, Wm. November 5.—Lake Geneva Gardeners' and Foremen's Association, Charles Lockwood, secretary, Lake Geneva.

Los Angeles, Calif., November 5, 8 P. M.—Los Angeles County Horticultural Society, 237 Franklin street, H. S. Kruckeberg, secretary, Los Angeles.

Minneapolis, Minn., November 5, 8 P. M.—Minneapolis Florists' Club, usually at 218 North Fifth street, Wm. J. Vasanita, secretary, 3340 Chicago avenue, Minneapolis.

Philadelphia, Pa., November 5, 8 P. M.—Philadelphia Florists' Club, Grand Fraternity building, Robert Kirt, secretary, 4044 Haverford avenue, Philadelphia.

Pittsburgh, Pa., November 5, 8 P. M.—Pittsburgh Florists' and Gardeners' Club, Allegheny Carnegie Music Hall, E. J. McCullum, secretary, 137 Seventh street, Pittsburgh.

Washington, D. C., November 5, 8 P. M.—Florists' Club of Washington, at 1214 F street, N. W. Clarence L. Lenz, secretary, 622 Riggs building, Washington.

Louisville, Ky., November 6, 8 P. M.—Kentucky Society of Florists, Masonic Temple, August R. Baumer, secretary, P. O. Box 236, Louisville.

Chicago, November 7, 8 P. M.—Chicago Florists' Club, Hotel Randolph, Randolph and Wells streets, Alice Zell, secretary, 30 East Randolph street, Chicago.

Milwaukee, Wis., November 7, 8 P. M.—Milwaukee Florists' Club, at Curtis Bros. 11th and Prairie streets, Eugene Ostreicher, secretary, 5630 North avenue, Milwaukee.

Omaha, Neb., November 7, 8 P. M.—Omaha Florists' Club, Court House, Lewis Henderson, secretary, 18th and Douglas streets, Omaha.

Reading, Pa., November 7, 8 P. M.—Reading Florists' Club, at Curtis Bros. 11th and Prairie streets, Eugene Ostreicher, secretary, 5630 North avenue, Milwaukee.

Fulmer H. Lauck, secretary, 123 South Fifth street, Reading.

Tacoma, W. Va., November 7.—Throna Florists' Association, Macabee hall, 11th and O street, J. L. Simpson, secretary, 59 East 50th street, Tacoma.

Terre Haute, Ind., November 7.—Terre Haute Florists' Club, N. B. Stover, secretary, 718 South Sixth street, Terre Haute.

Hartford, Conn., November 8, 8 P. M.—Connecticut Horticultural Society, County building, Alfred Dixon, secretary, Wethersfield, Conn.

Dobbs Ferry, N. Y., November 9, 8 P. M.—Dobbs Ferry Horticultural Society, at Curtis Bros. 11th and Prairie streets, Eugene Ostreicher, secretary, 5630 North avenue, Milwaukee.

New York, November 9, 4:30 P. M.—Horticultural Society of New York, at Botanical Garden, Bronx Park, unless otherwise announced, Geo. V. Nash, secretary, Mansion, Bronx Park, New York City.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this date, and to correct any dates that have been altered since the last advices.]

November 6-8, New York.—Exhibition of chrysanthemums by the American Institute of the City of New York and the Chrysanthemum Society of America in the Engineering Society building, 25-33 West 39th street, Wm. A. Engleson, secretary board of managers, 324 West 23rd street, New York.

November 7-10, New York.—Exhibition of the Horticultural Society of New York, American Museum of Natural History, Bronx Park, George V. Nash, secretary, Mansion, Bronx Park, New York City.

November 19-22, Chicago.—Illinois First Great Apple Show, A. M. Augustine, Normal, Ill., executive secretary.

December 10-13, Des Moines, Ia.—Mid-west Horticultural Exhibition, J. S. Wilson, Des Moines, chairman of committee on flowers; Francis Scatter, Des Moines, vegetables.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.
 Where answers are to be mailed from this office
 enclose 10 cents extra to cover postage, etc.

Situation Wanted—By an all around
 seedman and poultry supply salesman.
 Twenty-six years retail experience. Ad-
 dress

Key 931, care American Florist.

FOR SALE.

Florist Delivery Car. Panel top. Good as new.
 Ford. Car is now in Chicago. Write quick.

Key 936, care American Florist.

FOR SALE

New D. S. A. Glass.

16x18.....\$7.00 per box

16x24..... 7.50 per box

WM. F. KRUEGER,

516 Potter St., Toledo, Ohio

Foreman Wanted

Must be experienced and
 come well recommended.

Wieter Bros.

162 North Wabash Ave., CHICAGO

HELP WANTED

Man experienced as seedsmen to take charge
 of a wholesale seed warehouse, and also to do
 some selling, for an old established firm of seed
 growers and wholesale merchants. In applying,
 state age, whether married or single, describe
 experience in detail and salary expected. Address

Key 941, care American Florist.

HELP WANTED

Trained, experienced greenhouse man, for
 responsible position, varied experimental work.
 Attractive permanent possibilities for the right
 man.

L. R. JONES

Plant Pathology Department, University of Wisconsin.

MADISON, WISCONSIN

Help Wanted

A good lady or gentleman designer wanted at
 once at Labo Greenhouses; state wages and
 references in first letter or come at once; must
 be steady, sober and industrious. Take Wilcox
 car, get off at Mason Avenue.

Labo Florist, Joliet, Ill.

Foreman Wanted.

Must be experienced and come
 well recommended; willing to
 figure cost of production; 75,000
 feet of glass; grow cut flowers
 and plants. State full particulars
 in first letter.

Chas. P. Mueller, Wichita, Kans.

Help Wanted

Good packer for Chicago
 Wholesale House. Address

Key 939,
 care American Florist.

Help Wanted

Young lady stenographer for a
 Chicago florist establishment. Be-
 ginner with a little experience pre-
 ferred. Address

Key 940,
 care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2 1/4 x 5 1/4 inches.

FOR CUT FLOWERS: In two colors on
 gummed paper; your card, etc., in
 black and leaf adopted by the S. A. F.
 in red. Prices: Per 500, \$3.35; per 1000
 \$5.00. Samples on request. Electro of
 leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

HELP WANTED

Several good foremen for places
 near Chicago. State full particulars in
 first letter. Address

Key 938, care American Florist.

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

CUT FLOWER DEPARTMENT

Finest 'Mums and Pompons

BEAUTIES, CATTLEYS and ROSES

Russell, Richmond, Hoosier Beauty,
Milady, Brilliant, Ward, White Killarney, Ophelia

Carnations, Snaps, Valley, Dry Gypsophila

Mexican Ivy, Plumosus, Sprengeri, Adiantum, Galax, Ferns, Smilax

PLANTS

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 4-in. pot, \$6 per doz.
Kentia Belmoreana, 4-in. pot, \$6 per doz.
Kentia Forsteriana, 5-in. pot, \$12 per doz.
Kentia Belmoreana, 5-in. pot, \$12 per doz.
Kentia Forsteriana, 6-in. pot, \$2 each.

Kentia Forsteriana, made up, 5-in. pot, \$1 to \$1.25 each.
Livistona Rotundifolia, 4-in., \$6 per doz.
Livistona Rotundifolia, 5-in., \$9 per doz.
Livistona Rotundifolia, 6-in., \$1.25 each.
Phoenix Roebelenii, 5-in. pot, \$1 each.
Pandanus Veitchii, 4-in., 50c each.
Pandanus Veitchii, 5-inch, 75c to \$1.00 each.
Pandanus Veitchii, 6-inch, \$1.50 each.
Pandanus Veitchii, 7-inch, \$2.00 each.

Begonia Chatelaine, 3-in., \$10.00 per 100.
Dracaena Massangeana, 4-in. pot, \$50 per 100.
Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.
Crotons, 4-in., \$4.80 per doz.
Crotons, 5-in., \$9 per doz.
Crotons, 6-in., \$1 to \$1.50 each.
Baby Primula Malacoides, 3-in., \$10 per 100.
Baby Primula Malacoides, 4-in., \$15 per 100.
Baby Primula Malacoides, 5-in., \$25 per 100.
Baby Primula Malacoides, 6-in., \$50 per 100.
Rubber Plants, 5-in., 75c each.

POT CHRYSANTHEMUMS

Magnificent Stock — October Delivery

6-inch.....50c and 75c each | 8-inch.....\$1.50 to \$2.00 each
7-inch.....\$1.00 to \$1.25 each | 9-inch.....3.00 to 6.00 each

2½-in. Own Root Rose Stock

Aaron Ward	}	\$ 7.50 per 100;
Killarney Brilliant		70.00 per 1000.
White Killarney		
Milady	}	\$ 7.00 per 100;
Richmond		65.00 per 1000.

3½-in. Own Root Rose Stock

White Killarney	}	\$ 11.00 per 100;
Ophelia		
Aaron Ward		105.00 per 1000.
Sunburst		
Killarney Brilliant	}	
Milady		\$ 10.50 per 100;
Richmond		100.00 per 1000.

POEHLMAN

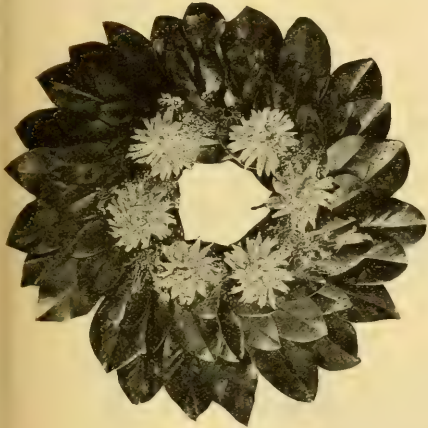
72-74 E. Randolph St.,

Florists! Attention!

MAKE UP YOUR XMAS STOCK NOW

We have stocked a supply of plain and decorated Wreaths of Magnolia, Lycopodium and a combination of Grasses and Waxed Flowers. The most satisfactory method of buying these, we suggest a sample dozen or so. We have also an assortment of Flowers, Gypsophila, Grasses and Lycopodium for decorating the plain Magnolia Wreaths as per illustrations. The assortment enough for 50 wreaths is \$10.00.

We will certainly please the most critical florist with our line of Baskets. We handle the lines of many well known manufacturers as well as our own. Try a \$10.00 to \$25.00 assortment and be convinced.



No. 52.

18 inch.....	each, \$1.50
21 inch.....	each, 1.75
24 inch.....	each, 2.50
27 inch.....	each, 3.00

Magnolia Leaves, Cycas Leaves,
Wheat Sheaves, Ruscus,
Oak Sprays (Long or Short.)

Let us
Estimate
on
Your Fall
Orders.



No. 45.

18 inch.....	each, \$1.50
21 inch.....	each, 1.75
24 inch.....	each, 2.50
27 inch.....	each, 3.00
30 inch.....	each, 4.00

Lycopodium Wreaths

Made of prepared Lycopodium.

Will keep indefinitely.

12 inch.....per 100, \$20.00	18 inch.....per 100, \$35.00
14 inch.....per 100, 22.00	21 inch.....per 100, 45.00
16 inch.....per 100, 25.00	24 inch.....per 100, 60.00

N BROS. CO.
Long Distance Phone, **CHICAGO, ILL.**
Randolph 35.

CHRYSANTHEMUMS

Extra fine stock, at \$2.00 to \$4.00 per doz.

POMPONS, - - - 50c to 75c per bunch.

BEST LEADING ROSES

We Are Now Cutting a Large Quantity.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Hoosier Beauty, Ophelia, White Killarney and Sunburst.

CURRENT PRICE LIST

AMERICAN BEAUTY—	Per doz.
According to length of stem.....	\$1.50 to \$7.00
RUSSELL and COLUMBIA—Best in this market.	Per doz
Good, extra long.....	\$3.00
Good lengths.....	2.50
Good, medium.....	\$1.50 to 2.00
Good, short.....	.75 to 1.00
HOOSIER BEAUTY, OPHELIA, SUNBURST, WHITE KILLARNEY—SHAWYER	
Long stems.....	\$10.00 to \$12.00
Good, medium.....	7.00 to 8.00
Good short.....	5.00 to 6.00

ROSES, Our Selection	\$5.00 per 100
LILY OF THE VALLEY, per 100	\$6.00
CHRYSANTHEMUMS, all colors	per doz. \$2.00 to \$4.00
POMPONS, per bunch50 to .75

GREENS.

ASPARAGUS & SPRENGER, per 100	\$2.00 to \$3.00
GALAX, green and bronze, per 1,000	2.00
NEW FANCY FERNS, per 1,000	4.00
ALL OTHER SEASONABLE STOCK AT MARKET PRICES	

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

INFLUENZA-PNEUMONIA DECREASES.

The influenza-pneumonia epidemic decreased over 20 per cent October 27 compared to the day before and 50 per cent over a week ago. The pneumonia situation is less encouraging, but the death rate is considerably smaller than it has been. The mortality last week from all causes was 63 per 1,000 population, while the week before it was 77.6. The normal rate is 14. The city demand has not been anywhere near as brisk as it was the early part of the month, owing to the orders issued by the health department which were fully covered in these columns last week. The rainy weather the greater part of last week also had something to do with the falling off in the city demand, which was extremely light. Trade showed a great improvement in the city buying the latter part of the week and is much better at this writing. The out-of-town demand continues to be exceedingly brisk, but the market conditions are such that no orders are being left unfilled. Stock in general is in large supply, particularly chrysanthemums, which are arriving in exceptionally large quantities of fine quality and in many varieties. Pompoms are also more plentiful, but are cleaning up nicely at good prices, especially pink. Carnations are none too plentiful and are holding their own at surprisingly good October figures. American Beauty roses are in good demand and the same holds true for Mrs. Chas. Russell and Columbia, but returns are not anywhere near what they have been during the great scarcity. Roses in general are in fairly large supply and are selling at considerably lower figures which have had a tendency to fluctuate all week. Orchids, gardenias, lilies, callas, sweet peas, single and

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

Cut Flowers and Greens

double violets, daisies, calendulas and snapdragons are included in the daily offerings and are having a good call. Green goods are in larger supply and some particularly fine leucothoe is now being offered. Ferns continue to sell at high prices and promise to be exceptionally scarce this winter from all reports and the number placed in storage will be considerably less than any other year. Boxwood is good property. Smilax is selling well, which holds good for all other items in the green line. Magnolia leaves are in brisk demand, and there has been a good call for artificial flowers of all kinds. The total October sales will show a great increase over the same period of 1917. While stock is in large supply this week there is every probability that a change may occur at any moment, and a sudden shortage would not be at all surprising.

According to the latest newspaper reports, Wednesday, October 30, the city will be released this week from the ban on theaters, music and entertainment in restaurants and political meetings.

but with restrictions, if conditions of the epidemic continue to improve. The influenza-pneumonia commission approved of Health Commissioner Robertson's schedule for a gradual re-opening of all amusement places and meeting places.

NOTES.

Peter Reinberg, president of the county board, who is a candidate for re-election on the Democratic ticket, has won the indorsement of practically all charitable organizations as a result of his efficient management of the charity service of the county. Mr. Reinberg has many friends in the local trade who will gladly support him in the coming election and sincerely hope that he will be re-elected.

The Florists' Club will meet at the Hotel Randolph, 175 West Randolph street, next Thursday evening, November 7, at 8 p. m., when the officers for the ensuing year will be nominated.

Fred Krauss, formerly with the E. F. Winterson Co., has arrived safely overseas.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

HEAVY SUPPLY OF UNUSUALLY FINE

Chrysanthemums and Pompons

Roses, Carnations, Lilies, Valley and a Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

		Per 100			Per 100
MRS. CHAS. RUSSELL			ROSES, OUR SELECTION.....		\$ 5.00
Specials		\$18.00 to \$20.00	Carnations	\$ 3.00 to	6.00
Select		12.00 to 15.00	Harrisii		15.00
Medium		8.00 to 10.00	Chrysanthemums, per dozen	3.00 to	5.00
Short		6.00	Pompons, per bunch35 to	.75
RICHMOND		Per 100	Valley		6.00
Select		\$ 8.00 to \$12.00	Adiantum	1.00 to	1.50
Medium		6.00	Asparagus, per bunch.....	.50c to	75c
Short		4.00 to 5.00	Boxwood.....per bunch, 35c		
MILADY		Per 100	Ferns	per 1,000 \$4.00 to	5.00
Select		\$ 8.00 to \$12.00	Galax, bronze and green, per 1,000,	\$1.50	
Medium		6.00	Leucothoe Sprays		1.00
Short		4.00 to 5.00	Smlax.....per doz. strings, \$3.00		
Killarney		Per 100			
White Killarney..	Select	\$8.00 to \$10.00			
Killarney Brilliant	Medium	6.00			
My Maryland.....	Short	4.00 to 5.00			
Champ Welland..					
Sunburst	Select	8.00 to 10.00			
Ophelia	Medium	6.00			
	Short	4.00 to 5.00			

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631

CHICAGO

Milady--Russell--Hoosier Beauty

of the best possible quality in quantity to meet any demand. This stock is the cream of the Chicago market and will please the most exacting buyer.

Wietor Bros. are cutting a new pompon, which originated with them, that is attracting a great deal of attention, and has been called Liberty Loan. It is a beautiful bronze pink, along the order of Golden Climax, and is making a big hit with the city buyers, who grab it at every opportunity. Chrysanthemums and pompons, which are a leader with this firm, are in heavy supply with them right now.

Percy Jones, Inc., is well fixed in green goods of all kinds, including ferns, notwithstanding the reported

scarcity of almost every other item in this line. Manager Van Gelder saw the handwriting on the wall, as far as greens were concerned, early in the season, and it is needless to add that he acted immediately and arranged for more than his regular supply to carry him all through the season.

Raymond D. Gottry, formerly on the staff of THE AMERICAN FLORIST, who enlisted when the United States entered the war, writes from "somewhere in France," that he is feeling fine and is after the Kaiser.

H. B. Kennicott, of Kennicott Bros. Co., is still in Florida on business. J. E. Pollworth is doing extra duty in the office nowadays, because practically the entire clerical force is laid up with the Spanish influenza.

Julius Kline, of the Peter Reinberg store force, is suffering from a severe case of blood poisoning in the right hand as a result of a scratch from a rose thorn.

James Kidwell, son of W. H. Kidwell, is with the American troops in France. He is a lieutenant in the aviation corps.

WIETOR BROS.

30 East Randolph St.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF Chrysanthemums and Pompons

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	\$8.00 to \$12.00
Good	5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.	Per 100
White—KILLARNEY—Pink.	
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00

SUNBURST AND OPHELLA.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00

MINIATURE ROSES.	Per 100
Baby Doll	\$2.00 to \$3.00
Elgar	2.00 to 3.00
ROSES, OUR SELECTION	4.00
CARNATIONS.	Per 100
Fancy	\$5.00
Good	4.00

MISCELLANEOUS.	Per 100
Chrysanthemums, per dozen.	\$2.00 to \$4.00
Pompons, per bunch.	.50 to .75
Valley	6.00 to 8.00
Lilies	35.00
Ferns, per 1,000.	\$4.00 to 5.00
Smilax, per doz. strings.	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengeri, bunch.	.50
Asparagus Plumosus, bunch.	.50
Boxwood, per lb.	.35
Other Green Goods Market Rates.	

Zech & Mann are more than pleased with the way their shipping trade is holding up and increasing right along, and have no complaint whatever to make in regard to their sales for the past year, which show a wonderful increase over any other in the history of the firm. October has been a record-breaker with them and from present indications it appears as if the total sales will exceed those of the best month they have ever experienced.

Charles Drissler, of Wietor Bros., received a letter this week from Charles Kohn, who formerly made his business headquarters in the local market, and is at present recovering at an eastern hospital from a wound received in the front-line trenches in France on July 23. He has promised to visit his friends here as soon as his health permits.

Poehlmann Bros. Co. is having a strong demand for chrysanthemum plants, of which it has an unusually fine supply this season. A sample of the stock may be seen at the store, where it is on exhibition for the benefit of the local buyers who are too busy to visit the greenhouses at Morton Grove.

The many friends of George Hartung, well-known florist, and proprietor of the Kensington Greenhouses, will regret to hear of the death of his father, Adolph Hartung, himself well-known as a florist and nurseryman. Further particulars will be found in our obituary column this week.

A. L. Vaughan & Co. are well pleased with business, especially in the shipping line, which is exceptionally brisk and shows every sign of continuing so. This house is handling a complete line of stock and is at present long on chrysanthemums and pompons.

George Perdikas has opened another store on South Washburn avenue a little north of his present place, which is just north of Van Buren street. He is never happy unless he is busy as a bee and is capable of looking after two stores as successfully as he is after one.

George Ball, of Glen Ellyn, is shipping a good supply of his Giant calendar to the Chicago Flower Growers' Association, where they are having a good call. Mr. Ball has had wonderful success with this strain, which always brings top market prices.

At A. T. Pyfer & Co.'s store chrysanthemums and pompons are seen in large supply. Among the offerings of pompons, Fairy Queen appears to be



PROTECTION

Backed
by
37 years'
of
experience.

Growers and Retailers

shipping to or buying from the
CHICAGO MARKET
will find their interests best served
in having their account with

Kennicott Bros. Co.

Wholesale Dealers in Cut Flowers
CHICAGO

Mention the American Florist when writing

the best seller and cleans up early, although the supply is quite heavy.

J. A. Budlong has had an exceedingly good October, which is away ahead of the same month of last year. This firm had a large fine cut of roses all during the recent heavy shortage, which brought exceptionally high prices.

O. A. & L. A. Tonner are featuring a good steady supply of pompons in addition to their regular assortment of other seasonable stock. Leucothoe of fine quality is seen in quantity here.

Bassett & Washburn's office and store force was inoculated this week with Mayo Brothers' preventive for Spanish influenza at the expense of the firm.

Vaughan's Seed Store unpacked this week and have ready for distribution, one carload of French and two carloads of Dutch bulbs.

George Kaspar, of the Batavia Greenhouse Co., is back on the job after recovering from a severe attack of Spanish influenza.

Kyle & Foerster are featuring their usual fine supply of stock, particularly pompons, which are a leader this week. A. C. Kohlbrand and Al Lehman, of the E. C. Amling Co., are on the sick list with Spanish influenza.

A. Miller, of the American Bulb Co., is expected home from New York this week.

A. L. VAUGHAN & Co.

NOT INC

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.	
Extra long stems.....	\$5.00 to \$6.00
Stems 48 inches.....	4.00
Stems 30 to 36 inches.....	3.00
Stems 24 inches.....	2.50
Stems 18 to 20 inches.....	2.00
Stems 12 inches.....	1.50
Short stems.....	1.00, 6.00
MRS. CHAS. RUSSELL. Per 100	
Special.....	\$25.00
Select.....	\$15.00 to 20.00
Medium.....	8.00 to 12.00
Short.....	6.00

ROSES.

Richmond, special.....	\$10.00 to \$12.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	4.00
Milady, special.....	\$10.00 to \$12.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	4.00
Killarney Brilliant, special.....	\$10.00 to \$12.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	4.00

ROSES—Continued Per 100	
Ophelia, special.....	\$10.00 to \$12.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	4.00
White Killarney, special.....	\$10.00 to \$12.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	4.00
Killarney, special.....	\$10.00 to \$12.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	4.00
Mrs. Ward, special.....	\$10.00 to \$12.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	4.00
Stunburst, special.....	\$10.00 to \$12.00
" select.....	8.00
" medium.....	\$5.00 to 6.00
" short.....	4.00
Cecile Brunner.....	2.00 to 4.00
Elgar.....	2.00 to 4.00
Baby Doll.....	2.00 to 4.00
ROSES, OUR SELECTION.....	5.00

Extra special roses billed accordingly.

CARNATIONS.	
Fancy.....	\$4.00 Per 100 to \$6.00

ORCHIDS.

Cattleyas Per doz.	
Select.....	\$12.00 to \$15.00

EASTER LILIES.

Select Per 100	
.....	\$15.00

MISCELLANEOUS.

Per 100	
Chrysanthemums, per doz.....	2.00 to 6.00
Pompons, per bunch.....	.35 to .75
Gypsophila, per bunch.....	.75 to 1.00
Valley.....	8.00
Violets.....	.75 to 1.00
Daisies.....	1.00 to 2.00
Calendulas.....	2.00 to 4.00
Sweet Pens.....	1.00 to 1.50

DECORATIVE.

Plumose strings.....	\$0.50 to \$0.75
Plumose.....per bunch.....	.35 to .50
Sprenger.....	.35 to .50
Adiantum, fancy long.....per 100	1.00
Smilax.....per doz.	2.50
Ferns.....per 1,000	4.00
Galax.....	3.50
Mexican Ivy.....	5.00
Leucothoe sprays.....	\$1.00
Boxwood.....per bunch.....	.35 to .50

Mention the American Florist when writing

Everything for your
requirements.

KYLE & FOERSTER

WHOLESALE FLORISTS

160 N. Wabash Ave.,

CHICAGO

Long Distance Phone, Randolph 6784

Robert Emmett Caufield, proprietor of the Woodlawn Floral Shop, 811 East Sixty-third street, was killed October 27, when the touring car in which he and three companions were riding was struck by a Rock Island train at Ninety-fifth street and Vincennes avenue crossing. The train, making 35 miles an hour, caught the car broadside and rolled it for a hundred yards along the track. He was 26 years old and was the son of John T. and Frances M. Caufield and brother of Esther,


Frances and Marshall. Mr. Caufield had a host of friends in the trade here, who will be surprised to hear of his untimely death, owing to the fact that they did not connect him with the accident until later in the week, owing to the absence of his initials in the daily newspaper reports. The funeral was held the following Tuesday at Oakwoods cemetery at 3:30 p. m.

A number of the local retail florists met recently with the intention of forming a retail florists' club. Several of

the representative men in the retail trade were present when plans were made to take up the subject more fully at a meeting to be held in the near future further notice of which will be made later. George Asmus acted as temporary chairman and F. S. Webb as secretary. The question of collections and credits was considered as well as other vital subjects that everyone is interested in.

The Washington Flower Market has been incorporated for \$2,500.

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Visitors: A. E. Turner, Mosinee, Wis.; A. C. Brown, Springfield; Ove Gnatt, La Porte, Ind.; J. Aldous, Iowa City, Ia.

Milwaukee, Wis.

FUNERAL WORK DEPENDED ON.

The influenza epidemic again caused the death rate to increase instead of decrease over that of the week previous, and with the "lid on tight" for just two weeks, commencing October 12, there is absolutely no demand for flowers outside of funeral work and for the sick. Consequently the fancy grades of roses, chrysanthemums and violets, the latter as used for corsage bouquets, do not enjoy the brisk demand that carnations, Easter lilies, the smaller chrysanthemums and shorter stemmed roses did. In regard to the supply of the latter, it can be stated that lilies are a good proposition with good receipts. While carnations are still short, in chrysanthemums the yellow predominate, while the white and pink ones are all sold at sight. In greens, the supply is about equal to the demand. Most retailers are a little better natured these days, as they do not have to worry as much about obtaining stock as they did a fortnight ago.

NOTES.

A card announcing his safe arrival "over there" was received by Fred Holton of the Holton & Hunkel Co., October 27, from Henry Benz, at one time designer for this firm. He is not lonesome as Harold Baumgarten, local, and Louis Turner, Jr., of Kenosha, Wis., also left Camp Grant with him.

Conditions permitting, the regular florists' club meeting will be held November 7, but should it be deemed advisable, President Kennedy says he may postpone it to November 14. It will be chrysanthemum night and undoubtedly bring out a strong attendance.

The Wauwatosa Floral Co. was fortunate in coming in crop with a lot of early chrysanthemums, namely Smith's Advance and Golden Glow during the time when the market was exceedingly short, and consequently got theirs as to returns.

All the rain due during the summer and fall was delivered October 27, between the hours of 2 to 5. Now that the dust is thoroughly settled, we are inclined to hope, according to health officials, that the influenza will shortly be on a rapid decrease.

The Greenwood Carnation Co., at North Milwaukee, has now cutting a nice lot of carnations daily. The stock is in prime condition. Foreman Leo Thorpe was confined to his bed during the week of October 14 with the "flu." All over it by this time.

Hummel & Co., who a short time ago sold their greenhouses, have now also disposed of their supplies at their Third street store, consequently being out of the florists' business entirely.

J. M. Fox & Son, Inc., made a handsome casket cover of violets, lily of the valley, orchids, and adiantum, the fore part of last week, for the late Mrs. Fred Vogel.

According to Superintendent Kennedy, of the C. C. Pollworth Co.'s greenhouses, they again have water in abundance, due to heavy rains.

We are pleased to report that Gust Rusch and family, who have been on the sick list, are again O. K.

M. A. McKenney & Co., had an exceptionally busy time executing funeral orders last week.

Herman Arndt, Jr., of Wauwatosa, cut his first sweet peas this season, last week.

Visitors: J. J. Karins, representing Henry A. Dreer of Philadelphia, Pa.; Mrs. Rudolph, Manitowoc, Wis.

E. O.

St. Louis.

OCTOBER BEST IN MANY YEARS.

The past week started off with heavy business, but the demand weakened during the middle, recovering again toward the end. The principal factor has been funeral work with a generous sprinkling of bouquets for sick rooms. October should go on record as one of the best months in many years. The chrysanthemum receipts have increased materially and but for the heavy call there would have been a glut. Poms are also in heavy supply but move well. Dahlias continue to come in, but the quality as well as the quantity is weakening. Cosmos are about done for. The supply of roses is fair and they move at good figures. Snapdragons of good quality are seen in limited numbers and the first indoor sweet peas have made their appearance. Violets still show the effects of warm weather. As to greens, the market is fairly well supplied.

NOTES.

Oscar May and W. A. Rowe have been out hunting squirrels a number of times and have been promising some of the regulars some of their game. We are beginning to wonder if they really saw a squirrel and what their "game" really is.

A. Senger, the Bourdet Floral Co., G. B. Windler, Carl Beyer, John Held and Emil Schray are marketing very fine pot chrysanthemums. The average price, as it should be, is slightly better than last year.

The local retailers have made some very attractive displays calling attention to Halloween, some of the combinations including fruit and pumpkins.

Visitor: S. Seligman, New York.
J. J. W.

NEW HAVEN, CONN.—John H. Slocombe is reported recovering after a long illness.

CANTON, O.—A. T. Pollard, proprietor of the Pollard Flower Shop, died at Camp Sherman, Chillicothe, O., October 6, of pneumonia.

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO

Long Distance Phones } Central 3283
Central 3284

Our Offerings Include:

ROSES.

**COLUMBIA
RUSSELL**

White Killarney
Pink Killarney

Milady Sunburst
Ward Shawyer
Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

Rubrum

CARNATIONS

Valley Cattleyas

CHRYSANTHEMUMS

Good White and
Yellow in quantity

Pompons

Calendulas

Single and Double Violets

GREENS.

Plumosus Sprengeri
Galax, bronze Galax, green
Ferns
Adiantum Smilax
Boxwood Leucothoe

Patriotic Cards

100.....\$0.85 200.....\$1.50
500..... 3.00 1000..... 5.00

Write for samples.

The John Henry Co., LANSING MICH.

San Francisco.

GREATEST DEMAND IN YEARS.

Never before in the history of the local trade have the florists been so busy as they are at the present time. The high death rate, owing to the epidemic of Spanish influenza, is the chief cause of this. There is practically nothing else doing but funeral work, as the authorities have suspended all social activities. The large supply of flowers coming in cleans up in a satisfactory manner every morning. Roses are in heavy demand, particularly short and medium grade stock. There is no over-supply of any variety. No American Beauties are to be had, and very few Russell. Ophelia is the most prominent and most popular of all the varieties. The supply of chrysanthemums is very heavy, but the shipping and funeral work cleans up the market. Some grand Turner and yellow Turner are coming in. Chieftain is very fine and White Chieftain is one of the favorite sorts. Pompons are very plentiful and are about the only thing that drags. Carnations are in large supply, but of rather poor quality as yet. Gardenias are in moderate supply, with prices firm. Orchids are showing a little variety these days. Oncidium varicosum Rodgersii is very popular. Labiate is the best cattleya offered. Violets are in heavy supply, the recent rains proving of great benefit to this flower. Very few dahlias are seen now. Gladioli are still to be had and are largely used in funeral work. Zinnias are over for the season, and so are asters. Nearly all outdoor flowers are out of the market also. Cut cyclamens are coming in freely and sell well. The pot stock is being offered and meets with good sale. Ferns and asparagus are in short supply. All other greens are plentiful. Some very good Boston ferns are to be had. Kentias are plentiful in the smaller sizes. The Japanese umbrella pine is being largely featured by many of the stores in place of clipped boxwoods.

NOTES.

It is with the sincerest regret that we announce the sudden death of John De Baldi, for the past 20 years associated with Podesta & Baldocci. Johnny was one of the best-liked men in the retail trade in this city, and was only ill three days with Spanish influenza. He was a native of Italy, but had spent practically his whole life in this city, coming here when very young. A host of friends will miss him and the deepest sympathy goes out to his family.

Among the new chrysanthemums which have made a place for themselves commercially this season, Wm. H. Waite and Nagiroc stand out prominently. The beautiful coloring and stout neck of these varieties appealed to the buying public, and those who had these kinds to offer had no trouble of disposing of their stock at figures that were very remunerative.

At the E. W. McLellan Co.'s shipping headquarters on Bush street, heavy shipments of violets, chrysanthemums and roses are going forward every day. Manager J. A. Axell says business is very brisk and the enormous cut from the firm's greenhouses at Burlingame are cleaned up every day. Their violet shipments are particularly heavy just now.

Quality
Speaks
Louder
Than
Prices

PINK
WHITE
and
YELLOW

Prices
as
Low
as
Others

Chrysanthemums

Pompons Are Arriving in Limited Quantities

BEST QUALITY TO BE HAD

Columbia, Russell, Milady, Ophelia, Sunburst,
Montrose, Double White Killarney,
Double Pink Killarney, Champ
Wieland, Ward, the Miniature
Nesbit and Cecile Brunner.

None better on the Chicago Market.

CARNATIONS

from new crop. The stems are a little short, but they are good.

CHOICE STOCK OF

Valley, Easter Lilies, Violets
and all other Seasonable Stock.

Don't Forget Us on Greens

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located
Wholesale Cut Flower House

We are in constant touch with market conditions,
and when a decline takes place, you can rely upon
orders sent us receiving such benefits.

You can increase your profits and business by sending all
orders direct to

J. A. BUDLONG

184 North Wabash Avenue, Chicago

VALLEY, ROSES
and CARNATIONS
A Specialty

WHOLESALE
GROWER OF

Cut Flowers

SHIPPING ORDERS GIVEN CAREFUL ATTENTION

We are open until 8 p. m. on Saturday, but closed all day Sunday



We Are Opening The Way For Better Business

with an increased supply
of stock and lower prices.

A. T. PYFER & COMPANY

WHOLESALE FLORISTS

164 N. Wabash Ave., L. D. Phone Central 3373

CHICAGO

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Mention the American Florist when writing

George C. Roeding, president of the California Nursery Co., and also of the Fanches Creek Nurseries, is spending a few days here on business. Mr. Roeding is also president of the state board of agriculture. He reports prospects for the coming season's nursery trade as very encouraging.

The MacFarlane-McLaren Co.'s store is showing extremely well-grown *Oncidium varicosum* Rodgersii. These long sprays make a wonderful window display and are very effectively arranged. Business has never been so good at this period of the year, is their report.

Owing to the ravages of the influenza, the forces of the Art Floral Co. have been working day and night for the last week. They are so rushed in every department that they are having great difficulty in securing adequate help to take care of the increased business.

Ferri Bros. are sending in some excellent gardenias and *Cattleya labiata*. Both of these items are in great demand and are selling splendidly. They are also cutting heavily of roses. All their houses appear to be in fine shape for the coming season.

John Sievers, son of the late John H. Sievers, is now the traveling representative of H. Kooyman Co., of Bush street. Mr. Sievers was for many years a member of the retail trade in this city and will prove a valuable acquisition to the Kooyman Co.

Daniel and John O'Neill, two of our best-known nurserymen, have accepted positions with the Lynch Nursery Company at Menlo Park. John Birole, who has had charge of the firm's carnation houses, is in the army, and is training at Camp Lewis.

M. H. Ebel, of Sacramento, was a caller last week. He reports trade as being rather quiet in the capital city. He visited all his growers before going back home. He was one of the leaders in the Sacramento Liberty Loan drive.

Pellcano, Rossi & Co. say they have never been so busy as they are at present. The entire force has been work-

O. A. & L. A. TONNER

Wholesale Cut Flowers, Greens and Supplies

30 East Randolph St.,

CHICAGO

Mention the American Florist when writing

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175

CHICAGO, ILL.

Mention the American Florist when writing

ing nights, and their motor trucks are out nearly all night, delivering funeral designs.

H. M. Eldridge, of the Rudy-Patrick Seed Company, of Kansas City, is in town calling on the trade after a visit to the various seed-growing districts of the state.

Enomoto Bros. were among the growers who lost heavily during the recent rain storms. A great number of their blooms were destroyed.

Ricordie Lee Murray has been using the motion-picture houses lately in her advertising campaign and is greatly pleased with results.

Henry Goertzhain is cutting heavily just now of chrysanthemums. Most of his stock is sold through his store at Redwood City.

H. Kooyman purchased the greater part of the baskets belonging to the bankrupt Pacific Floral Supply Co.

Nels Peterson, of San Mateo, is sending in some of the best carnations being received in this market.

JAMES T. LYNCH.

DURAND, MICH.—Adolph Bohr, formerly a florist here, is reported interned at Fort Oglethorpe, Ga.

Pittsburgh.

NO BREAK IN HEAVY DEMAND.

With the continued high death rate there does not seem to be any relief in the demand for flowers and all dealers have to work overtime and often refuse orders. The wholesale houses have a brisk call day and night, and so far have only been able to meet one-fourth of the requirements. Ordinarily the same amount of stock would have resulted in a glut. Prices still remain high, although American Beauties showed signs of weakening when the large chrysanthemums came in. The shorter grades, however, held fairly well. Carnations are now more plentiful and a great help. A light frost injured some of the dahlias, but shipments are expected in a few days. The growers of this flower both local and at outside points have had a very successful season, with prices higher than ever before. Special roses are not in very great demand but shorts move well and a daily cleanup is the general report. Ferns and all greens are short of actual needs. Some very good lily of the valley is now offered.

M.

The Supply of Our Beauties

is so large that we are in a position to fill your order on short notice. The flowers are very good, of a good color and size. You make no mistake to depend on us for your Beauties.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

SUPPLY AND DEMAND NEAR BALANCE.

The great and unusual demand for funeral work, which has taxed to the utmost the facilities of the business, for the past month, has fallen considerably during the week just closed. While there is still a demand for flowers, mostly for victims of the influenza, and the business is considerably above normal for the season, yet the contrast with that of two or three weeks ago is very marked. The trade as a rule seems glad of the change, as so much work of this character was very depressing and many said it was getting on their nerves. The recent frosts finished most of the dahlias, and while the summer-like weather of the last few days is opening out some of the protected buds, and a few are still seen, they are over for the season. Chrysanthemums are now the dominating flower. They are coming in quantities from inside and outside and some of the bunch stock of the garden sorts is very good and finds a fair market. The greenhouse stock is fine, quite up to the standard of former years, and so far, has brought from a half to a third more than last year. The mid-season varieties are now in full assortment, all colors seeming to find a ready sale. The pompons and single sorts are selling well and quite a number appear to be well stocked with the newer kinds. The new crop orchid sweet peas are also making a bid for public favor. The quality is fine for the first of the season. The shipments are of good size and the market promises to be filled with them soon. Roses are also hurrying up to get in the good money that has been flying around so freely. All the varieties are in splendid form, very little mildew being seen. Double White Killarney, with 15 to 18 inch stems, are seen in some of the stocks, while special Ophelia, Hadley, Mock, Scott Key, Russell and Columbia are up to 24 inches, and some longer. Prices have softened considerably, particularly the specials. Shorts that were low at \$6 last week are now selling for \$4 per hundred, while \$20 is top for the specials, except possibly a few Russells. American Beauties are quite plentiful and \$40 is about the top. Carnations are not much in evidence, and hold their own at \$6 for extras, while a few specials bring \$8. Easter lilies are in fair supply and clean up at from 20 to 25 cents. If they paid when grown at 15 cents, which was the former high mark, bank accounts should surely fatten at 25 cents. Indoor calendulas of high grade are seen, but will not be in much demand until the chrysanthemums go out. Plenty of single violets are seen, which appear to sell quite well. Cattleyas are now in crop with all the orchid growers, yet there are none too many. There are still a few gladioli. Double cosmos, which is the latest addition to the list, is exceptionally fine. It will be largely grown next season. It is said to flower as freely as the singles, and easily brings double the price. It is really anemone-flowered, having a full-tufted center with but one outer row of petals. Hardy and dagger ferns are in great demand; they are \$4 instead of \$2 per thousand, the price a year ago. There are plenty of asparagus and autumn leaves.

EDWARD REID

Roses, Chrysanthemums, Carnations, Easter Lilies. All seasonable flowers.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ransstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Oct. 30. Per 100

Roses, Beauty Special\$30.00@50.00
" Fancy20.00@ 20.00
" Extra15.00@ 20.00
" 1st10.00@ 12.00
" Killarney4.00@ 12.00
" My Maryland4.00@ 12.00
" Sunburst4.00@ 12.00
" Ward3.00@ 6.00
" Ophelia4.00@ 12.00
" Russell6.00@ 20.00
" Shawyer4.00@ 12.00
Lilies15.00@ 20.00
Cattleyas60.00@ 75.00
Carnations2.00@ 6.00
Asparagus Sprenger35@ .50
Fernsper 1,000 2.00
Smilax25@ .50
Sweet Peas1.00@ 2.50
Calendulas50@ 1.00
Daisies50@ 1.00
Dahlias6.00@ 10.00
Violets60@ 1.00

BOSTON, Oct. 30. Per 100

Roses, Beauty20.00@60.00
" Killarney Queen4.00@ 6.00
" White and Pink Killarney8.00@12.00
" Double White Killarney6.00@12.00
" Killarney Brilliant2.00@ 8.00
" Hadley8.00@20.00
" Mock6.00@10.00
" Mrs. Chas. Russell8.00@12.00
" Richmond6.00@12.00
" Milady6.00@12.00
" Ward and Hillingdon6.00@10.00
" Traft2.00@12.00
" My Maryland4.00@ 8.00
Carnations12.00@20.00
Easter Lilies12.00@20.00
Valley6.00@10.00
Gladioli4.00@ 8.00

CINCINNATI, Oct. 30. Per 100

Roses, Killarney2.00@ 8.00
" Mrs. Chas. Russell4.00@12.00
" Ophelia3.00@ 8.00
" Richmond2.00@ 8.00
" Sunburst2.00@ 8.00
Lilium Gigantum8.00@10.00
Carnations2.00@ 5.00
Double2.00@ 8.00
Chrysanthemums, per 10010.00@25.00

October 28.—The day opened with a summer temperature of nearly 70 degrees. Shipments from the growers in all lines were full and plenty, roses and chrysanthemums being particularly noticeable. Carnations were also seen in larger quantities. Some of the growers, whose dahlia fields were in a measure protected, are still cutting some good flowers, which are, however, not now so welcome. Prices have dropped fully 20 per cent below those of last week. The stores say the extra funeral demand is now almost over, there being comparatively little work on for the first of the week.

LOCAL FOURTH LIBERTY LOAN RECORD.

The craft in this city responded nobly to the invitation given to them to purchase Liberty bonds. It was the first time they were classified and given a quota, which amount was \$250,000. This was afterwards raised to \$300,000. Such a sum, in addition to

Write For Our

Price List On Cut Flowers H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.
Growers of Quality Flowers.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties

In Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St. Philadelphia, Pa.

FANCY "TWO-TONED" HANDLE BASKETS

(With Metal Liners Included)

These baskets can be had in various colors, as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of air baskets sent for the special price of.....\$4.50 (Get our list of other Supplies.)

Geo. H. Angermueller Co., Wholesale Florists
1334 Pine St., St. Louis, Mo.

BERGER BROS.

Roses Orchids, Chrysanthemums, Carnations

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

the subscriptions of the previous loans looked almost impossible, as only florists, seedsmen and supply men were included. Chairman Arthur A. Niessen, however, said that while it was a big job, it could be put over, if the various committeemen did their part. Unfortunately, just at this time the epidemic of influenza struck the city and almost immediately every florist in town was engaged almost every minute of his time,

C.C. POLLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

Choice Cut Flowers
and Greens

day and night, in getting out orders for funeral work. Despite this handicap, however, a number of the workers did yeoman service. Chairman Nielsen was always on the job, encouraging the committeemen and helping out those who were unable to get about. Much of the success of the amount raised was due to his personal efforts. There were many surprises, both ways; several at \$10,000, one of over \$20,000, then eight, five, three, two, and a lot of one thousand dollar subscriptions kept coming in the last few days, which together with the great bulk of those below \$500, finally took the amount over the top to the grand total of \$420,000.

A MODEL PLACE.

J. J. Habermehl's Sons, 22nd and Diamond streets, is a model establishment. The alterations, raking and putting on new roofs at the home of Diamond street, made during the past summer, brought them up-to-date in every respect. They are ideal for the quick handling of decorative plants, and their gable ends, with the large glass, make fine show windows, through which the contents and whole interior of the houses can be seen. Several of the houses are filled with large decorative azaleas, which have made a splendid growth the past summer, and are well set with buds. This stock is planted outside out of pots in deep beds of peat in bright sunshine. Watering is by the overhead pipe system, which has been found very satisfactory. When lifted and potted in the fall, the plants appear to suffer little if any check and look as vigorous as the best of imported stock. Edward Habermehl, in charge of the houses and store here, in speaking of the recent great demand for funeral work, said he was glad it was on the wane; if it had kept up much longer, he felt he would hardly be equal to the task, not so much from the work involved, but that it was getting onto his nerves. A fac-simile spray, made on a mossed board about 8 by 15 inches, the boards used being taken from broken-up glass boxes, had made a great hit. This was first edged with sprays of foliage and green, and then filled with flowers quickly stuck in and finished with a ribbon in the center, on which can be placed an inscription. This has the advantage of the damp moss, which keeps the flowers fresher than the spray, while the plateau, or double spray effect, is very showy with comparatively few flowers.

NOTES.

John Welsh Young, Joseph Callahan and Charles H. Grakelow, who were all dangerously ill from the influenza, are getting along nicely and able to go about the house. James Hencock was taken ill with the disease while in New York, October 21, but managed to get home, and has since been confined to his bed. He was reported to be better October 26 and progressing nicely.

GUST. RUSCH & CO.

Wholesale Florists

Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of
WIRE DESIGNS
Write for Price List

C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florists'" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Oct. 30. Per 100		
Roses, Beauty, special	30.00@40.00	
" " fancy	20.00@25.00	
" Mrs. Chas. Russell	6.00@20.00	
" Killarney	3.00@10.00	
" Hadley	6.00@15.00	
" Sunburst	6.00@15.00	
" Wards	3.00@6.00	
" Ophelia	3.00@15.00	
" Columbia	6.00@15.00	
Carnations	4.00@6.00	
Cattleyas.....each	\$0.50@0.60	
Valley	10.00@12.00	
Lilium Rubrum	8.00@12.00	
Easter Lilies	15.00@20.00	
Snapdragons	4.00@6.00	
Calendulas	2.00@6.00	
Asparagus.....string or bunch	1.50	
" Adiantum	1.00@1.50	
Smilax	.25	
Asparagus String	.50@.75	
Asparagus bunches, 12 sprays..	1.50@2.00	
Chrysanthemums, per dozen	1.50@4.00	
Dagger and Fancy Ferns, per 1000	4.00@5.00	
Violets, single	.50@.75	
Sweet Peas	1.00@2.00	

ST. LOUIS, Oct. 30. Per 100

Roses, Hadley	\$3.00@8.00
" Killarney	3.00@6.00
" White Killarney	3.00@8.00
" Hoosier Beauty	3.00@10.00
" Russell	4.00@20.00
" Sunburst	3.00@10.00
" Ward	2.00@5.00
" Mrs. Sawyer	2.00@4.00
" Ophelia	3.00@12.50
Ferns.....per 1,000	3.50
Carnations	4.00@6.00

MILWAUKEE, Oct. 30. Per 100

Roses, Killarney, W. Killarney	\$4.00@12.00
" Ward	4.00@5.00
" Mrs. Chas. Russell	6.00@25.00
" Ophelia	4.00@12.00
" Columbia	6.00@25.00
" Hoosier Beauty	4.00@15.00
Carnations, assorted	4.00@6.00
Lilies	15.00@20.00
Chrysanthemums, per dozen	2.00@5.00
Pompoms, per bunch	.75@1.00
Flat Ferns, per 1000	4.00

McCALLUM CO.

Florists' Supplies

PITTSBURGH, PA.

Philadelphia Wholesale Florists' Exchange

Roses, Chrysanthemums, Carnations

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

PITTSBURGH, Oct. 30. Per 100

Roses, Beauty, special	50.00@60.00
" " fancy	30.00@40.00
" " extra	15.00@20.00
" " No. 1	8.00@12.00
" Hadley	6.00@15.00
" Killarney	6.00@15.00
" Sunburst	6.00@15.00
Cattleyas	50.00@75.00
Easter Lilies	20.00
Lilium Gigantum	20.00
Carnations	4.00@6.00
Dahlias	8.00@12.00
Chrysanthemums, per doz.	1.50@3.00
Ferns, per 1,000	3.50
Asparagus Sprengeri, bunch	3.50@4.00
New Crop Green Galax, per 1000	\$1.25
New Crop Green Galax, per 100	1.50
Mexican Ivy	.75

Frankie Swift, an important errand boy at the Ranstead street store of the Joseph Heacock Co., died from influenza, October 25. He was a faithful boy, always willing and on the job.

The trade, particularly growers, are elated by the news from Washington that there is now an abundance of coal on hand all over the country, and also that private consumers have their winter supply laid in to a greater extent than ever before at this season. Florists and manufacturers are given notice that they can store all the anthracite they wish below the No. 1 buckwheat. Dealers of late have been very free with their offerings, so that it looks as if growers can soon have all the hard or soft coal they want of any size or grade.

W. H. Wanger, 1635 Susquehanna avenue, said that during the recent rush period he always contrived to have one day's stock of flowers ahead. This gave the roses and lilies a chance to open, enabling him to make the most of them. The rule here is to always have a good number of staple designs, such as pillows and wreaths, mossed up and in stock, and this had been a great help when the rush set in. Well-made magnolia wreaths were a feature here.

Leo Niessen, in sizing up the situation, finds that the supply and demand are now about equal, with a range of prices about one-third higher than last season. There is a good out-of-town trade, as in some directions they were slower to feel the effects of the influenza. Excellent chrysanthemums, roses, carnations and Easter lilies are features here.

The November meeting of the florists' club will be held Tuesday, November 5, the ban on all meetings, theatres, etc., being lifted by the health authorities, October 30. J. Otto Thilow's talk on "The Florist's Business in War-time," taking in as far back as the early sixties, will be the feature. The newly elected officers will also be installed.

The influenza sufferers are out of danger, but coming along slowly. James Heacock, while still in bed, is making good headway. Clarence Watson and Robert Bragg are improving but still confined to the house. Charles Grakelow is about the house, but still he says a little shaky on his pins.

William C. Wanner has a very attractive corner shop at 19th and Susquehanna avenue. He had a record-breaking business for the past month, but it is now almost down to normal.

Exceptionally fine double cosmos in all colors was a feature of the Berger Bros' stock the past week. Business had fallen off a trifle, but there was still a good demand.

The Philadelphia Wholesale Florists' Exchange had the misfortune to have their bulk window smashed last week through careless handling of shipping boxes in the street.

The sympathy of the trade goes out to Walter Van den Hengle in the loss of his daughter, Annie, a bright girl of 14, by diphtheria, the past week.

William Leonard's shipment of roses for Monday last was over 12,000 buds. His Double White Killarneys are particularly fine.

The shipments of roses from Rolefs are increasing daily with the Joseph Heacock Co. The Columbia is now their leader.

FORT WORTH, TEX.—The Texas State Florists' Association will hold its convention and flower show in this city, November 19-21.

WASHINGTON, D. C.—The business of W. W. Kimmel, 1139 Fourteenth street, N. W., now in the government service, has been purchased by the Florida Fruit & Flower Co.

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY, NEW YORK

New York.

STRONG DEMAND AT GOOD PRICES.

The call for flowers suitable for funeral work continues and prices remain firm, but special roses are slow, unless they are quoted at approximately the same figures as extras. Large chrysanthemums are particularly slow, and unless there is a speedy improvement in the demand, it is hard to tell what will become of all of them. There is a good supply of orchids on the market and they do not clean up very well. With the increase of large chrysanthemums there is also a great increase in the supply of pompons, and, in proportion, they move better than the large stock. The supply of carnations is on the increase, but prices hold firm at \$6 to \$8 per 100. Lilies, as a matter of course, are in demand and do not go below 20 cents per flower, wholesale. On account of the scarcity, poor quality and high price of lily of the valley, many retailers seem to have dropped it and the best keeps around \$10 per 100. Mignonette in considerable quantity is seen in some of the stores, also sweet peas, but the latter are short and not in sufficient quantity to be factors in the market. A cold wave that was predicted for the night of October 24 did not arrive, and at this writing the weather continues fair and mild, with continued arrivals of dahlias, cosmos and other outdoor stock, but the cosmos is rather slow. Briefly stated, funeral work is all that is making a market.

October 28.—As a result of the mild weather of the past two weeks, a heavier supply of greenhouse stock is arriving. Under any conditions, there would have been a fair supply of chrysanthemums, but the warm weather has hastened them, as well as roses, carnations and lilies. The dahlias are about cut out, only small lots arriving. Prices are easier today, and if mild weather continues, stock is likely to be cheaper, at least, while the chrysanthemums are arriving in large quantities, though there is yet a heavy demand for funeral stock.

NOTES.

In view of the possibility of a scarcity of flowers, suggestions are being made as to the best methods to be pursued by retail florists. The misfortune of this epidemic that is sweeping the country has thrown much business to the retail florists at a time when all the previous indications were that fall business would be dull. In this contingency the florists should take note of the human as well as the business side of life. The retail florists are paying high prices for their flowers, but they should be as reasonable as possible with their customers of moderate means. Death in a family, as we all know, is a calamity and involves heavy expense to many who are ill able to bear it. Yet, it is always the desire of warm-hearted people to provide some final floral tribute. The present are unusual conditions and the florists should remember that it is calamity that is sending them this additional business, therefore we say that they should be as reasonable as possible. The retail florist must have a profit.



Mention the American Florist when writing

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK



but instead of exploiting this unusual and mournful visitation, he should try to give his customers what they want at prices consistent with fair business.

Borough President Connolly of Queens sent a letter October 24 to Mayor Hylan saying that there were 2,000 bodies unburied in Queens cemeteries and asking the mayor to send city workers to dig graves. Mr. Connolly expressed a fear that if the bodies are not buried soon the spread of Spanish influenza might be increased. Long Island City, Astoria, Elmhurst and Middle Village are included in the Borough of Queens. In explanation of the foregoing, it should be stated that there are a number of large cemeteries in the borough, notably at Middle Village, where about 30 small florist establishments derive their income almost altogether from cemetery work, and there are many burials there of persons who have died in other boroughs.

In our notes of October 26 we estimated, on general knowledge, that the death rate of this city was four or five times that of the corresponding period of last year. Dr. Guilfooy, registrar of records of the health department, has since confirmed our estimate. His figures show that for the week ending October 19, 1917, the deaths per thousand from all causes were 12.20; for the week ending Oct-

PAUL MECONI**WHOLESALE FLORIST****55-57 WEST 26TH STREET**Telephone:
8864 Farragut.**NEW YORK CITY****GEO. J. POLYKRANAS****Wholesale Commission Florist****CONSIGNMENTS SOLICITED****104 West 28th St.,****NEW YORK**

Telephone No. 2364 Farragut.

William Mackie**WHOLESALE FLORIST****105 W. 28th St., New York**

Telephone 759 Farragut.

Walter F. Sheridan**WHOLESALE FLORIST**Telephone Call:
8532-3538 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT****WHOLESALE COMMISSION**All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.**148 West 28th St., NEW YORK CITY**

Telephones: Farragut 300 and 301

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JOHN YOUNG & CO.**Wholesale Commission Florists****53 W. 28th St., NEW YORK**

Telephone Farragut 4336.

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WILLIAM P. FORD**WHOLESALE FLORIST****102 West 28th St., New York**

Telephone 5335 Farragut.

Mention the American Florist when writing

Geo. C. Siebrecht**Wholesale Florist****100 West 28th St., NEW YORK**

Tel. 608 and 609 Farragut.

CONSIGNMENTS SOLICITED

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Telephone Farragut 9761.

Goldstein & Futterman**Wholesale Florists**

The Right People to Deal With

107 W. 28TH ST., NEW YORK

Mention the American Florist when writing

Riedel & Meyer, Inc.**WHOLESALE FLORISTS**

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Oct. 30. Per 100

Roses, Beauty, special.....	30.00@35.00
" " extra and fancy.....	20.00@25.00
" " No. 1 and No. 2.....	5.00@12.00
" Hadley.....	6.00@25.00
" Hoosier Beauty.....	3.00@10.00
" Columbia.....	6.00@20.00
" Francis Scott Key.....	6.00@25.00
" Prima Donna.....	4.00@10.00
" Alice Stanley.....	6.00@12.00
" Mrs. Gen. Sawyer.....	10.00@10.00
" Double White Killarney.....	6.00@12.00
" Killarney.....	4.00@10.00
" " Queen.....	4.00@10.00
" " Brilliant.....	4.00@10.00
" Aaron Ward.....	4.00@10.00
" J. L. Mock.....	5.00@12.00
" Opella.....	4.00@10.00
" Red Rover.....	5.00@15.00
" Mrs. Chas. Russell.....	5.00@15.00
Cattleya orchids, special.....	50.00@60.00
Rubrum.....	6.00@ 8.00
Lilies, Longiflorum and Formosum.....	15.00
Lily of the Valley.....	8.00@10.00
Adiantum Croweanum and.....	
Hybridum.....	.50@ .75
Asparagus Plumosus...doz. behs. 1.50@ 3.00	
Smilax.....doz. strings 1.00@ 2.50	
Eouvardia, white.....doz. 2.00@ 4.00	
Chrysanthemums, per doz.....	2.00@ 4.00
Dahlias, per doz.....	.50@ 1.50
Carnations.....	4.00@ 6.00
Gardenias, per doz.....	2.00@ 3.00
Violets.....	.50@ .90

Frank H. Traendly Charles Schenck

Traendly & Schenck**Wholesale Florists and Cut Flower Exchange****436 Sixth Avenue, New York City**

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.**CONSIGNMENTS SOLICITED**

Mention the American Florist when writing

Phones, 3310-11-12 Farragut

Henshaw Floral Co.

(Incorporated)

Wholesale Commission Florists**127 W. 28th St., NEW YORK****Trade Directory**

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.**440 S. Dearborn St.,****Chicago**Telephones: { 4422 D. J. Pappas, Pres.
4423 Farragut**United Cut Flower Co., Inc.****WHOLESALE****111 W. 28th St., NEW YORK**

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PHONE { 2335
2336 } FARRAGUT**WM. KESSLER,****WHOLESALE FLORIST****113 W. 28TH STREET.****Bet. Sixth and Seventh Aves. NEW YORK**

Mention the American Florist when writing

N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 28th, New York.

Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

V. S. DORVAL, Secretary

Mention the American Florist when writing

The Kervan Co.**Fresh Cut Decorative Evergreens****Highest Standard of Quality.**Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.**119 West 28th St., NEW YORK****GEO. B. HART****WHOLESALE FLORISTS****24-30 STONE STREET,****ROCHESTER, NEW YORK.**

Mention the American Florist when writing

M. C. FORD**121 WEST 28TH STREET
NEW YORK**

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of CUT FLOWERS

A complete assortment of the best in
the market can always be relied upon.

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D. FEXY**Wholesale Commission Florist****116 West 28th St., New York****Consignments Solicited.**

Mention the American Florist when writing

THE Florists' Supply House of America

Why Wait? Order These Christmas Staples Now.

Moss and Foliage Wreaths, Cycas Leaves, Crepe Flowers, Dahlias, Roses, Chrysanthemums, Carnations, in color and form look as natural as the real flowers. Chiffons, all widths and colors. Oak Boughs and Cartons of Oak and Magnolia Leaves. Fine Cycas, Red and Green Ruscus, Chenille Roping, in all colors.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

Branch Factory: 709 First Ave., New York.

ober 19, 1918, from all causes the death rate was 50.34 per thousand. This enormous increase was due solely to influenza and pneumonia. Dr. Guilfoyle states that: "It may be safely conceded that this is the worst epidemic that New York City has ever had."

The next meeting of the New York Florists' Club will be held on the evening of November 11. The by-laws provide that the nominating committee "shall prepare a list of candidates for officers of the club for the ensuing year, not less than two nominees to be named for each office." These names are to be announced at the November meeting. The election will take place at the December meeting. For the November meeting, there is, we believe, to be a lecture on the work of the Arnold Arboretum, which was postponed from the October meeting on account of the Liberty Loan drive.

Doubtless some of the seedsmen who attended the twenty-fifth annual convention of the American Seed Trade Association held at the Hotel Astor, this city, June 25-27, 1907, will remember the genial proprietor of that hotel, William C. Muschenheim. He died of pneumonia in the Post-Graduate hospital, October 25, aged 63 years. He was a past-master of Adelphi Lodge, 348, A. F. & A. M., and a member of a number of clubs and societies.

It is stated that Mayor Hylan has asked for the resignation of Park Commissioner Grell of Manhattan because he leased the Casino in Central Park without consulting the mayor. All that we have heard of improving the parks since Mayor Hylan took office has been the cutting down of some dead trees, but there is plenty of peanut politics.

The newspapers report that a "nut drive" is on at Hot Springs, Va., and that prominent society people are out almost every day gathering nuts. They should come to New York and gather in the "nuts" who are saying that the election to the governorship of a member of the faculty of Tammany hall would be "support" for President Wilson.

George Hildenbrand, of John Young & Co., has received a postal card from Michael Andropoulos, who is at Camp Greenleaf, near Chattanooga, Tenn., saying he had been very ill with influenza. He was one of the "Garden Florists" who have two retail stores on Broadway.

Otto Emmanuel has bought out the interest of S. J. Kracke in the retail store at 3613 Broadway, near 149th street, and is conducting it under his own name. Kracke, who is in the army, is on duty at one of the base hospitals.

Philip F. Kessler, in the Cut Flower Exchange, is handling good stock of

RAEDLEIN BASKET CO., 713 Milwaukee Avenue CHICAGO, ILL.



- | | | |
|----|---|---------|
| | No. 1. | |
| 25 | Tumbler Baskets, in all colors, complete with metal liners..... | \$8.50 |
| | No. 2. | |
| 12 | Cut Flower Baskets, 9 to 11 inches deep 24 to 32 inches over all, in all colors and complete with metal liners..... | \$9.00 |
| | No. 3. | |
| 15 | Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... | \$15.00 |

Write for Catalog.

Major Bonnaffon and pink and white Lillian Doty chrysanthemums. The Dotys are very acceptable additions when there is so much call for funeral stock.

Down near the foot of Cortlandt street, Adams & Demas have established a good retail business. Their store is well stocked with ferns and other plants and catches the eyes and custom of the commuters.

Mrs. John Manolos, the death of whose husband was recorded in our issue of October 19, survived him only five days, being taken by the same disease. Their little child is being cared for by relatives.

Peter Cosmas, who has a good store at 2107 Third avenue, near 110th street informs us that for the past three weeks he has had a constant rush of funeral work.

Gerard Dreyer, the well-known plantman of Whitestone, L. I., lost a little son, five years old, by pneumonia, October 21. Both the parents have been ill.

E. G. Hill, of Richmond, Ind., is in the city. He visited President Totty at Madison, N. J., and called on a number of the 28th street wholesalers.

Boucheros Brothers have a good store at 1418 St. Nicholas avenue, Washington Heights, and have been greatly rushed with funeral work.

Jack, the Florist, 3604 Broadway, has been showing enterprise by having chrysanthemum sales on Saturdays, when the crowd is out.

The Henshaw Floral Co., in addition to their fine stock, is handling excellent blooms of the white chrysanthemum, October Queen.

H. W. Baker, father of Henry Alfred Baker, for many years a salesman in the wholesale district, died October 23, aged 79 years.

A. F. F.

Kansas City, Mo.

NO LETUP IN FUNERAL WORK.

Business still "carries on," the big run of funeral work continuing, the supply being kept well cleaned up and often short of actual needs. Chrysanthemums are now arriving in large quantities and are of extra grade, ranging in price from 50 to 75 cents each to \$3 per dozen. Roses in Ophelia, Russell and the Killarneys are also good. Carnations are improving and dahlias are still among the offerings.

NOTES.

W. J. Barnes has been practically swamped with orders all of the time with the call for hospital flowers unusually heavy. He is cutting large quantities of good white and yellow chrysanthemums, roses and dahlias.

Samuel Murray reports fancy material is moving fast, large quantities being moved daily. He has had many orders for funeral and hospital flowers.

H. Kusik & Co. report another very good week's business, both local and shipping. They carry a large stock of chrysanthemums and roses.

T. J. Noll reports the best business in the history of the firm, at this time of the year. They are handling many fine chrysanthemums and roses.

The William L. Rock Flower Co. is making a big cut of chrysanthemums, roses and carnations. Business has been unusually good.

Charles Thomas, of the Rosery, reports better business at prices above normal, his greatest difficulty being to get sufficient stock.

Arthur Newell says he is more than satisfied with business. He had orders for many fine baskets and large pieces.

A. F. Barbe reports an excellent retail trade which results in a daily cleanup.

E. J. B.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

GREAT BRITAIN

WILLS & SEGAR

ROYAL EXOTIC NURSERY,

Onslow Crescent, S. Kensington, London

FLORISTS BY APPOINTMENT

—TO—

H. M. KING GEORGE V and H. M. QUEEN ALEXANDRA

We shall be pleased to carry out commissions from our American confreres to deliver

Cut Flowers, Floral Baskets, Floral Designs, Etc.

to American visitors in any part of Great Britain.

Cablegrams—"FLOSCULO PHONE, LONDON."

Chicago.

Established 1857



745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.

We Have the Best Facilities in the City

Bangor, Me.

Adam Sekenger
FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing



WASHINGTON
D. C.

Gudes'

Members of Florists' Telegraph Delivery

Mention the American Florist when writing

ORDERS
IN OR
AROUND

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service THE BELLEVUE-STRATFORD
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Max Schling

NEW YORK

785 Fifth Ave.

Member of Florists' Telegraph Delivery.

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTTMILLER

426
Madison Ave.,
NEW YORK

ROANOKE, VA.

FALLON, Florist.

Galesburg and Central Ill.

I. L. PILLSBURY

Choice Cut Flowers and Designs

Patentee and Manufacturer of
PILLSBURY'S CARNATION STAPLE
Member of Florists' Telegraph Delivery.

Young & Nugent

Telephone 4265-4266 Farragut.
42 West 28th Street.

To out-of-town florists:
We are in the Heart of New York.
And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.

DRAKOS CO.
FLORISTS

2953 Broadway. Opp. Columbia College

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.
FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

George Wienhoeber

FLORIST

Telephone Randolph 2120

41 South Wabash Ave., CHICAGO

25% COMMISSION

Send all your Chicago orders to me. You get a
SPECIAL 25% COMMISSION
on all bills paid by the 10th of the following month.

Established 1874

DARDS

341 Madison Ave., New York

Help do your bit to-day by selling
Thrift and War Saving StampsStand behind
The Food Conservation Laws
Display prominently patriotic posters.

DO IT NOW

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities
and for all points in the Northwest. The Largest
Store in America, the largest stock; the
greatest variety. Write, wire or phone. We
are alive night and day.SEATTLE, WASH.
HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's



946 BROAD STREET

Fresh Flowers and Best Service. Deliveries
throughout the state and to all steamship docks
in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

City Index to Retail Florists
Filling Telegraph Orders.

Albany, N. Y.—Eyre, 100 State St.
Albany, N. Y.—Dunkers.
Bangor, Me.—Adam Sekenger, 32 Newbury St.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Huro H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 140 S. Wabash
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 622 S. Michigan Blvd.
Chicago—C. Fraunfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Witthold Co., 745 Buckingham Pl.
Chicago—George Wienhoeber, 41 S. Wabash Ave.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Petters Co.
Colorado, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Tex.—Potter Floral Co.
Galesburg, Ill.—I. L. Pillsbury.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
London, Eng.—Wills & Segar, Onslow Crescent,
S. Kensington.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfkell Bros. & M. Goldensohn.
Louisville, Ky.—Augustus E. Baum.
Louisville, Ky.—The F. Walker Co.
Martinsburg, W. Va.—The Flower Store.
Memphis, Tenn.—Idlewild Greenhouses.
New Orleans, La.—J. M. Fox & Son, Inc.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. E. H.
New Orleans, La.—The Avenue Floral Co.
New York—Dards', 44th and Madison Ave.
New York—Hession.
New York—A. Meyer, 1062 Madison Ave.
New York—Alex. McConnell, 611 5th Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Kottmiller.
New York—Lelkens.
New York—LeMaire Bros.
New York—McKenney, 503 Fifth Ave.
New York—D. J. Pappas, Inc., 2751 Broadway.
New York—Thos. F. Galvin, Inc.
New York—Max Schling, 785 Fifth Ave.
New York—G. E. M. Stump.
New York—Young & Nugent.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Alfred Donaghue.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. E. Eberhardt's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co. Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Viller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grinn & Gorly.
St. Louis, Mo.—F. H. Wener.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—I. L. May & Co.
San Francisco, J. B. Boland, 69 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heintz & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. R. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.

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Washington, D. C.—The Flower Store.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
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Worcester, Mass.—Hatch's Flower Shop.
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F. T. D.

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SEVEN STORES.

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EXPERTS TO ARRANGE THEM.

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FLORISTS

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Dakota, South Dakota and the Upper Penin-
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Orders will be care-
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Send your telegraph orders to
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Will fill orders for the West on short notice
Trade discounts. First-class stock.

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Artistic Funeral Designs. Flowers for all occasions.

Tel. 1673 Hackensack MAIN and BRIDGE STS.

Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

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Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
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TEN E. BROADWAY.

250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

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Night and day service in all Central Pennsylvania.

LEIKENS,Madison Ave. and 55th St.,
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NEWPORT, R. I.Send your orders to me for prompt delivery and satisfaction.
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Phone, Columbus 6883Branch: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of
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attention.

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The right place to buy.

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The Largest Growers of Flowers in the City.

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Write or wire headquarters for flowers for
Texas, Oklahoma, Louisiana, New Mexico. No
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Greenhouses and Nurseries in Riverdale.

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Mail or telegraphic orders promptly and most
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L. L. MAY & CO.Order Your Flowers for delivery
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LEADING FLORISTS OF THE NORTHWEST

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IN THE HEART OF **Newark, N. J.****The Rosery Floral Co.,**
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"Up-to-the-Minute" Service and Execution.

Every Flower in Season

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Members Florists' Telegraph
Delivery Association.**J. W. RODGERS**Elks' Building,
4 South Jefferson Street, **Dayton, O.**Telegraph orders for Dayton will receive our
immediate and careful attention.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendell, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1918.

SPINACH is quoted lower.

REPORTS on seed crops show reduced yields in both clover and timothy.

GOSSIP now has it that Dutch cargo ships may be in service again soon.

It is reported that the Belgian government has ordered 2,000 incubators.

ONION SEEDS are quiet in the Chicago district, open-car shipments being about finished.

THE first snow of the season is reported from Dakota, Nebraska and Kansas, October 26-27.

The jobbing demand for bulbs, as well as counter trade has been very brisk since the stock arrived.

GUADALOUPE, CALIF.—L. D. Waller, of the L. D. Waller Seed Co., is confined to his bed with influenza.

THE annual meeting of the Wholesale Seedsmen's League will be held at the Hardware Club, New York, November 14.

A. HENDERSON, of A. Henderson & Co., and President Miller, of the American Bulb Co., Chicago, returned from New York, October 30.

THE southern half of Cook county, Illinois, produces, in addition to onion sets, liberal quantities of sugar beets in the Riverdale-Dalton district.

DOUGLAS EARL, son of Howard M. Earl, of F. W. Bolgiano & Co., Washington, D. C., is now a second lieutenant in the American forces in France.

CAMBRIDGE, N. Y.—Charles P. Gueff, representing the Jerome B. Rice Seed Co., of this city, is now making his headquarters at the Hotel Sherman, Chicago.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade October 30 were as follows: Timothy, \$8.00 to \$10.50 per 100 pounds, no change from last week.

NEW ORLEANS, LA.—Thomas A. Ross, for the past four years store manager for Chris. Reuter, and widely known in the trade of this country and Scotland, died of influenza, October 16, age 32 years.

KANSAS CITY, MO.—The meeting of the Western Seedsmen's Association, scheduled to have been held in this city, October 26, was postponed, due to the seriousness of the influenza epidemic.

TOLEDO, O.—Clover opened steady October 29, closing at \$23.75, a gain of 95 cents during the week. Cash timothy was 5 cents lower, selling at \$4.97½; December, \$5.07½, March \$5.30, and April \$5.30.

SAN FRANCISCO, CALIF.—The Bay Counties Seed Co. was the first firm in this city to receive bulbs and is very busy filling orders. Nursery prospects for the coming season are very promising.

Burlap Prices Fixed.

Washington, D. C.—Maximum prices for burlap in carload lots, to be effective October 4 to February 1, were established October 26, by the war industries board. For 40 inch 8 ounce burlap 13.6 cents is to be charged on the Pacific coast and 14 cents at Atlantic and gulf ports, with prices of other sizes and weights in proportion.

Philadelphia Seed Trade.

The Dutch and French bulbs have finally arrived at destination, and the principal importing firms are at their wits' ends in filling orders. The H. F. Michell Co. has called in their men off the road to help in this important distribution. Every inch of space in the store is piled high with cases, many of which are going out in the original packages. The shipments of two large Holland growers have not yet arrived, and it is hoped will not be long delayed. Philip Freund, who has charge of the window decorations, has one filled with a popcorn demonstration showing a couple of Japanese figures popping corn over a fire. Quantities of the corn are sold through this method of attracting attention.

Henry A. Dreer, Inc., are so swamped with bulb orders, owing to their late arrival, that they have had to close their store for several days and use the entire force to catch up in this department. An attractive display of pumpkins and squashes are a feature of one of the Chestnut street windows.

New York Seed Trade.

From an authoritative source it is learned that the capture by the Allies of the important bases on the Belgian coast will give much greater freedom to Dutch shipping. It is unlikely, however, that any Dutch ships will arrive on this side with bulbs this season.

Isidore A. Figlik, late with the A. T. Boddington Co., has entered the employ of the United States government and will be stationed in the department of military aeronautics at Garden City, L. I., N. Y.

We have been advised that the business of Ralph M. Ward & Co. will be continued by the men who were associated with Mr. Ward previous to his death.

Patrick O'Mara, of Peter Henderson & Co., has returned from a western trip

looking well, and says he greatly enjoyed it.

S. D. Woodruff & Sons, who are large dealers in potatoes, have recently been shipping them to Cuba.

A. Henderson, of Chicago, who has been visiting this city, started for home, October 29.

F. H. Henry, of Henry & Lee, is reported on the sick list, October 30, with pleurisy.

Gilroy Over the Top.

L. W. Wheeler, of the Pieters-Wheeler Seed Co., of Gilroy, Calif., should be accorded the rank of ace for his patriotic service and tireless effort as chairman of the precinct in the recent Liberty Loan campaign. Gilroy's quota was \$232,000, which was quickly oversubscribed, the total being \$296,500, of which amount nearly \$100,000 is traceable to Mr. Wheeler's efforts. The Pieters-Wheeler Seed Co. and its employees were liberal subscribers, many plus purchases being recorded.

Forage Plant Seed Imports.

The United States department of agriculture, bureau of plant industry, has announced imports of forage plant seeds during the three months ending September 30, 1918, compared with 1917 as follows:

Kind of seed.	Quarter ending Sept. 30, 1917.	Quarter ending Sept. 30, 1918.
	Pounds	Pounds
Alfalfa	24,500	22,000
Bluegrass:		
Canada	47,300	48,700
Kentucky	3,700
Clover:		
Alsike	199,900	1,050,200
Crimson	799,900	154,100
Red	33,700	43,600
White	46,800
Clover mixtures:		
White and alsike	30,200	30,000
Millet:		
Broom corn	218,500
Hungarian	9,000
Orchard grass	37,800
Kape	1,098,100	151,900
Redtop	1,300
Rye grass:		
English	296,100	190,600
Italian	162,900	15,700
Timothy	100	40,400
Vetch:		
Hairly	178,300	167,100

Pieters-Wheeler Seed Company

Growers of
High Grade

SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish.
Correspondence
Solicited.

Mention the American Florist when writing

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

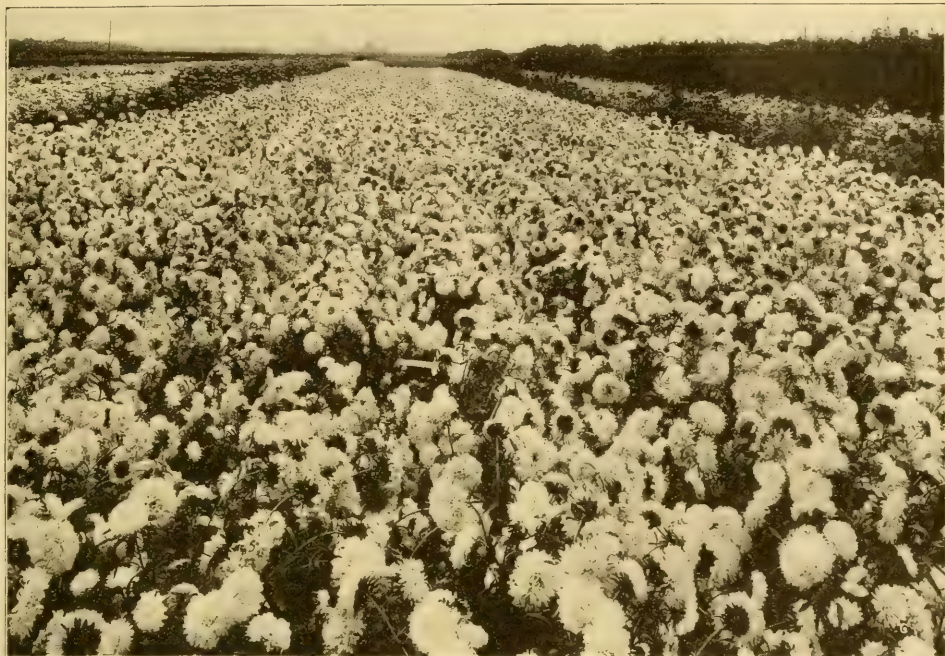
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSLEY, CILANTRO, ENDIVE, SALAD, NAMED AND MIXED GRANDIFLORA AND SPENGER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

Field View Bodger's New Asters



Seed now ready for delivery. Order now. We also have surplus in some Vegetables. Correspondence solicited.

JOHN BODGER & SONS CO., - Station E-1, Los Angeles, Calif.

BAMBOO CANE STAKES

	Size	Number to bale	Price Per bale
NATURAL, 6-	9 ft.	600	\$7.00
"	9-12 ft.	400	8.50

Prices ex warehouse New York.
Terms—Net cash 30 days.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

R. C. MCGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO

CABLE ADDRESS, "MCGILL-SEED"
SAN FRANCISCO

CALIFORNIA

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**THE
J.C. ROBINSON SEED CO.**
WATERLOO, NEBRASKA
Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

WESTERN SEED & IRRIGATION CO.
Wholesale Seed Growers and Dealers
SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and
Watermelon; Pumpkin and Squash.
FREMONT, - - - NEBRASKA.

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For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

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152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale

and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

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Henry Fish Seed Co.

Bean Growers for the
Wholesale Seed Trade

CARPINTERIA, CALIF.

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The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip,
Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Milford, Conn.
Montana, Idaho, Washington.

Mention the American Florist when writing

Contract Seed Growers

Specialties: Pepper, Eggplant, Tomato,
Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,
PEDRICKTOWN, N. J.

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TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

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ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Mention the American Florist when writing

Sweet Peas for Fall Sowing

EARLY SPENCER VARIETIES

Trade Packets contain ¼ oz.		Trade pkt.	
		Oz.	Lb.
Apricot Orchid. A delightful and charming shade...	\$0.25	\$0.80	\$10.00
Atta Ohn. This is sure to be the most popular lavender			
Bohemian Girl. Deep pink, standard orange blush...	.30	1.00	14.00
Cream. Identical in color and size to Dobbin's Cream	.20	.65	8.00
Columbia. Introducer's Stock. Of the Blanche Ferry	.30	1.00	
type, of exceptionally vigorous growth and much inclined to produce lateral growths; for this reason it produces 12 to 15 per cent more flowers than the ordinary type of this color. This type is a selection made three years ago from a single plant that showed all the above characteristics. For this reason, during the three seasons it has been grown it has produced absolutely no rogues—a valuable point to commercial growers.....			
Fordhook Pink and White.....	.75	3.00	40.00
Heather Bell. The color is a rich but pleasing mauve, but after standing in water the color becomes a beautiful mauve lavender. Takes the place of Anita Wehrman, and is much better than that variety.....	.20	.65	8.00
Helen Lewis. Very fine shade of salmon pink.....	.20	.90	12.00
Hercules. Of the same lovely shade of pink as Countess Spencer. Long stem and a free producer....	.30	.90	12.00
Lavender Pink. Large flowers.....	.20	.65	8.00
Liberty. Bright crimson self.....	.30	.90	12.00
Melody. This is a deeper shade of pink than "Early Song Bird," closely resembling "Countess Spencer"	.25	.50	10.00
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	100	1000		100	1000
Narcissus Paper White Grandiflora, 13/15...	\$2.00	\$17.00			
Double Romans	\$1.75	\$16.00	Ornithogalum Arabicum	\$2.25	\$20.00
White Romans, 12/15.	6.00	55.00	Freesia Refracta Alba (Mammoth)	1.10	10.00
Pink and Blue Romans.	5.50	50.00	Freesia Refracta Alba (Ex. size)	.85	8.00
Lilium Candidum	per 100,	\$9.00			

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All varieties are very scarce.

Write us at once telling what your requirements will be and we shall be pleased to quote our best prices.

CALLA BULBS, the best substitute for lilies for forcing. Our stock is of highest quality. Price, 1½ inch, per 100, \$10.00.

We also have complete stocks of

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Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Wald, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

PACKING beans in unslaked lime, about equal quantities, will destroy weevils.

Drafting Farmers.

Ruling on the claim of a farmer who had three sisters, John Callahan, at Topeka, Kan., a government draft inspector, held that men on farms well provided with feminine workers are not to be exempted on agricultural grounds. Callahan decided the women were capable of running the farm, and the man was placed in Class 1.

Quarantine Regulations on Jap Beetle.

The Japanese beetle having made its appearance in New Jersey, the secretary of agriculture has placed a quarantine on the infected area, effective June 1, 1919, after which date green corn shall not be moved interstate to any point outside of the territory covered by the regulations, until certified free from Japanese beetle.

Prices of Indoor Fruits and Vegetables.

Chicago, October 29.—Cucumbers, 2-dozen box, \$1.50 to \$2.35; celery, crate, 50 to 85 cents; head lettuce, 2-dozen, \$1.00 to \$2.00; radishes, per 100 bunches \$2.00 to \$3.00; tomatoes, per box, 50 cents to \$1.00.

New York, October 28.—Celery (state), per bunch, 15 to 60 cents; cucumbers, 75 cents to \$1.25 per dozen; mushrooms, \$1.00 to \$2.00 per basket; tomatoes, per carrier, 50 cents to \$2.50; lettuce, per package, 25 cents to \$1.50; radishes, per 100 bunches, \$1.50 to \$2.50.

Grand Rapids Forcing Tomato.

The Jones Seed Co., Grand Rapids, Mich., is offering the Grand Rapids Forcing tomato, a variety with a splendid record on the Grand Rapids market. This tomato has been grown extensively under glass in that district with unusual success during the past three or four years. The fruit is a brilliant red, round and smooth, and of good medium size. The plant is of vigorous growth and so productive that some clusters need support. For shipping, it is said to be superior to any other variety. Eugene Davis, the well-known market gardening specialist, says it is the most profitable forcing tomato he has ever known, disease resisting and absolutely self-fertilizing.

Vegetable and Fruit Markets.

The bureau of markets, United States department of agriculture, in its report for the period October 22-28, shows a fairly steady condition, both in movement and prices. In the potato markets, the prices were somewhat irregular with western markets weaker than

eastern. Minnesota and Wisconsin No. 1 sacked whites lost 20 cents and closed at Chicago at \$1.80-\$1.90 per 100 pounds in carlots. Minnesota Red River Ohios were firm at \$1.60-\$1.85 sacked trackside. Green Mountains were fairly steady at \$3-\$3.25 per barrel in bulk at Presque Isle. New York round whites were \$2.25-\$2.65 per 100 pounds in consuming markets. Cabbage values held at about the same level as the previous week, although most changes were in the downward direction. New York Domestic still held at \$9-\$11 per ton in bulk at Rochester and Danish Seed declined \$1, ranging \$15-\$17 in consuming markets. Wisconsin Danish Seed sold to jobbers in the Chicago district at \$28. Colorado stock was steady at 90 cents to \$1 per 100 pounds at Greeley and \$1.25-\$1.50 at Kansas City. Onions were in a somewhat firmer position than the preceding week with conditions slightly improved at eastern shipping points. Prices held steady, ranging \$1.30-\$1.50 per 100 pounds at Rochester, sacked, and \$1.40-\$1.60 Northampton, Mass. Consuming markets quote \$1.25-\$1.75 in the east and \$1.25-\$2 in the middle-west. In beans, Colorado pintos declined to \$6 per 100 pounds to growers at Greeley and ranged \$8.25-\$9.15 for jobbing sales at Denver. Carlots in southwestern markets ruled \$7.75 per 100 pounds. California small whites were held at \$10 per 100 pounds to growers. California limas declined sharply at shipping points, the range being \$10-\$10.50 per 100 pounds to growers. Michigan No. 1 washed white celery held at 14-17 cents per dozen at Kalamazoo. In consuming markets the price ranged from 90 cents to \$1.50 per case, Colorado Golden Hearts in the rough ranged \$3.25-\$5.25 per case, New York Golden Hearts, \$3-\$3.25.

In the apple markets, most changes were in the upward direction and the tone was generally firm. Prices were as follows: Baldwins and Greenings, A-2½, \$4.25-\$4.50 f. o. b. Rochester, some fancy lots reaching \$4.75; New York Baldwins, A-2½, \$4.75-\$6.75 in consuming markets; Greenings, \$4.75-\$5.75; Virginia Yorks, \$4.50-\$6 in consuming markets. Extra fancy northwestern and Colorado boxed Jonathans ranged unchanged in consuming markets at \$3-\$3.25. The general range for choice Massachusetts cranberry stock of the early varieties was \$7.10 per barrel. At Chicago, late varieties were \$9.10, New Jersey berries followed a general range of \$7-\$9 per barrel and \$2.25-\$3.75 per box.

Nashville, Tenn.

SUPPLY NOW MEETS REQUIREMENTS.

Flowers are arriving daily in greater and ever-increasing abundance. The chrysanthemums are on in all their glory, magnificent specimen flowers in white, pink and yellow, gorgeous premium sizes, and bringing from \$6 to \$10 a dozen. Roses, too, have attained a degree of perfection rarely, if ever, surpassed. The Russell, with some of the growers, are superb, and with others the Columbia is the favorite. Carnations are showing more profusely and reaching a fine stage of perfection. Violets are blooming well in out-of-door and open spaces, at this season, requiring no protection whatever. The season has been very favorable for the chrysanthemum as grown in home gardens and family front yards. These have come in in great perfection and have helped out the flower situation considerably, for many of the white varieties were as

good as the greenhouse grown and are very fine for funeral work. While the demand is still exceptionally good, there is not the rush of a week or so ago, and there are plenty of flowers now to fill all orders, but every day there is a good clean up. The new bulbs are beginning to come in, the hyacinths and tulips. The pay-roll question is getting to be a serious one, more than double what it was formerly, and climbing all the time. This and the scarcity of coal naturally advances the price of flowers.

NOTES.

Thomas H. Joy, of the Joy Floral Company, left for Chattanooga, October 26, for a couple of days' visit and inspection. The store there is doing a booming business, keeping this end of the line busy with the supply. The company is still busy, not quite so much so as a week or two ago, but as there is a much better cut and a larger supply, they have been able to wholesale a lot of roses and chrysanthemums. Of the latter, they have a superb assortment of massive size and perfection of growth, for which the best of prices are obtained. They are cutting daily a choice lot of carnations, plenty of roses, and a generous supply of chrysanthemums. They have a choice lot of chrysanthemum plants, and the first on sale of cyclamen. Godfrey Johnson, former rose grower with the Joy Floral Company, has returned and re-engaged with them in that capacity, after an absence of some months in Lima, Ohio. Miss Nellie Joy, a sister, is seriously ill with influenza, while another sister, Miss Lillian Joy, and their mother are going through with an attack of the same disease.

Hugh McIntyre, of the McIntyre Floral Company, has entirely recovered from a prolonged and very serious attack of influenza, which confined him to his bed for over a month. The firm is having very handsome chrysanthemums, for some of which they are getting \$8 and \$10 a dozen. They also have a fine lot of orchids, selling at \$2 each, for which they have fine sales as corsage bouquets and an occasional bridal bouquet. Their chrysanthemum plants are fine and selling well. They are showing some of the finest Russells and Columbias in the market. Their carnations are very good for the season, and there are plenty of them. Their growing operations are confined entirely to the newer and more up-to-date range of greenhouses on the Murfreesboro road. They have found their up-town store located on Broadway, in the West End section, a very paying investment and have all they can do. They are also growing superb dahlias of every color and variety.

Geny Bros. are busy all the time and are getting in a splendid cut of carnations, roses and chrysanthemums, which are selling from \$4 to \$6 and \$8 per dozen. Roses are selling from \$2 to \$5 per dozen. Their chrysanthemum plants are in great demand and are very good.

The Mount Olivet Greenhouses have an abundant supply of chrysanthemums and geraniums. They confine their trade to the cemetery sales which takes up all they can grow with the limited help obtainable.

M. C. D.

Mushroom Growing

By B. M. Duggar.

Presenting accurately the requirements for success.

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FREESIA

Purity Mammoth

$\frac{3}{4}$ inch and up.
Sweet Peas, Winter Flowering Spencer, best varieties Liliun Giganteum, from cold storage, in cases of 350; Cyclamen Seed, finest American grown; new varieties Cinerarias, Begonias, "Nice" Stocks, etc.

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FIELD GROWN Violet Plants

	100	1000
Princess of Wales.....	\$7.50	\$65.00
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Marie Louise.....	7.50	65.00
Marie Louise, 3 in. pots.....	7.00	60.00

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7-9 in. and 9-10 in., for immediate delivery.
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Lists**
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MAIL IN YOUR ORDERS FOR ALL FALL BULBS,
With Substitution Privilege on Names and Sizes.

DAFFODILS

	Per 100	Per 1000
Emperor, large, round bulbs.....	\$2.50	\$21.00
Princes Maximus, fancy grade..	1.75	15.00
Large, dbl. nose, should throw two blooms for January.....	2.00	17.50
Fancy, single nose.....	1.75	15.00
Barri Conspicuous, fancy grade..	1.50	12.50
Poeticus (Pheasant Eye), fancy..	1.00	9.50
Paper Whites, 13 ctm.....	2.25	19.50

Ask for prices on others.

FREESIAS

Size	IMPROVED PURITY	Per 1000
$\frac{3}{4}$ to 1 inch.....		\$17.00
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$\frac{3}{8}$ to $\frac{5}{8}$ in., first-class.....		7.50
$\frac{3}{8}$ to $\frac{3}{4}$ in., regular grade.....		4.00

Lily of the Valley

Per 1000\$25.00

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GIGANTEUM

	Per case
7 to 9 in. (300 to case).....	\$20.00

SPECIOSUM ALBUM

	Per case
8 to 9 in. (200 to case).....	\$18.00
9 to 11 in. (140 to case).....	17.00

SPECIOSUM RUBRUM

	Per case
9 to 11 in. (140 to case).....	\$14.00
10 to 11 in. (125 to case).....	15.00
11 to 13 in. (90 to case).....	15.00

AURATUM

	Per case
11 to 13 in. (75 to case).....	13.00

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SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

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GROWERS FOR THE TRADE

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The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Noon, Norrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

ALBANY, GA.—The National Nut Growers' Association held a meeting in this city, October 30-November 1, in conjunction with the Northern Growers' Association.

Perennials for Cut Flowers.

ED. AMERICAN FLORIST:

Will you kindly give me the names of the eight best varieties of perennials suitable for cut flowers during the summer months? The stock is to be planted in front of beds of shrubs.

Indiana.

H. H. F.

Among the best perennials for cut flower purposes are *Coreopsis lanceolata*, *Delphinium Belladonna*, *D. elatum* hybridum in variety, *Gaillardia grandiflora*, *Gypsophila paniculata*, *Hemerocallis Florham*, *Phlox Miss Lingard*, *Platycodon grandiflora* and *Veronica longifolia subsessilis*.

Mountain Ashes.

Many of these trees are now growing well in the Arboretum, and some of them are unusually full of fruit this year and handsome and interesting objects. Mountain ashes have leaves divided into numerous narrow leaflets, compact clusters of white flowers which are followed by scarlet, yellow, orange-colored, pink or white, usually globose fruit which varies from a quarter to three-quarters of an inch in diameter. The best known and most commonly planted of these trees in the United States in the European *Sorbus Aucuparia*, the Rowan tree of Scotland. It is a tree from 40 to 60 feet tall, of pyramidal habit while young, with erect branches which, as the tree grows older, spread out into a broad and graceful head. Here the leaves retain their color until the autumn is far advanced, and during September and October the contrast between the bright green leaves and the drooping clusters of brilliant red fruit make this tree an attractive object until the birds strip it of its fruit. This mountain ash is common and widely distributed over the cooler parts of Europe, and was probably early introduced into North America, where it has been much planted in the extreme northern states and in Canada. Several varieties are recognized. The handsomest of these is the Moravian mountain ash (var. *moraviae* or *dulcis*) of northern Austria. This is tall tree with a smooth stem, leaves with narrower leaflets than those of the type and larger and sweeter fruit. It is used as food in central Europe. This mountain ash has grown in the Arboretum very rapidly and promises to become a large tree. Two specimens in the plantation near the top of Peter's hill are now covered with fruit and are among the handsomest of the small trees in the Arboretum. There are forms of the Rowan tree with pendulous branches (var. *pendula*) and with

fastigate branches (var. *fastigiata*). There is a form with yellow fruit and a variety from eastern Europe (var. *lanuginosa*) the leaves of which are covered on the upper surface with stiff hairs and are downy on the lower surface.—Arnold Arboretum Bulletin, October 18, 1918.

Imported Nursery Stock.

Norman Taylor, editor of the International Garden Club Journal, writes in the New York Evening Post, as follows:

"The federal horticultural board soon takes final action to stop the importation of nursery stock into this country. Practically all ornamental shrubs and trees will be excluded after July 1, 1919, if the board carries through its programme. Because the extent of this importation and what will follow its too sudden stoppage are not fully realized, I beg a little space to protest against the proposed scheme.

"Ninety per cent of the ornamental shrubs and trees in American gardens were imported in the young state from Holland, Belgium and France. Because of the possibility of introducing pests, the board proposes to stop such importations. This may, in the opinion of the board, warrant the drastic measures proposed, but until American nurserymen, who have vainly protested, are in a position to propagate their own stock, the supply should not be cut off. It would take at least five years for the nurseries to accommodate themselves to this action, and they are willing to do it, as there is no question of the board's competency. It is merely a question of making haste slowly.

"Every owner of a country place or others interested in maintaining the beauty of American landscapes should send word at once that they are opposed to any action that will bring about such a condition as is outlined in the preceding paragraph. Letters or telegrams should be sent to Dr. C. L. Marlatt, chairman, Federal Horticultural Board, Washington, D. C.

"The exclusion of shrubs and trees from France and Belgium may, just at this juncture, be open to an interpretation by our Allies that, while not true, seems to me to be avoided. Is it not possible that the board, in its zeal to protect us from pests, has proposed something for which neither we nor our Allies are quite ready?"

Fort Wayne, Ind.

CHRYSANTHEMUMS RELIEVE SHORTAGE.

Relief from the great scarcity of stock came last week when a fine large crop of chrysanthemums came on, supplemented by a good supply of roses. The unprecedented demand for funeral work continued throughout the week, and kept all hands busy making up designs, and filling orders. Hospital flowers were in excellent demand, also, and counter trade was exceedingly lively. Casket blankets were sent out in large numbers by the different retail firms. Roses and chrysanthemums have played the most important part in filling these orders, and also a great many orchids have been used. Carnations have not at all come up to expectations, as they are of small proportions, but the great scarcity makes the price stiff, and none are retailing under \$1 per dozen. Roses are bringing from \$1.50 to \$6.00 per dozen, the highest prices being obtained for Russells, and Hoosier Beauty. Some excellent Co-

lumbia, Ophelia, and Shawyer are coming into this market.

NOTES.

A large number of foliage wreaths were sent out by the A. J. Lanterrier Co. for funerals, on account of the shortage of flowers. This firm has been combining oak foliage with chrysanthemums in funeral sprays, also, on account of the scarcity of greens. They report a continuance of last week's heavy demand in funeral designs.

The Flick Floral Co. is receiving some fine Major Bonnafon chrysanthemums, and Hoosier Beauty and Ophelia roses from their greenhouses. Funeral work has kept the store force working overtime all week.

A handsome window decoration of *Chrysolora chrysanthemums* and *Ophelia* roses, arranged in artistic baskets, was staged by Ed Wunninghoff last week. He reports no let-up in the demand for funeral work.

The New Haven Floral Co. is having a fine crop of chrysanthemums with which to meet the heavy demand. Their cut of roses is also large, and of excellent quality.

H. K.

— THE — Storrs & Harrison Co.

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Catalogues and Price Lists
Free on Application.

PAINESVILLE, - OHIO

PEONIES, 30 Acres
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Sarcoxie, - Missouri

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for

SWASTIKA BRAND CANNAS.

The GONARD & JONES CO. WEST GROVE PENN'A.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Specialists in Specimen Stock

FOR LANDSCAPE WORK

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

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EUREKA, CALIFORNIA.

Hill's Evergreens

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Price list now ready.

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For the Best New and Standard

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PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstowne June, N. Y.

California Fieldgrown Roses

We offer strictly hardy, vigorous, two years old, own root stock grown on land suitable for the development of the roots. If you have not tried our roses, send for a sample order and be convinced of satisfaction guaranteed. Grade "A"—This is our regular stock. Teas and hybrid teas, about 18 inches, and up to 24 inches. Climbers and hybrid perpetuals about 24 inches, and up to 30 inches. "B"—This is light stock, suitable for mailing or potting.

BUSH ROSES

	Price per hundred	
A	B	
Amarie de Grief, H. T., flesh.	\$20.00	\$15.00
American Beauty, H. P., red.	15.00	12.00
Antoine Revoire, H. T., flesh.	15.00	12.00
Arthur R. Goodwin, A. B., copper-red.	20.00	15.00
Baby Doll, pol., yellow edged pink.	15.00	12.00
Baby Erna Teschendorf, pol., crimson.	15.00	10.00
Baby Herriot, pol., shrimp pink.	15.00	10.00
Baby Rambler, pol., crimson.	13.00	10.00
Beauty de Lyon, A. B., shrimp pink.	20.00	15.00
Betty, A. T., copper pink.	15.00	12.00
Black Prince H. T., dark red.	13.00	10.00
Bride, T., white.	15.00	12.00
Bridesmaid, T., pink.	15.00	12.00
British Queen, H. T., white.	13.00	10.00
Captain Christy, H. P., pink.	13.00	10.00
Cecile Brunner, pol., salmon pink.	13.00	10.00
Champ Willard, H. T., pink.	20.00	15.00
Cheerful, H. T., orange pink.	35 each	
Clara Watson, H. T., blush pink.	13.00	10.00
Cleveland, H. T., pink.	35 each	
Columbia, H. T., pink.	13.00	10.00
Crimson Queen, H. T., crimson.	13.00	10.00
Deutschland, H. P., yellow.	15.00	12.00
Donald MacDonald, H. T., red.	20.00	15.00
Duchess of Albany, H. T., pink.	13.00	10.00
Duchess of Brabant, T., pink.	13.00	10.00
Duchess of Normandy, H. T., salmon pink.	20.00	15.00
Duchess of Wellington, H. T., yellow.	13.00	10.00
Edward Mowley, H. T., pink.	13.00	10.00
Etoile de France, H. T., red.	13.00	10.00
Etoile de France, Jr., H. P., red.	13.00	10.00
Faerie de Lyon, H. T., pink.	13.00	10.00
Francis Scott Key, H. T., red.	20.00	15.00
Frau Karl Druschki, H. P., white.	13.00	10.00
George Abrens (pink Frau Karl Druschki), H. P., pink.	13.00	10.00
George C. Ward, H. T., yellow.	13.00	10.00
George Elgar, pol., baby yellow.	13.00	10.00
George Dickson, H. P., red.	13.00	10.00
Georgina, H. T., orange yellow.	15.00	12.00
Gen. Jacqueminot, H. P., red.	15.00	10.00
Gen. McArthur, H. T., red.	15.00	12.00
Gen. Sup. A. Jansen, H. T., pink.	13.00	10.00
Golden Gem, H. T., yellow.	13.00	10.00
Gross an Tepitz, C., red.	13.00	10.00
Hadley, H. T., red.	20.00	15.00
Harry Kirk, H. T., yellow.	20.00	15.00
Helen Gould, H. T., red.	13.00	10.00
His Majesty, H. P., red.	13.00	10.00
Hoosier Beauty, H. T., red.	25.00	20.00
Hugh Dickson, H. T., red.	13.00	10.00
H. V. Machin, H. T., dark red.	20.00	15.00
Iona Herdman, H. T., yellow.	35 each	
Irish Elegance, H. T., single pink.	13.00	10.00
Irish Fire Flame, H. T., single orange.	15.00	12.00
Isobel, H. T., single orange edge scarlet.	50 each	
J. B. Clark, H. P., red.	13.00	10.00
Jonkbeer J. L. Mock, H. T., pink.	13.00	10.00
Joseph Hill, H. T., red.	13.00	10.00
Juliet, A. B., yellow.	20.00	15.00
Kaiserin, H. T., white.	15.00	12.00
Killarney, H. T., pink.	15.00	12.00
Killarney Brilliant, H. T., deep pink.	15.00	12.00
Killarney Queen, sport	15.00	12.00
La Detroit, H. T., pink.	13.00	10.00
Lady Alice Stanley, H. T., pink.	13.00	10.00
Lady Rattessa, H. T., pink.	13.00	10.00
Lady Hillingdon, H. T., yellow.	15.00	12.00
La France, H. T., pink.	13.00	10.00
Los Angeles, H. T., coral pink.	75 each	

BUSH ROSES

	Price per hundred	
A	B	
Ludwig Moller, or yellow Frau Karl Druschki.	\$25.00	\$20.00
Miss Stewart Clark, H. T., lemon chrome.	35 each	
Miss A. Chatney, H. T., rose pink.	13.00	10.00
Miss C. Testout, H. T., pink.	15.00	12.00
Miss Colette Martinet, H. T., golden yellow.	35 each	
Miss Edward Herriot, H. T., copper pink.	13.00	10.00
Miss Leon Fain, H. T., pink.	25.00	20.00
Miss Melane Souper, H. T., yellow.	15.00	12.00
Miss Philip Revoire, H. T., yellow.	15.00	12.00
Miss Segond Weber, H. T., pink.	15.00	12.00
Miss Countess Rochester, H. T., red.	15.00	12.00
Madison, T., white.	15.00	12.00
Maman Cochet, T., pink.	15.00	12.00
Marie Van Houtte, T., yellow.	15.00	12.00
Mary Charles Russell, H. T., red.	15.00	12.00
Melody, H. T., yellow.	15.00	12.00
Metror, T., red.	13.00	10.00
Mildred, H. T., red.	13.00	10.00
Mrs. A. E. Waddell, H. T., salmon yellow.	13.00	10.00
Mrs. Aaron Ward, H. T., yellow.	20.00	15.00
Mrs. Bayard Thayer, H. T., pink.	20.00	15.00
Mrs. George Shaw, H. T., pink.	25.00	20.00
Mrs. F. Denison H. T., des.	20.00	15.00
Mrs. F. W. Vandervilt, H. T., shrimp pink.	35 each	
Mrs. Henry Winnick, H. T., red.	15.00	12.00
Mrs. George W. Ward, H. T., pink.	15.00	12.00
Mrs. John Laying, H. P., pink.	15.00	12.00
Mrs. Sarah Yeats, H. T., red.	20.00	15.00
Mrs. Wakefield Christie Miller, H. T., pink.	13.00	10.00
My Maryland, H. T., pink.	13.00	10.00
Old Gold, H. T., single yellow.	15.00	12.00
Ophelia, H. T., yellow.	20.00	15.00
Opelia St. George, H. T., sport.	50 each	
Papa Gontier, T., red.	15.00	12.00
Paul Neyron, H. P., pink.	15.00	12.00
Perle des Jardin, T., yellow.	13.00	10.00
Pieris Port, pol., baby yellow.	13.00	10.00
Pink Cecile Brunner, pol., sport	50 each	
Pink Ophelia, H. T., pink.	20.00	15.00
Prima Donna, H. T., pink.	15.00	12.00
Prinrose, H. T., yellow.	20.00	15.00
Prinse de Bulgarie, H. T., salmon pink.	15.00	12.00
Prinse C. D. Roban, H. P., red.	13.00	10.00
Radiance, H. T., pink.	13.00	10.00
Ragged Robin, T., red.	13.00	10.00
Rainbow, T., stripe	13.00	10.00
Rayon D'or, A. B., copper yellow.	35 each	
Rhea Ried, H. T., red.	15.00	12.00
Robin Hood, H. T., red.	20.00	15.00
Rosalind, H. T., glorified Ophelia.	50 each	
Rose Marie, H. T., pink.	15.00	12.00
Red Radiance, H. T., red.	15.00	12.00
Red Cochet, T., red.	15.00	12.00
Richmond, H. T., red.	15.00	12.00
Rochette, pol., baby cherry red.	13.00	10.00
September Morn, H. T., pink.	15.00	12.00
Silvia, H. T., yellow Ophelia.	50 each	
Soliel d'or, H. B., yellow.	20.00	15.00
Sou de C. Testout, H. T., pink.	15.00	10.00
Sunburst, H. T., yellow.	15.00	12.00
Tioperary, H. T., yellow.	15.00	12.00
Trinane, or Indian Summer, H. T., yellow.	35 each	
Ulrich Brunner, H. P., red.	13.00	10.00
Verna Machey, H. T., yellow.	15.00	12.00
Wellesly, H. T., pink.	13.00	10.00
White Killarney, H. T., white.	15.00	12.00
White La France, H. T., white.	13.00	10.00
White Maman Cochet, T., white.	15.00	12.00
Willowmere, A. B., shrimp pink.	25.00	20.00
Winnie Davis, H. T., pink.	15.00	12.00

CLIMBING ROSES

	Price per hundred	
A	B	
Cl. American Beauty, H. N., red.	\$13.00	\$10.00
Cl. Bell Siebrecht, H. T., pink.	15.00	12.00
Cl. Bride, T., white.	15.00	12.00
Cl. Bridesmaid, T., white.	15.00	12.00
Cl. Cecile Brunner, pol., salmon pink.	15.00	12.00
Crimson Rambler, P., red.	13.00	10.00
Cherokee, white.	13.00	10.00
Cherokee, pink.	13.00	10.00
Cherokee, Ramona, red.	13.00	10.00
Dorothy Perkins, W., pink.	13.00	10.00
Dr. W. Van Fleet, H. T., red.	20.00	15.00
Duchess D'Auerstaedt, T., yellow.	13.00	10.00
Cl. Etoile de France, H. T., red.	13.00	10.00
Cl. Fran Karl Druschki, H. P., white.	13.00	10.00
Cl. Gross an Tepitz, C., red.	13.00	10.00
Gould Ophir, copper.	13.00	10.00
Cl. Gainsborough, H. T., flesh.	15.00	12.00
Cl. Helen Gould, H. T., red.	13.00	10.00
Cl. Hoosier Beauty, H. T., red.	50 each	
Cl. Hugh Dickson, H. P., red.	20.00	15.00
Cl. Kaiserin, H. T., white.	15.00	12.00
Cl. Killarney, H. T., pink.	15.00	12.00

CLIMBING ROSES

	Price per hundred	
A	B	
Cl. La France, H. T., pink.	\$13.00	\$10.00
Lamarque, Nol, white.	15.00	12.00
Cl. Liberty, T., pink.	15.00	12.00
Cl. Mme. C. Testout, H. T., pink.	15.00	12.00
Cl. Maman Cochet, T., pink.	20.00	15.00
Mareschal, N., yellow.	20.00	15.00
Cl. Myrryl, H. T., pink.	15.00	12.00
Cl. Papa Gontier, T., red.	15.00	12.00
Cl. Pele des Jardin, T., yellow.	20.00	15.00
Cl. Rainbow, T., stripe	13.00	10.00
Cl. Richmond, H. T., red.	15.00	12.00
Reine Marie, H. T., red.	15.00	12.00
Reve d'or, Nol, yellow.	15.00	12.00
Cl. Rhea Ried, H. T., red.	20.00	15.00
Cl. S. W. Ward, H. T., red.	15.00	12.00
Cl. Sunburst, H. T., yellow.	15.00	12.00
Tauschenschoon or Thousand Beauty.	13.00	10.00
Cl. V. W. Ward, H. T., white.	15.00	12.00
Wm. Allen Richardson, Nol, copper yellow.	15.00	12.00
White Banksia, white.	13.00	10.00
Winnie Davis, H. T., pink.	15.00	12.00
Yellow Banksia, yellow.	15.00	12.00

TERMS. Five per cent off for cash with order before December 1; thereafter two per cent off. If orders to be shipped by C. O. D. send one-fourth cash. Quantity. Five per cent off for assorted orders of 500 or more. Ten per cent off for 5,000 or up. Please make all orders in multiples of 10; less than 10, add one-half to price, except on varieties marked "each." Time of shipment. We usually begin digging stock about middle of December and ship January to March. Prices are net F. O. B. here. Free packing. Express: all stock packed very light with paper and burlap for express at the rate "general special" unless otherwise ordered. Sent by freight are entirely purchaser's risk. Order early. Place your order at once and be sure of a prime list.

WESTERN ROSE CO., Pasadena, Calif.

CRAIG QUALITY STOCK

Plants That You Really Need or Will

CROTONS, wonderfully well colored,
all sizes.

FERNS, Norwood and Teddy, Jr.
Ficus Pandurata, the best house plant.

Now is the time to order before the delays of winter. Send for our price list.

ROBERT CRAIG COMPANY, Branch, Norwood, Pa. **4900 Market St., Philadelphia, Pa.**

Boston.

MARKET MEETS RADICAL CHANGE.

The market has undergone quite a change with business rather quiet, although resumption of social functions the latter part of the week helped matters, and the supply cleaned up well. High prices have gone for the present, and stock is back to normal figures.

NOTES.

Thomas F. Galvin, Inc., reports excellent business, although there has been a falling off in funeral orders. The plant and cut flower demand is better than in previous years at this season.

As soon as its lease expires on the premises in Winthrop square, the Waban Rose Co. will move to the Flower Exchange, where they have arranged to occupy 10 stalls.

Wheeler & Co., orchid growers, at Waban, are in full crop with cattleyas and, at present, are making large shipments to New York. The crop at this time numbers 4,000 blooms.

Welch Bros. Co. have had a successful season, but find trade slowing up. They are, however, shipping numerous orders to New York state points, when prices are favorable.

The annual meeting of the Boston Cut Flower Exchange was held October 26 at Young's hotel, and the present officers and directors re-elected.

Dolansky & McDonald are busy with out-of-town shipments. This season they will handle the stock of the Wm. Sim range.

A. Cohen, who bought the Carney estate at Brighton, is marketing excellent heliotrope plants and Boston ferns.

Arnold & Fisher, of Woburn, have very good stock of chrysanthemums in several varieties, also good pompons.

Wm. Owens, of Watertown, is sending in some excellent chrysanthemum plants, which find ready buyers.

S. K. G.

Buffalo.

GENERAL CONDITIONS MORE SATISFACTORY.

Continued good weather has somewhat lessened the death rate and it is now possible for the local trade to take care of their business in a better manner. Stock is also more plentiful, chrysanthemums, roses and carnations showing a decided increase in quantity with quality also improving.

NOTE.

W. J. Palmer, Sr., cast aside usual business October 24 and his hand accustomed to handling roses was transformed into a political handshake. The reason is good things come in bunches. Grandpa Palmer is twice glad. First, Mrs. Mark Palmer told Mark to tell "Grandpa, that W. J. Palmer, 3rd, had arrived," and a few hours later, Mrs. Fowler, nee Mildred Palmer, said, "Tell father we have a little girl at our home." Congratulations to all—especially "Grandpa."

BISON.

Special 7-inch Boston Fern Offer 75c each

Our stock of 7-inch Boston Ferns is exceptionally large, and the plants are fine for immediate sales or for potting on into 8-inch or 9-inch pots. They are pot grown and well established.

OTHER BARGAINS IN FINE POT GROWN BOSTON FERNS

5-inch	25 cents each	8-inch	\$1.00 each
6-inch	50 cents each	9-inch	1.50 each

FIVE GOOD BUYS IN WHITMANI FERNS

5-inch	25 cents each	7-inch	75 cents each	9-inch	\$1.50 each
6-inch	50 cents each	8-inch	\$1.00 each		

KENTIAS are scarce, and every florist who has facilities should grow as many of these as possible.

Kentia Belmoreana, 2 1/2-inch	\$1.25 per dozen
Kentia Forsteriana, 2 1/2-inch	1.25 per dozen
Kentia Belmoreana, 5-inch, made-up	9.00 per dozen
Kentia Forsteriana, 5-inch, made-up	9.00 per dozen

We Have 200,000 Small Kentias to Offer.
Get Our Prices on Larger Quantities.

HYDRANGEAS

Okatska and French varieties to grow on.

5-in.	35 cents each	7-in.	75 cents each
6-in.	50 cents each	8-in.	\$1.00 each

CYCLAMEN

Our Cyclamen are beautiful specimens. When ordering, state whether you want them in bloom or to grow on.

6-inch	\$1.00, \$1.25 and \$1.50 each
7-inch	1.50, 2.00 and 2.50 each

THE GEO. WITTBOLD CO.

745 Buckingham Pl., L. D. Phone, Graceland 1112. Chicago

Geraniums

Nutt, strong 2-in., per 100	\$2.00
Viaud, strong 2-in., per 100	2.00
Ricard, strong 2-in., per 100	2.00
Dracaena Indivias, good thrifty stock for growing on, 2-in., per 100	2.00

ELMER RAWLINGS, Allegany, N. Y.

GERANIUMS

Rooted Cuttings. Can be sent safely by parcel post, have had one complaint from over 200 shipments.

S. A. Nutt and Buchner	\$15.00 per 1000
Poitevine and Ricard	17.50 per 1000

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

Fall Stock

Write for List of
Soft Wooded Plants.

GEO. A. KUHLE, Wholesale Grower, PEKIN, ILL.

Mention the American Florist when writing

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

Asparagus Sprengeri, 2-in., \$3.00; 3-in., \$6.00 and 4-in., \$10.00 per 100. Fine bushy plants. At HENRY SMITH, Grand Rapids, Mich.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$7.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

BEGONIAS.

Begonia Chatelaine, 3-in., \$10.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

BULBS.

Bulbs, French Paper Whites, Daffodils, Tulips, afloat and expected soon. Lily bulbs from storage, French Candidum, Freesias. See our advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs, Cold storage Giganteum, 7 to 9-in., (300 to case), \$21.00 per case; 8 to 10-in., (250 to case), \$25.00 per case; 9 to 10-in., (200 to case), \$30 per case. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs, French; ready for immediate delivery. For varieties and prices see display advertisement elsewhere in this issue. Dutch bulbs are scarce in all varieties. Write for quotations. James Vick's Sons, Rochester, N. Y.

Bulbs, Lilium Giganteum, cold storage; repacked and in good order. Per 100, \$7.00; per case (300), \$20.00; per 1000, \$65.00. Vaughan's Seed Store, Chicago and New York.

Bulbs, Cold storage giganteum, sound and dormant, 7-9 (300 per case), \$22.50 per case. S. S. Skidelsky & Co., 3004 Lincoln Bldg., Philadelphia, Pa.

Bulbs, Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Dutch and French bulbs. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs, Lilium Giganteum, from cold storage, 7-9 (300 to case). Write for prices. Chas. Schwabe & Co., Inc., 90-92 West Broadway, New York.

CALENDULAS.

700 Calendula—Orange King, fine 2-in. at \$3 per 100. Not pot bound or lanky. Cash. HEITMAN-OFSTREICHER CO., 5610 North Ave., Milwaukee, Wis.

CARNATIONS.

Carnations. All high grade stock. F. Dorrer & Sons Co., Lafayette, Ind.

CROTONS.

Crotons. Fine healthy stock. 4-in., \$4.80 per doz., 5-in., \$9 per doz.; 6-in., \$1 to \$1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

Cyclamen. Our cyclamen are beautiful specimens, 6-in., \$1.00, \$1.25 and \$1.50 each; 7-in., \$1.50, \$2.00 and \$2.50 each. The George Wittbold Co., 745 Buckingham Place, Chicago.

DAHLIAS.

Dahlias. Best new and standard varieties. Pencoek Dahlia Farms, Williamstown Jct., N. J.

DAISIES.

DAISIES. Bells Monstrosa Pink or White, also Long Fellow and Snowball. Fine, strong plants, \$3.00 per 1,000; \$8.25 per 3,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

DELPHINIUMS.

Delphinium Per.—Light and dark blue, extra strong transp., seedlings sown in May, \$3 per 100. Cash. HEITMAN-OFSTREICHER CO., 5610 North Ave., Milwaukee, Wis.

DRACAENAS.

Dracaena Massangeana, 4-in., \$50 per 100; 6-in., 75c to \$1.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

ERICAS.

ERICAS.

Young stock for growing on. Strong, healthy plants out of 2½-in. pots. Biggest percentage will set buds and bloom for September and October delivery.

Half varieties:

Gracilis Autumnalis \$12.00 per 100
Ovata 12.00 " "

Xmas varieties:

Fragrans Melanthera 15.00 " "
Regemianus 15.00 " "
Pres. Carnot 20.00 " "
Felix Faure 20.00 " "
King Edward 20.00 " "

Easter varieties:

Cupressina 20.00 " "
Persoluita Rosa 15.00 " "
" Alba 15.00 " "
Translucence 25.00 " "

Ericas can be kept at 40° to 45° night temperature in winter.

Packing charges, 50 cts. for each \$10 value.

Terms: Cash with order, please.

ANTON SCHULTHEIS,
310 19th Street, College Point, N. Y.

FERNS.

FERNS. Boston, Roosevelt; Whitman, Scholzei, Whitman, Conecta and Teddy, Jr., out of 2½-in. pots, \$5.00 per 100; 3-in., \$10.00 per 100, Roosevelt, 4-in., \$20.00 per 100; Teddy Jr., 6-in., \$25.00 per 100. THE REESER PLANT CO., Springfield, O.

Ferns. Boston, 7-in., special price of 75c each. 5-in., 25c; 6-in., 50c; 8-in., \$1.00; 9-in., \$1.50 each. Whitman, 5-in., 25c; 6-in., 50c; 7-in., 75c; 8-in., \$1.00; 9-in., \$1.50 each. The George Wittbold Co., 745 Buckingham Place, Chicago.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

FERNS. Boston, heavy plants from 5-in. pots, \$4.50 per dozen, \$35 per 100. Extra heavy 6-in., \$6.00 per dozen. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns. Boston, 2½-in., heavy, \$6 per 100; \$55 per 1,000. Whitman, 2½-in., \$6 per 100; \$55 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

Ferns. Boston and Scotti, 5-in., \$3.00 per doz., \$25.00 per 100; 4-in., \$15.00 per 100. B. Vincent, Jr., & Sons Co., White Marsh, Md.

Ferns for fern dishes, good assortment, 2½-in. at \$3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FREESIAS.

FREESIAS. Improved Purity, ¾ to 1-inch, \$17.00 per 1000; ¾ to ¾-inch, \$12.00 per 1000; ¾ to ¾-inch, \$7.50 per 1000; ¾ to ¾-inch, \$4.00 per 1000. Write for samples. VAUGHAN'S SEED STORE, Chicago and New York.

Freesia Purity Mammoth, ¾-in. and up. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

GERANIUMS.

Geraniums, 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. B. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings, S. A. Nutt and Buchner, \$15.00 per 1,000; Ricard and Potvine, \$17.50 per 1,000. Albert M. Herr, Lancaster, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GLADIOLI.**GLADIOLI.**

Clean, healthy, young stock, absolutely free from disease. 50 leading commercial varieties; prompt shipment after Nov. 1st. Reasonable prices; send for wholesale list. T. H. FULLER, Gladiolus Specialist, 649 Marshall St., Battle Creek, Mich.

GREENS.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. Caldwell The Woodsman Co., Evergreen, Ala.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. E. A. Beaver, Evergreen, Ala.

HARDY PERENNIALS.

Hardy perennials of our own growing and in excellent condition at attractive prices. Write for quotation. James Vick's Sons, Rochester, N. Y.

HYDRANGEAS.

French Hydrangeas. Best colors, fine stock. 4 to 5 branches, \$20 per 100; 5 to 7 branches, \$25 per 100. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Hydrangeas. Otakua and French varieties to grow on. 5-in., 35c; 6-in., 50c; 7-in., 75c; 8-in., \$1.00 each. The George Wittbold Co., 745 Buckingham Place, Chicago.

JERUSALEM CHERRIES.

Jerusalem Cherries (Cleveland). 4-in., fine stock, \$15.00 per 100. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

KENTIAS.

Kentia *Forsteriana* and *Belmoreana*. For sizes and prices see display advertisement elsewhere in this issue. Poehlmann Bros. Co., Morton Grove, Ill.

Kentias. *Belmoreana* and *Forsteriana*. 2½-in., \$1.25 per dozen; 5-in., made-up, \$9.00 per dozen. The George Wittbold Co., 745 Buckingham Place, Chicago.

Kentia *Belmoreana*, 6-in., \$1.00 each; 5-in., 75c each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

MISCELLANEOUS STOCK.**STRONG FIELD GROWN PLANTS.**

	Per 100
Anchusa Dropmore Variety Opel	\$6.00
Stokesia Cymosa	6.00
Buddleia Veitchiana, ¾	10.00
Calceanthus Floridus, 2/3	12.00
Deutzia Pride of Rochester, ¾	12.00
Virex Agnus Castus, ¾	12.00
Caroropteris Mastacanthus, 2 yr	10.00
Spiraea Reevesii, Fl. Pl., 2/3	12.00
California Privet Bushy, ¾	5.00
WOOD STUBBS & CO.	
219-221 E. Jefferson St.	Louisville, Ky.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelias, Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 40th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veltchii, 4-in., 50c each; 5-in., 75c to \$1.00 each; 6-in., \$1.50 each; 7-in., \$2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

Pansy plants, strong and stocky. "Superb Strain," \$3.00 per 1000; \$8.25 per 5000. Cash. Prompt shipment. These plants and strain will please you. BRILL CELERY GARDENS, Kalamazoo, Mich.

PEONIES.

Peonies. 30 acres. Can supply your wants. Write for Catalogue. Gilbert H. Wild, Sarcoxie, Mo.

PRIMULAS.

PRIMULA OBCONICA. Five different colors, good, strong plants out of 3-inch pots at \$10.00 per 100, \$75.00 per 1000. Cash with order. J. H. FIESSER, North Bergen, N. J.

Primula Malacoides, 2½-in. at \$4.00; 3-in. at \$8.00; 4-in. at \$12.50 per 100. Fine bushy plants. HENRY SMITH, Grand Rapids, Mich.

Baby Primula Malacoides, 3-in., \$10; 4-in., \$15; 5-in., \$25; 6-in., \$50 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ROSES.**EXTRA FINE 2½-INCH ROSE PLANTS.**

White Killarney	100	1,000
Sunburst	\$4.00	\$35.00
George Elgar	5.00	45.00

AMERICAN BEAUTY BENCH PLANTS.
\$12.00 per 100; \$100.00 per 1000.

WIETOR BROS.

162 N. Wabash Ave., Chicago.

L. D. Phone, Randolph 2081.

BEE'S WELCH GROWN ROSES.

The necessity for reducing output of roses, etc., in order to increase National Food Production, renders it impracticable and unnecessary to advertise as largely as usual. Regular buyers have had a printed offer sent to them; there are a few copies still available for applicants. Please let us have your orders and applications early, so that we may have ample time to give you prompt delivery. Thank you!

BEE'S, Ltd.,
175-181 Mill St., Liverpool, Eng.

Roses. Own root, 2½-in. for benching. Aaron Ward, Opheila, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. Millady and Richmond, \$7.00 per 100, \$65 per 1,000. 3½-in. stock \$35 per 1,000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

Field grown, two-year-old, hardy own-root stock. See display advertisement in issue of November 2, page 733. Western Rose Co., Pasadena, Calif.

New and standard roses for all uses; get list. Leedle Co., expert rose growers, Springfield, O.

SEEDS.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn in contract. Edgar F. Hurff, Swedesboro, N. J.

SEEDS.

Seed. Crclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Pansy. New crop Florists' Mixture, tr. pkt., \$1.00; ¼ oz., \$2.00; oz., \$7.00. A. Henderson & Co., 211 N. State St., Chicago.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, wholesale field and garden seeds. J. Boziano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignette, verbena in variety. Waldo Rohner, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, melon and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Flower and vegetables. Renowned specialties. Sale to seed merchants only. J. OS. PAQUET, seed grower, Nice, France.

Seeds; specialties: Beets, mangoes, carrots, cabbages, celeriac, parsley, parsnips, turnips. R. & M. Godneau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Specialties in onion, carrot, beet, radish and parsnip. R. C. McGill & Co., San Francisco, Calif.

Seed. Sweet pea. All the new and standard varieties. Send for descriptive price list. C. U. Liggit, 325 Bulletin Bldg., Philadelphia.

You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Châtel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 458 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SNAPDRAGONS.

Snapdragon—Ramsburgs Pink and Silver Pink, White and Yellow, 2½-in. pots. Fine bushy plants at \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum moss and green sheet moss. For florists and nurserymen. For spot shipment or contract. Write us. Vaughan's Seed Store, Chicago and New York.

VEGETABLE PLANTS.

Cabbage, celery and Triple Curled parsley plants. Field-grown, 50c per 100, \$3.00 per 1,000, prepaid, \$2.00 per 1,000, not prepaid. F. M. Pattington, Scipioville, N. Y.

VINCAS.

VINCAS. Vinca variegata, good heavy field grown clumps, \$5.00 per 100; \$45.00 per 1,000; Vinca layers, \$1.50 per 100; \$12.50 per 1,000. THE REESER PLANT CO., Springfield, O.

VIOLETS.

Field grown violets. Princess of Wales, \$7.00 per 100. Cash please. H. W. ALLERSMA, Grand Rapids, Mich.

MISCELLANEOUS.

A few bargains in Norway Maple, California Privet, Hydrangea P. G., Barberry Thunbergii, American Arbor Vite, Austrian Pine, Norway Spruce, and Currants. For sizes and prices, see display advertisement elsewhere in this issue. The Lancaster County Nurseries, R. F. D. No. 7, Lancaster, Pa.

Greenhouse glass. Heavy in thickness, well fattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

MISCELLANEOUS.

Japanese Kyogi chip mats, 24x36 inches, \$3 per doz. assorted; \$17.50 per 100, solid colors, \$20 per 100 for checkered (two colors) mats.—Takeuchi Bros., 444 Bush St., San Francisco, Calif.

Patriotic cards, 100, 85c; 200, \$1.50; 500, \$3.00; 1,000, \$5.00. Write for samples. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Radelin Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Bollers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastic for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowie, Berlin, N. Y.

Greenhouse bollers. Kretschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-70 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietrich Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabasha Ave., Chicago.

Pecky Cypress drop siding, shiplap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Heys & Co., Inc., Cambridge, Mass.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungline, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikotene, excellent for spraying. Aphla Pank for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES. Mend your wilted carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3.00 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE, 264 Randolph St. Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galeburg, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

STAKES.

Bamboo cane stakes. 6 ft., \$21 per bale, 6-9 ft. \$7 per bale; 9-12 ft., \$8.50 per bale. McHutchison & Co., 95 Chambers St., New York.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Erne & Company, Chicago.
Fexy, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Goldstein & Futterman, New York.
Grossberg-Tyler-Finnermann Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Kyle & Foerster, Chicago.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meoni, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
Nissen Co., The, Leo, Philadelphia, Pa.
Pappas, Nicholas G. & Co., New York.
Philadelphia Wholesale Florists' Exchange.
Pleson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poelmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykrans, Geo. J., New York.
Pryer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Slebrecht, Geo. C., New York.
Tomner, O. A. & L., A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Trendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Welland & Risch Co., Chicago.
Victor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo., Co., Chicago.
Zech & Mann, Chicago.

BOOKS FOR FLORISTS.

The following books should be in every florist's and gardener's library. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price, \$2.00.
Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50 cents.
The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, \$4.50.
The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, \$1.50.
The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, \$6.00.
Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, \$1.50.
Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, \$1.10.
Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, \$1.10.
How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, \$2.00.
Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants. Illustrated. 325 pages. Price, \$1.50.
Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, \$1.50.
Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, \$1.75.
Commercial Rose Culture.—By Elmer Holmes. A practical guide to modern methods. 166 pages, 60 illustrations. Price, \$1.50.
The American Flower Garden.—By Neltje Blanchan. Well bound. 368 pages and 92 illustrations. Price \$5.35.
Lawns and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, \$1.10.
Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.
The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, \$1.25.
Manual of the Trees of North America.—By Prof. C. S. Sargent. 820 pages, with over 600 illustrations. Price, \$6.
The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, \$2.
Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, \$10.00.
Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, \$1.60.
Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, \$1.50.
Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 352 pages. Price, \$1.60.
Daffodils, Narcissus, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, \$1.21.
House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, \$1.20.
Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, \$2.00.
The Book of Water Gardening.—By Peter Riset. 209 pages and 130 illustrations. Price, \$2.50.
Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, \$1.75.
Landscape Gardening.—By Sam'l Maynard. 338 pages, 165 illustrations. Price, \$1.50.
Chrysanthemum Manual.—By Elmer D. Smith. Profusely illustrated. Price, 50 cents.
Mushroom Growing.—By R. M. Duggar. 260 pages, fully illustrated. Price, \$1.50.
The Goldfish.—By Hugo Mulert. 100 pages, handsomely illustrated. Price, \$2.
How to Grow Roses.—By Robert Pyle. 121 pages. Illustrated. Price, \$1.00.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

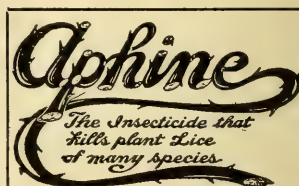
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No. 32 Union Stock Yards, Chicago.

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The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, \$1.00 Gallon, \$2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, \$1.00 Gallon, \$3.50

VERMINE.

For ear worms, angle worms and other worms working in the soil.
Quart, \$1.00 Gallon, \$3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

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The Florists' Hail Association of America

Was originally incorporated under the laws of New Jersey on June 1, 1887. Since that date it has promptly paid nearly half a million dollars for glass broken by hail.

At the present time it has no liabilities, and, besides its emergency fund, it has a reserve fund of \$45,000.

An insurance with the Florists' Hail Association means prompt payment in case of loss.

For further particulars address

JOHN G. ESLER,
Secretary, Saddle River, N. J.

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If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

No More Soot Troubles

Z-I-N-C-O WHAT IT IS

Soot Destroyer is a harmless combination of chemicals. When this powder is spread lightly over a good hot fire the gas fumes resulting turn the soot into a light ash easily carried off by the draft, reaches places never touched by the operation of cleaning. It follows the draft and burns the soot thoroughly, prevents the discharge of large volumes of soot into the atmosphere, to cause complaints and become a criminal nuisance to yours-elf and your neighbors. It is very inexpensive to buy—simple and easy to use. The average cost per week is but a few cents. It is a fine fire saver as boiler surfaces are always exposed to the heating units. A clean boiler steams very easily and is a great labor saver. It does an A-1 job, without any effort on your part. All required is a good fire. It is now burning soot in the largest plants in 41 states. Join these up to-the-minute



"Ain't it a Grand and Glorious Feeling?"

WHAT IT DOES

Z-I-N-C-O

Soot Destroyer will put pep into your boilers—make them deliver. It will keep them young and make old boilers heat like new. It will reduce ash and dirt. It will in rease your draft.

WHAT IT DOES

Z-I-N-C-O

It destroys the worst cases of soot and soot scale, increases the efficiency of your boilers with less fuel, does this work quickly—easily and cheaply. Does all this for a few cents per week—with no extras.

Note The makers of Z-I-N-C-O have agreed to supply us with a number of small packages of this unusual article. The quantity is limited. The price is \$3.00. If you have soot troubles, order one at once.

KROESCHELL BROS. CO., 452 W. Erie Street, Chicago



LOGAN POTS

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**The Logan Pottery Co.,
LOGAN, OHIO.**



NIKOTEEN

For Spraying.
APHIS PUNK
For Fumigating.
Ask Your Dealer for It.
**NICOTINE MFG. CO.
ST. LOUIS.**

Rochester, N. Y.

BRISK BUSINESS CONTINUES.

With funeral work pouring in every day, and the florists grinding out designs and clusters, business continues brisk. Chrysanthemums are more plentiful, but prices are high. Golden Glow, Touset, Oconto and Golden Gleam are among the best varieties. Chrysolora is also very good, but the supply as yet is limited. Carnations show much improvement, but the receipts are meagre. Violets are of excellent form, but there is no great call for them so far.

NOTES.

Edwin Kendig, proprietor of the Floral Art Studio, Oswego, N. Y., has bought the Rosery Flower Shop, of which the late Paul Campus was proprietor. He plans to conduct both stores.

We regret to announce the death of Miss Tessie Whitman, formerly employed by H. E. Wilson. She succumbed to pneumonia at Washington, D. C., while studying to be a nurse in that city.

It has been announced that the business of the late Nathan R. Graves, horticultural photographer, will be continued by Mrs. Graves.

CHESTER.

PANA, ILL.—A. N. Nielsen, Inc., have completed their new house, which has been planted with roses in six varieties. The stock is breaking nicely and an excellent cut is expected in for Christmas.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100	No.	Diam.	Ea.	Doz.	100
10	20 in.	\$3.25	\$37.50	\$287.50	50	12 in.	\$1.50	\$15.00	\$110.00
20	18 in.	2.75	30.00	237.50	30	10 in.	0.95	10.50	77.50
30	16 in.	2.25	26.00	195.00	70	8 in.	0.75	8.25	62.50
40	14 in.	1.93	22.00	168.75					



Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, 714-716 Chestnut St., Philadelphia, Pa.

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Mention the American Florist when writing



Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor.

The Peters & Reed Pottery Co.,

SO. ZANESVILLE, OHIO.

"Moss Astec" Ware

WM. M. WARRIN,

16 W. 23rd St., New York.

Mention the American Florist when writing

CAMBRIDGE

NEW YORK



World's Oldest and Largest Manufacturers of

FLOWER POTS

A. H. HEWS & CO., Inc.

Cambridge, Mass.

Trade Directory

—OF THE—

Florists, Nurserymen, Seedsmen

OF THE

United States and Canada.

PRICE: \$3.00 POSTPAID

American Florist Co.,

440 S. Dearborn Street
CHICAGO

George Keller Pottery Co.

SUCCESSOR TO

GEO. KELLER & SON,
Manufacturers of

Red Pots

Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.



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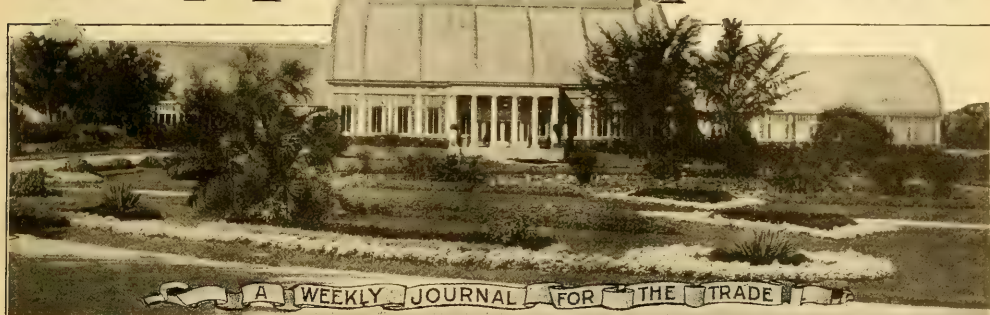
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Vol. LI.

CHICAGO AND NEW YORK, NOVEMBER 9, 1918.

No. 1588

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The thirty-fifth annual convention will be
held at Detroit, Mich., August, 1919. Thirty-sixth
annual convention at Cleveland, O., 1920.

FOR THE BOYS "OVER THERE."

November 11-18 the people of the
United States will be asked to raise
\$170,500,000 in the ational War Work
campaign conducted by the Young
Men's Christian Association, the
Young Women's Christian Association
the National Catholic War Council, the
Jewish Relief Board, the War Camp
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Library Association and the Salvation
Army, to carry on the great work of
supplying our fighting forces with
entertainment, recreati n, reading
rooms, etc.—in fact, "a bit of home
within the camp," and much appre-
ciated comforts on the firing line.

GIVE LIBERALLY

JUST THINK WHAT THEY GIVE

WINTER WINDOW BOXES.

Replace Summer Flowers with Evergreens

The summer window boxes are now
all bedraggled and forlorn; they are
no longer ornamental, but in their pres-
ent state give a very untidy and neg-
lected look to the dwelling. It is as-
tonishing how people will tolerate and
evade duties of their own, which omis-
sion they are quick to notice in others.
Get these unsightly things back to the
shop at once with the order to renew
them with bright evergreens.

A very good and lucrative business
can be worked up by the men who will
make a specialty of filling winter win-
dow boxes. To those who take a pride
in their home, there is no one thing
more decorative for the winter season
than well-filled boxes of evergreens.
Florists as a rule wait for such orders
to come to them. "Mrs. Smith" de-
cides that she will have boxes of ever-
greens for her front windows. She
gives the order, which is filled satis-
factorily, resulting in a much improved
appearance to the house. Now here is
an opportunity for the florist to get
busy and work the neighborhood, using
"Mrs. Smith's boxes" as an example,
showing how much nicer the house
looks with the addition of the ever-
greens.

A good bright salesman, with photos
of work of this kind, showing different
styles of boxes filled in various com-
binations of selected evergreens, will
hook a lot of orders if he goes about it
the right way. On all new work he
should look carefully over the ground,
study each prospect, measure the
spaces to be decorated, and be prepared
with several estimates for the more or
less elaborate character of the work.
He must be full of enthusiasm for his
subject. He is there to talk ever-
greens, and the great decorative effect
of their beautiful, bright or dark-green
foliage, which gives such life during

the dreary winter months. He carries
photos of separate plants, choice speci-
mens, of which the names and charac-
ters appear and should be very fami-
liar to him, as he must be or have
the air of an expert in his work. Trees
in tubs for the stoop or in the vesti-
bule, in fancy jardinières or the more
modest green tubs, are sure to meet
with favor by some of those who can
afford them. As a rule, he talks to
people who are not at first interested,
but who by his enthusiasm for ever-
greens and their great beauty in the
adornment of the dwelling, are after a
time, won over and the sale is made.

While everything in the window box
line that has to be manufactured, has
advanced in price, they will not be
found more difficult to sell than be-
fore, as, somehow, inflated money keeps
moving along on a level with rising
prices. Cement and terra cotta boxes,
which conform to the architecture of
the building, are, on account of their
lasting qualities, to be recommended to
those who want the best. Although
costing more at first, they are almost
indestructible. They are very heavy,
and should always have securely fas-
tened iron bracket supports.

The lighter wooden or metal boxes,
printed or bark covered, are much used.
These, with care, will last several sea-
sons. Those of cement or terra cotta
should be made in sections of from two
to three feet in length; they are then
much easier handled. When fitted to-
gether in place, they appear as one box.

The filling is important. There can
be great variety in the arrangement,
to look best with the height and width
of the various windows. It is impor-
tant to get the best varieties of ever-
greens suitable for this work. The
most useful, and at the same time mod-
erate in price, are American arbor vita
and dwarf Norway spruce. Junipers
are also good, as are hemlocks and

some of the pines. In the east, retinoparas are much used, they seeming to stand the winter better east of the Alleghenys than they do in the west.

The wide window, six feet or over, should have a tall, slender juniper at each end. The arbor vite or spruce can be carried the same height straight across, or with plants of varying heights, carried high at the ends and low in the center. A low standard box, with a globe-like head raised about a foot above the center, makes a nice finish. A little careful trimming will give a neat symmetrical finish. The arbor vite can also be trimmed square, and when planted a short distance apart, so that each stands out individually, the effect is good.

While in some a close, hedge-like appearance is desired, others have each plant just touching. Another treatment is to trim each of these plants so they do not touch, which spacing makes quite a difference in the style. Another plan is to square the plants up and across the top, each alternate one being on a level a few inches shorter than the others, thus giving a formal design.

Boxes filled with an assortment of varieties, are in their different shades of coloring and form, quite attractive. Such orders have the advantage of using up odds and ends, plants perfectly good, but of which there would not be enough of any one kind to fill an order.

Bushy ivies to hang over the edge make an effective finish to all boxes, but they do not last the winter through, particularly if the dwelling faces the south, the alternate freezing and thawing taking the color out of the leaves. Neglect in watering is another source of damage. Florists who put up such boxes, should see that they are thoroughly soaked at first and warn customers that they should not be allowed to become dry. If they freeze solid when wet, they will remain in good condition, but if allowed to freeze when dry, they cannot take up water and soon present a withered appearance.

A lot of trade can be worked up with stores, hotels and clubs, which are always open to consider anything that will add to their appearance from the street. The stores value the street front and the effectiveness of their window displays as a most valuable asset to their business. Florists should study each proposition and, if possible, furnish a sketch showing the decorative effect to be obtained by the use of cornice and pavement boxes and tubbed evergreens. Many enterprising merchants spend as much on one newspaper advertisement as would pay for a permanent evergreen decoration.

Next Week in the Flower Shop.

The tide of events is moving so swiftly these days, changes are so rapid, and extremes so great, that one hardly knows just what to expect. The demand for flowers, on account of the epidemic, gave the business a wonderful boost. It was of course as welcome as it was unexpected. With the passing of the influenza, and the return to normal health conditions, these extra orders were eliminated and the transactions are now only those incident to the season. Unfortunately there appears to be but little, if any, resumption of the debutante or "coming out" teas, which were such a factor at this season, before the war. The trade will

have to wait another year for a return of this beautiful custom. While the comparative lull is on, there should be no lack of effort to speed things up by attractive store and window displays. While the florists' stock in trade is the most beautiful and much more wonderful in every way than other classes of shopkeepers have to offer, there is less effort made to bring plants and flowers to the attention of the public than the goods of any other line.

In the throngs that hourly pass the store, going and coming, there is quite a large percentage of flower lovers. To catch as many as possible of these prospective customers, should be in the hands of some one of the store force, who will give it thought, who will work out attractive and seasonable displays, and keep tab on results obtained. The store must present a wide-awake, up-to-date appearance at all times, with short, snappy window cards calling attention to the plants or flowers displayed or their price. This latter is important, as without it, the impression of many may be, "Yes, these things are very beautiful, but I guess they are too high priced for me."

Striking effects are made with just one class of goods or color. For two days use all forms of one size, with a prominent price card. Each should stand with enough space to show its individual beauty. Next try vases of chrysanthemums and autumn foliage. These are seasonable and very effective. Two days later run a sale of tumbler baskets, filled with short roses. These are now very plentiful, and can be given a price that should move them off quickly. Blue vase baskets, with high handles, that will hold from eight to a dozen pink chrysanthemums, tied at the handle with blue ribbon, will be sure to attract attention. These flowers can be sold with or without the baskets, as it is not necessary to cut but a small portion, if any, from the stems. Many florists do not remove the bottom leaves from the stems. This is a mistake: they should be removed at least one-third up as they foul quickly in the water. A drop or two of formaldehyde to a gallon of water will prevent sloughing of the leaves. A window of pompons is worth while, as many will stop and take a bunch home for the table.

Let your customers know what is in the market by frequent post cards. The

white card, slightly larger than a postcard, containing quite a lot of printed matter, can be mailed for one cent, and if printed an odd color has quite an up-to-date appearance, and is sure to get a "once over."

Every spare moment should be turned to the preparation of all kinds of Christmas goods, such as magnolia and oak leaf wreaths, to be decorated later for the cemeteries. Red Japanese chenille is still in vogue and a number of wreaths in various sizes should be made up, as they give a Christmasy appearance to the holiday decorations of the store. Plan a good supply of evergreen and boxwood for wreaths, and have them made up ahead. They will keep for a month in a cool dark cellar, if not allowed to dry out.

Keep a table in the front of the store filled with sample fern dish ferns, and a few filled ferneries. Many orders for refilling are obtained in this way.

The first of the stevia is now in. It is a great favorite with many customers. Keep each bunch wrapped separately. Do not break the bunches to sell a few sprays, as what is left too frequently goes to waste.

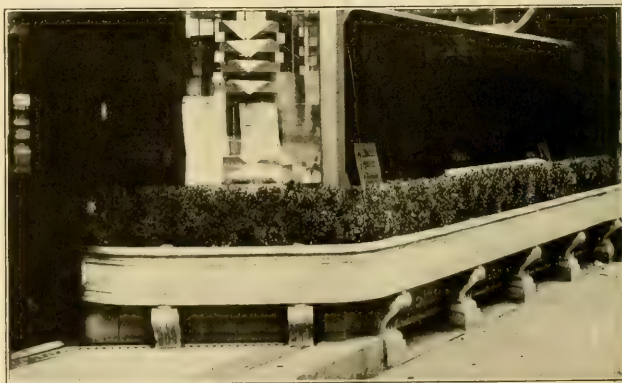
Back up the bunches of violets with small green galax leaves; they should be kept out of sight beneath the violet leaves, which they keep nicely in place. Violets should never be crowded so closely as to disturb the outline of the bunches.

Care of Plants in Stores.

Paper by Joseph Bennett, Lachine, Que., read at the twenty-first annual convention of the Canadian Horticultural Association, Ottawa, Ont., August 14, 1918.

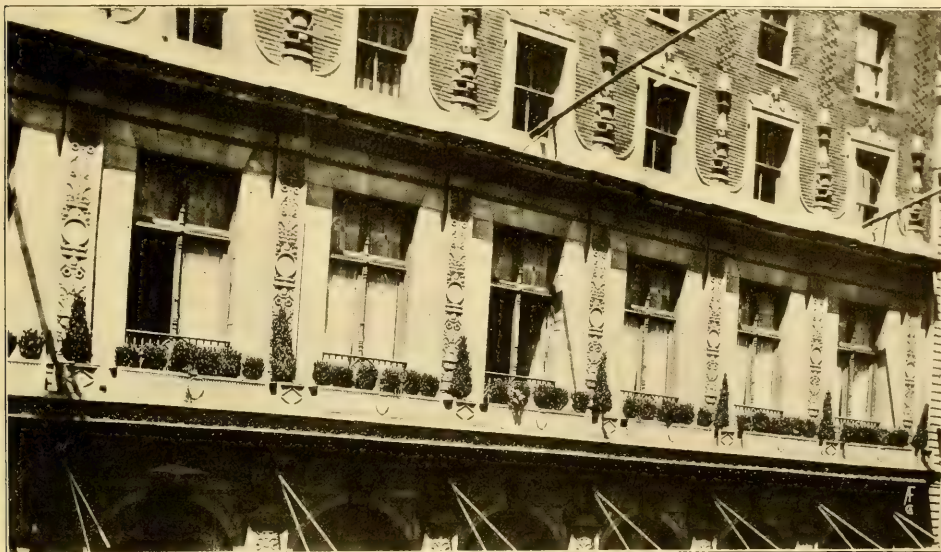
I am taking it for granted that plants are always delivered at the stores in good salable condition, and that the pots are clean. Of course, no grower ever delivers plants to the store that are unfit for sale or with dirty pots; at least, I hear that is the rule in Ottawa. It is the fault of the store managers if they allow plants in under any other condition. There is quite a difference in stores, so I will class them as 1, 2 and 3.

1. Those who are fortunate enough to have a good greenhouse attached to the store should not have much trouble in keeping plants in good shape, as they can change from store to house and vice versa as often as they please.



WINTER WINDOW BOXES.

Concrete Receptacle Filled with Boxwood for Decoration of Show Window Base.



WINTER WINDOW BOXES.

Terra Cotta Receptacle Filled with Boxwood Over First Floor Hotel Cornice.

2. Then there are stores which are located on a street corner and get light from at least two sides. Plants can be kept in fair condition in such a store for a long time, if looked after properly.

3. But it is in what I call No. 3 store, situated between other stores, with only one window at the front, and probably a narrow one, that plants will require very careful handling and attention to keep them in salable condition for any length of time, especially those that are in bloom. Ferns and palms or other foliage plants can, of course, be kept in good shape much easier and longer than flowering plants.

As to the best way of looking after plants in stores, there will most likely be a difference of opinion. I would say the first thing to do is to place some one of the help in charge of the plants, and let that one be responsible, as if left to anyone to look after them there is sure to be neglect. Also, the one selected to look after the plants ought to have some idea of what is necessary to do, as all plants do not require the same treatment, even when they are in a store. In my opinion, the watering of plants in stores is, as a rule, done in a very careless manner. I have seen a boy take a watering can and soak everything as he comes to it, and I have also seen plants dead for want of water. Watering plants in stores needs to be done carefully, more especially in the cold weather. Plants require to be gone over one by one, and do not water any more than necessary. Also use tepid water in winter. Have all this work done the first thing in the morning, so the floor will not be in pools of water. With large or any very good plants always use a vase, but be sure the water is not allowed to remain in the vase. All foliage plants should be cleaned at least once

a week, and do not forget to give the pots a rub as well.

To sum up the stores, No. 1, with greenhouse, should not have much trouble to keep plants in good shape. Store No. 2 will have to be careful in watering and attention, but Store No. 3 needs the utmost care and attention all the time, if the plants are to have a chance at all. I am sure that some stores lose a lot of plants which could be kept in salable condition if, as I suggest, someone was responsible for them, but in every case it is up to the proprietor or manager, if he cannot do it himself, to appoint someone else. The few remarks I have made may not be very helpful, but I trust others will have something to say on this matter, so that other views may be brought out and some good result from the discussion.

Finishing Touches.

Every plant or other article that is offered for sale in the store should always be of 100 per cent value. It must look bright and new, as if right out of the box. An insignificant chip somewhere on a piece of pottery, takes away at once 25 per cent of its value. This can in many cases be fixed up with a little cement and paint so as not to be noticeable.

It is astonishing what a little soap and water will do with the glass and pottery. The dust and dirt removed, a rubbing with a dry soft cloth gives them an added lustre and newness that puts them at once to the front. Plants, of course, cannot be rejuvenated in this manner, but just get all the foliage plants about the store on a cement floor or other such place where it will not matter when you play the hose on them. In five minutes they have taken on such a bright, fresh appearance that one can scarcely believe they are the same plants. All foliage plants, palms,

ferns, dracanas, etc., should have such a bath at least once a week.

Blooming plants, cyclamens, begonias, primulas, azaleas, heather, etc., should all be made as inviting as possible, with some of the little touches that cost but a few minutes' time and make them all doubly attractive.

Crepe paper pot covers, with a bow of narrow ribbon, or a piece of colored mat used in the same way, give a good color effect. A twig or two of pussy willow, stuck into opposite sides of a pot, bent over as a handle and tied with a knot of ribbon the color of the flowers, gives an added value far greater than the cost.

A rhododendron plant with a naked stem can be made to look quite bushy by the addition of a few laurel branches stuck into the soil of the pot. Polish the leaves of the aspidistra with a cotton flannel rag and add 25 per cent to its value. A pot of heather is much more distinctive with a little bow of plaid ribbon. Foliage plants take on an added value or their appearance is much enhanced when displayed in a suitable jardiniere; the one sells the other and often both go together.

Now that flowers are likely to be plentiful, a bid for regular orders, delivered once or twice a week, should be made. This should not be undertaken without due consideration; just a few would not pay, but if 25 or more regulars can be listed for a \$1.00 box twice a week, or only on Saturday, these will be found to be quite profitable. It is well, in these boxes, to keep as far as possible to one or two things at a time and vary with the season—all roses, all carnations, all sweet peas, all narcissi, etc., with stevia while it lasts, short freesias, short sweet peas, etc. All flowers must be strictly fresh; to use up accumulations of a day or two will only cause trouble and dissatisfaction.

PLANT NOTES.

Ferns.

A good stock of small ferns is a necessity at this season of the year to the florist having a retail trade, for the fern dishes will now be coming in to be refilled and this has become quite a feature of the business. While this branch of the trade is in many cases very unsatisfactory, yet it is greatly the fault of the dealer that it is so, and with a little care and method can be made very remunerative and satisfactory to himself and his customers. In the first place a book should be kept giving the date when such customer's dish was filled, and above all things do not endeavor to buoy the customer up with any false hopes as to how long the dish will keep in good condition. In many cases the dish is placed on the center of the table 15 to 20 feet away from any light, the care left to domestics, and it may never be watered from the time it reaches the house until it is returned to be filled, and oftentimes the customers will say it was only a week or two since it was filled, when by reference to the book it will be found to have been two months. When the dish is returned make a note as to what varieties seem to have succeeded the best and use these in refilling. It is wonderful to note the effect on the different varieties in different houses. What will live and thrive in one house will often be the first to die in another. Have a few dishes put up ready for sale. It is often possible to make a sale when the customer sees them all ready, though he might not wait to have one made up or would never think of it unless his attention was drawn to it. Besides the ferns, have a good stock of *Asparagus plumosus* and *Sprengeri* in small pots; these will often grow where ferns will not live at all. And also a fine lot of small palms, cocos and kentias, and small dracaenas for the centers of the fern dishes.

Rambler Roses.

The wood of the several rambler roses that are to be forced should be well ripened up. Those that have been grown in the open ground should be lifted and potted. The pot-grown stock should be subjected to some freezing weather, but they should not be left out until the weather becomes severe enough to freeze the ground so that the pots become broken. A covering of leaves may be placed over the pots if the wood has not been thoroughly ripened, but they are better stored in deep pits or sheds, where the temperature may be kept just above the freezing point. The small twiggy wood should be cut out, leaving the strong canes, and these should be tied to a stake and kept erect. This will greatly reduce the labor when moving them and allow for closer packing when they are packed away and besides prevent the branches from lying on the ground and becoming soft or perhaps causing rot, if too damp. The stock that is lifted and potted should be given a rich rose soil and potted firmly, ramming the soil down hard with a wooden stick. All roses require a firm soil to get the best results. The baby ramblers can be carried into the houses and brought into bloom for Christmas. A temperature of 30 degrees to 65 degrees should produce plants with bloom if started at once.

Gladiolus Colvillei.

The winter blooming gladioli make a valuable addition to the late winter and spring flowers and are very useful as a cut flower or in all kinds of floral work. The blooms are much smaller than the *Gladiolus Gandavensis* and kindred kinds and can be artistically employed. The varieties grown are The Bride, white; Blushing Bride, white, tinged with pink, and Peach Blossom, light pink. The culture of these is very easy and by a succession of plantings the flowers may be had all through early spring up to June. The bulbs can be procured all at once and kept dry and cool, but do not leave them standing around in the room over the boiler or they will rapidly lose their vitality. They can be planted in deep flats and placed in an out-of-the-way place until they begin to grow, when they should be given a light location in a house with a temperature similar to that in which carnations are grown. The flowers will be larger and have more substance if grown cool, but it will take considerably longer to get them into bloom. Some growers plant these bulbs between the rows of the carnations or the violets, but our experience has been that it is far better to grow them in boxes by themselves, for the carnations will need all the nourishment in the soil if growing well, and if not, they as well as the violets when through blooming had better be cleaned out and some other crop planted and not have a crop mixed in which would delay the planting or occupying of the space. These gladioli will be found very useful and well appreciated by the best trade.

Violets.

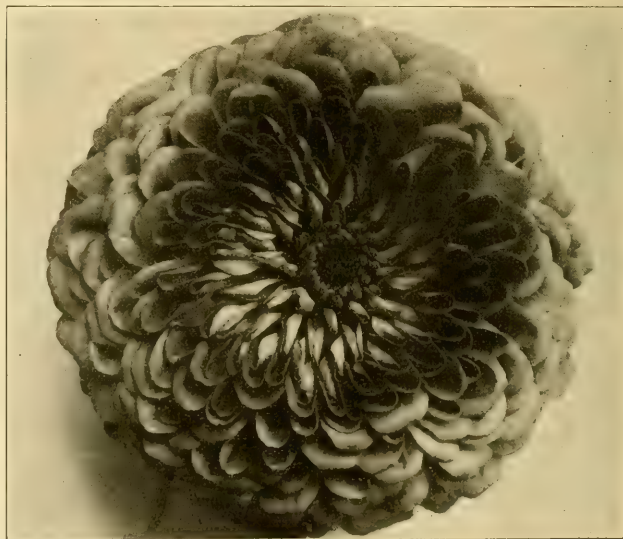
The temperature of both night and day have now become settled enough to keep the violet houses in the best growing condition, and the plants should have made a strong, healthy growth, and be producing blooms of good quality. The first sign of dis-

ease will sometimes make its appearance as early as the first of November, yet it ordinarily does not show up until later in the year during the dark, dull weather. All leaves which show disease should be picked off at once, and if there should be any great amount making its appearance, run the plant a little dry, and under no circumstances allow moisture to remain on the foliage over night. Water only on bright days and then early in the morning. Give all the air possible during the day, and if the disease continues raise the temperature a little at night and do not open the houses quite as much or as early in the morning. A little warmer temperature will induce a new root action, and if this takes place the plant will begin to make a new growth and the disease will disappear. The disease only makes any great headway while the plants are not growing, for when "the elegant spring," as one grower always used to express it, comes, the plants take on new vigor and the disease is no more. As soon as the plants begin to grow the temperature can be dropped to normal for the culture of these plants, which should be about 40° at night. Be careful in removing the leaves not to disturb the plants any more than necessary. Do not pull them off carelessly, but pinch them off with the thumb and forefinger.

WASHINGTON, D. C.—Mrs. Daisy Minder, wife of Jacob Minder, a well-known grower of the Cottage Hill section, died recently of influenza, age 40 years.

MACON, GA.—Dan C. Horgan, of the Idle Hour Nurseries, of this city, reported \$461,800 worth of Liberty bonds sold by the committee of which he was chairman, in the recent campaign.

FORT WORTH, TEX.—The meeting and exhibition of the Texas State Florists' Association, which it was previously announced would be held in this city, November 19-21, has been postponed indefinitely.



NEW GIANT DAHLIA-FLOWERED ZINNIA.

To be Introduced Next Season by John Bodger & Sons Co., Los Angeles, Calif.

THE CARNATION.

Planning for the Christmas Cut.

The present time is one of the most critical periods in the life of the plants for the coming season. They are now building up a constitution that is to tell on their production throughout the entire season, and it may be said that as the plants look November 1, so

Care in the watering is one of the most important of these. Until steady firing commences, the soil does not dry out very rapidly, but the plants should not be allowed to suffer in the slightest degree for the want of watering. Strictest care should also be taken to keep the plants free of insects. The best method for doing this is to spray regularly with the insecticide, as a prevention, rather than a cure. As the plants increase in size, the disbudding requires more and more attention.



EVERGREENS IN WINDOW DECORATION.

will they during the winter months. The plants should now be in such a condition, that unless some disaster befalls them, the grower can practically bank on his Christmas crop. The plants have now overcome the dangers and setbacks incident to the planting and assimilation of the soil, and should be well furnished with buds and shoots as an indication of what they will produce in a very short while. Any that do not measure up to these conditions are backward plants and must be encouraged in every way to make growth and get their winter crop in sight before the short, dark days commence.

Higher prices are being obtained at the present time for carnation blooms than have ever been paid at the same season in the history of carnation-growing, yet the prices are no more than should be expected when the increased cost of production and everything else is taken in consideration. But the high prices should not serve as an incentive for the grower to break away from the well-trying-out rules of culture, and attempt any hastening of the crop, because any driving of the plants now may weaken them for the rest of the season, especially so, when the plants are under size. Owing to their experience of last year, a great many of the smaller growers have reduced their plantings of carnations, so that every indication points to a steady demand for the blooms this coming season. It will pay every grower to use common sense judgment and be particular to attend closely to every little detail in the general routine care of the plants. It is a great pleasure to every grower, who takes pride in his work, to get his plants all wired up and started off right, and when he sees them responding with a strong, heavy growth, and lots of buds and good flowers in sight, it is an added delight. After everything has been put into shape, as indicated here, it is much easier to pay close attention to the necessary requirements of the plants.

This work should be attended to closely. If neglected, the development of the flowers is set back. Be sure all the dried up or diseased grass is kept cleaned off the plants; also, do not allow any weeds to get a start in the beds, and above all be most particular to maintain an even, steady temperature, so far as the weather conditions will allow. Carnation plants thrive best in well aired temperature, so give plenty of ventilation on every favorable occasion during the daytime, and at night, enough to maintain a clear, cool, dry atmosphere at 48 to 50 degrees.

C. W. JOHNSON.

TORONTO, ONT.—The store of H. G. Dillemath presents a very attractive appearance, resplendent with its new decorations, and prepared for a busy fall season.

National Publicity for Flowers.

Thoreau is quoted as saying, "Most men lead lives of quiet desperation."

To get the public mind concentrated upon flowers, especially in these troublous times, is hard indeed for an individual to attempt, in fact, nothing but a desperate effort would be rewarded with success. One of the ideas back of our publicity campaign was to make an organized effort to do this very thing, in order that the florists might cut this desperation out of their business lives and enjoy a better demand for plants and flowers, and who shall say our committees have not succeeded?

Through our magazine advertising, many thousands of people have turned their minds to flowers as mediums for the expression of sentiment under various conditions. Every mail brings to this office numbers of letters from all parts of the country requesting copies of our little booklet, "Say it with Flowers," and information in regard to filling orders in distant cities. This result is very gratifying to us, even though representing but a fraction of the interest which is aroused by the publicity our fund provides.

Our slogan has even had expression on the stage. We are informed that recently in a vaudeville performance, during a pause in a dual song and dance act where, according to custom, a little banter passes between the partners, the male of the duet made a stammering protestation of love to the female, whereupon the latter said, "Oh! Cut it out and say it with flowers." This brought a hearty laugh from the audience, which it is quite fair to assume recognized the slogan.

Gradually, but irresistibly, our slogan is taking hold. Any florist who is not giving it a personal push is making a mistake. Our promotion bureau is providing the means for a push through the dealers' aids service. The beautiful glass sign displayed in any store window says "Say it with Flowers" all day long, and every day. If this sign, at two dollars, is considered an extravagance, then there is the decalcomanie sign, supplied in units of four, in sizes for windows and door panels, at one dollar the unit. Our bureau has supplied hundreds of these transfer signs, but ought to place 10 times the number. There are "stickers," in three sizes,



EVERGREENS IN WINDOW DECORATION.

suitable for affixing to envelopes, boxes, express packages, and the like, the use of which connects the slogan to an individual establishment. Our lantern slides for use in the moving picture houses are works of art at chromo prices. Our electrolyte service, comprising newspaper plates featuring the magazine advertisements, are extremely effective when used in local newspapers, as tending to connect a local store with the advertisements in the 10 magazines. The slogan is prominent throughout.

All these present a chance for noisy demonstration which will go a long way to obviate the necessity for quiet desperation, and promote that healthful activity which is essential to prosperity.

We are still waiting to hear from a surprisingly large number of florists who have not yet contributed to the fund. Every dollar so far contributed has been applied to the work, and about \$5,000 more is required to complete the plans made for the year. This is not a large sum, and surely should be forthcoming.

JOHN YOUNG, Sec'y.

F. T. D. Service During Shortage.

As the Florists' Telegraph Delivery stands for the best service that it is possible to give its patrons, the immense amount of business in general and the number of orders sent to small towns, during the recent epidemic, many of which could not be filled, as stock was not available, calls attention to the fact that florists must handle such conditions in a more businesslike way. Secretary Albert Pochelon, of the association, says the average retail florist simply sends back the telegram to the member from whom he received the order, saying it could not be filled owing to lack of stock, and that such action does not seem to be the right spirit, as it does not convey the message which the customers wish to send. This same proposition, he adds, holds good when a telegram ordering flowers for a funeral arrives too late, or as often happens, the day following the burial. In many cases, it is not simply a question of how much of a sale can be made. The main thing is that the florist receiving such order, convey to the person to whom the flowers were to have been delivered, the information that friends in a distant city had thought of them in their bereavement, but through a delay in the telegram or owing to a shortage of flowers, it had been impossible to carry out their wishes. Mr. Pochelon says at his establishment in Detroit, Mich., when such exigencies arise, a message explaining the situation is invariably sent or telephoned to the house.

Coal Miner Breaks World Record.

As an answer to President Wilson's recent appeal for more coal, John Mullins, employed at the Solvay Collieries Co., Hemphill, Pa., showed he was 100 per cent true American, and in one month dug and loaded 631 tons of coal, setting a world's record. His wages for the period are said to have been about \$450, which must impress some of his less ambitious brethren as quite worth while.

MINNEAPOLIS, MINN.—Thomas H. Hall has solved the delivery problem by employing a woman driver for his auto truck.

Employment Ruling of Industries Board.

William F. Gude, Washington representative of the Society of American Florists, calls attention to the subjoined communication from the chief of labor section, priorities division, bearing on the ruling of General Crowder that the draft of September 12 would not close the florist industry, the details of which were given in our issue of September 14, page 389. The communication of the war industries board followed a conference October 28, at which Mr. Gude presented a half-page article which recently appeared in a Denver, Colo., paper to the effect that all persons in the florist industry between the ages of 18 and 56 should either quit their positions or be drafted into military service. The Washington representative stated at the conference that his mission was not to obstruct war industry but to conserve the florists' as well as every other line of business while the war was in progress, and the board's communication which follows is reassuring:

October 30, 1918.

"W. F. Gude, Washington, D. C.

"Subject: Florists' Labor.

"1. You have called our attention to a letter dated October 24 addressed to you from Davis & Whitney, Attorneys at Law, Denver.

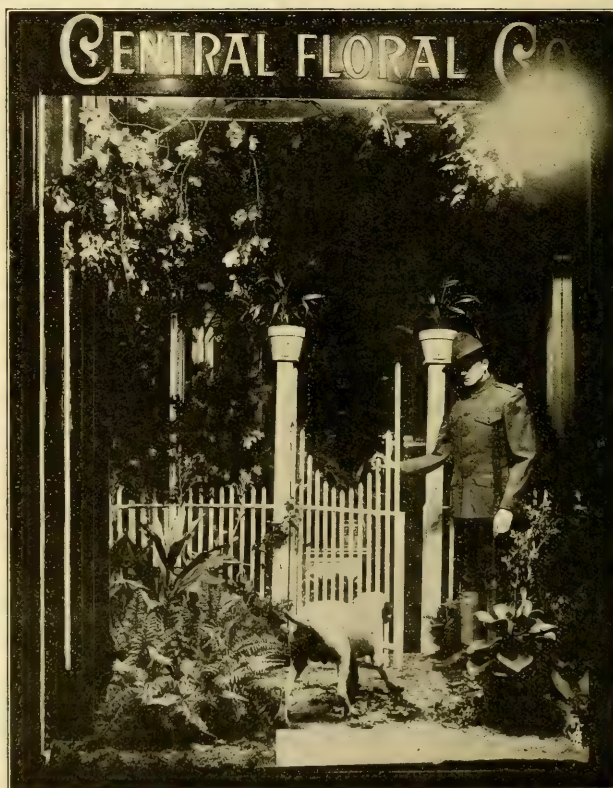
"2. This letter states among other things in substance that a United

States employment service agent in Denver has stated to men who are working as florists that unless they absolutely quit their jobs before November 1, they will be inducted into the military service immediately; further that this covers every man between the ages of 18 to 56.

"3. If an employment agent made such a statement we think it was unauthorized. The fact that a man is employed in a florists' establishment would not in all probability entitle him to consideration for deferred classification on industrial grounds, but such a man, provided he is not a clerk in a florist's store, is not engaged in a non-productive occupation within the meaning of General Crowder's present "work or fight" order and would not lose his right to deferred classification on dependency grounds or his order number and be inducted into service because he chose to remain in his employment. This is in accordance with the present law and regulations.

"4. You will understand this does not apply to a clerk in a florist's store who comes within the "work or fight" order.

"5. You will agree with us that the florist business is among the less essential businesses. The need for most effectively utilizing the man power of the country in the present emergency demands that so far as possible able bodied men should be either in the



LIBERTY LOAN WINDOW OF CENTRAL FLORAL CO., CHICAGO.

service or in some war industry and it is perfectly proper that such men should be encouraged by the employment service or by anyone else to get into a war industry. It is not, however, as we have said, proper to use as a means of compulsion a statement which is not justified.

A. W. CLAPP,
"Chief of Labor Section
"Priorities Division."

Coal Restrictions Lifted.

In confirmation of his telegram, dated October 30, to the effect that florists would be permitted to use coal to the extent of 100 per cent of their average requirements, if they could get it, as announced in last week's issue, page 698, we are in receipt of the following copies of communications from Wm. F. Gude, Washington representative of the Society of American Florists:

"October 26, 1918.

"To All State Fuel Administrators:

"Until further notice, state fuel administrators may permit florists to receive and burn bituminous coal, steam anthracite, or coke breeze without having such fuel apply on their 50 per cent quota, as defined by the fuel administration curtailment order of April 24, 1918, whenever there is a surplus of such fuel, which in the opinion of the state administrator, can be spared for such purpose.

H. A. GARFIELD.

"October 28, 1918.

"W. F. Gude,
"Washington, D. C.

"Confirming our 'phone conversation of this morning I quote you circular issued by Delos W. Cooke, New York state fuel administrator:

"Please disregard all former instructions and be governed by the following: Wherever churches have arranged for curtailment of use of anthracite coal, they are privileged to receive such additional amount of bituminous coal as will meet their requirements. All private greenhouses are privileged to receive bituminous coal in an amount to equal one-half of their normal requirements, but under no condition are they to receive or be allowed to burn anthracite coal.

"UNITED STATES FUEL ADMINISTRATION,
"Bureau of Conservation.

"(Signed) MORRIS W. MONTGOMERY,
"Restricted Industries Section."

Do It Now.

Paul Berkowitz, who is probably better known to the retail craft than any other florists' supply man in the country, says that retailers as a rule are very short sighted and stand in their own light regarding the laying in of supplies. There are certain standard lines which they must carry; in fact, they cannot do business without them. Such goods as cypas leaves, magnolia and oak leaves, crepe flowers, wheat sheaves, all kinds of letters and inscriptions, chiffons, and such Christmas material as moss wreaths, chenille, cape flowers, immortelles, etc., are indispensable.

All this material, and a lot more, is positively necessary to have on hand. Very few men, however, send an order in advance; they wait until the stock is almost exhausted, in fact, often runs out, and then comes a rush telegram for this or that, by first express. An account of staple stock should be made at least once a month, so that articles getting low can be ordered before they run out. All Christmas material, wreaths, chenille, oak and magnolia

leaves, etc., should be on hand not later than November 1, so that all spare moments can be utilized to advantage in making up the designs.

There is great economy in buying in quantity lots, rather than in the hand to mouth fashion pursued by so many. The experience of the trade in the transportation troubles of last winter, should certainly prompt them to order well in advance of the time the goods are needed. It takes but a short time to write an order, but to put it off until tomorrow, means that it is likely to be forgotten; the stock runs out, then comes the expensive rush telegram, and, perhaps, a loss of business. Do it now. Get it out of the way, and be ready to take up the next thing that comes along.

OBITUARY.

Morton F. Plant.

Morton F. Plant, a well-known capitalist, yachtman and patron of horticulture, died of pneumonia at his home, 1051 Fifth avenue, New York, on the night of November 4, aged 60 years. He was born at New Haven, Conn., and educated in the Russell Military School of that city. He began his business career in 1868 in the service of the Southern Express Company at Memphis, Tenn. He became connected with the Plant system of railroads and served as vice-president of the system until 1902, when it was merged with the Atlantic Coast line. He had large wealth and was liberal in his bequests. He gave \$125,000 for the founding of the Connecticut College for Women at New Haven.

Branford House, his estate near Groton, Conn., is one of the finest in the country. At great expense several old farms were transformed into a masterpiece of landscape architecture. Much of this work was done under the supervision of Thomas W. Head, well-known landscape gardener, who for a number of years superintended the estate. For some time the estate has been noted for its fine exhibits of plants and cut flowers at the exhibitions held in New York and other cities. Mr. Plant had owned a number of yachts and his continued enjoyment of yachting gave him the title of Commodore, by which he was known among the devotees of that sport. He was the owner of the New London Baseball club of the Eastern league and it is said that he maintained it at a loss, simply for the pleasure he got out of it. Mr. Plant had been married twice. His first wife, who was Miss Nellie Capron, of Eastern, died in 1913. In 1914, he married Mrs. May Caldwell Manwaring, who survives him, also a son, Henry Bradley Plant.

Corporal W. W. Wilmore, Jr.

Corporal W. W. Wilmore, Jr., son of the well-known dahlia specialist of Wheatridge, Colo., has been reported killed in action while serving with a machine gun company in the United States forces in France. Before entering the army, he was employed at his father's establishment, and also conducted a flower shop at 412 Seventeenth street, Denver. He left for Camp Funston in April of the present year, was in training only three weeks before being sent overseas, and rapidly advanced to the rank of corporal. His genial disposition and many qualities made him a favorite among a large circle of friends to whom the news of his untimely death will be received with keen sorrow. Just before he died, he said: "This is a big, rough game, and someone has to get hurt." He was 30 years of age and is survived by a widow and two young children.

William H. Hendberg, Jr.

William H. Hendberg, Jr., 17 years old, son of Mr. and Mrs. William H. Hendberg, of 415 Washington street, Hoboken, N. J., died at his home, November 4, of pneumonia. The deceased was the son of one of Hoboken's leading florists. His death is the third in the family within a year, his brother, Raymond, 23 years old, and his grandfather, Maurice Hendberg, 75 years old, having died. Besides the parents, a sister survives the deceased. The funeral was private. Interment was in Fairview Cemetery.

Samuel Perlow.

Samuel Perlow, of the firm of Spiwak & Perlow, plant growers of Elmhurst, N. Y., died in the Hahnemann hospital, New York, October 30, after an illness of five days of pneumonia. He was born in Russia 33 years ago. He came to America 12 years ago, having previously spent five years at the Baron Hirsch School for Jewish boys, in the province of Bessarabia, where he studied and worked in floriculture. After reaching this country he had several situations, also spending some time in Canada. Four years ago, he entered the partnership which existed until his death. He was an exceptionally industrious and steady man, his mind being centered on his business. Being unmarried, he lived with the Spiwaks as one of the family. He is survived by one brother.

Mrs. George A. Kuhl.

It is with deep regret that we record the death of Mrs. George A. Kuhl, of Pekin, Ill., wife of the well known grower of that city, who passed away, October 9. Mrs. Kuhl was a most estimable woman with a large acquaintance, having, in company with her husband, attended many trade meetings, and a host of friends will sympathize with Mr. Kuhl in his deep bereavement.

Illinois Florist Hero at Verdun.

Lieut. Julian L. Douglass, Lincoln, Ill., who before his enlistment was employed by Gullett & Sons, well-known florists of that city, had a big share in the recent fighting done by the Prairie division in the vicinity of the Meuse sector in France, according to an interesting article by Frazier Hunt, special correspondent, in the Chicago Tribune of October 21. With a corporal and one private, as an instance of bravery, he captured three machine gun nests and refused to quit after being blown 30 feet by the explosion of a shell. Lieut. Douglass is one of 28 employees of Gullett & Sons now in the service of the United States. Two other brothers, formerly connected with the Gullett establishment, are also in the army.

Cement Oilproof.

Cement which will not be affected by oil is made by mixing glycerine and litharge to the consistency of a thick paste. This will be found very handy in repairing cracked oil reservoirs or in making an oil-tight joint between two metal plates. The cement should be applied as soon as it is mixed since it hardens very quickly.—Cemetery Beautiful.

DENVER, COLO.—The Liberty Flower Shop has opened for business at 418 Fifteenth street.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

"In God's name, cheerily on, courageous friends,
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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An average wage increase of \$1 per day has been granted anthracite coal miners by Fuel Administrator Garfield, effective November 1.

GREENHOUSE GLASS (new) has sold recently at \$8.80 per box. This notwithstanding the fact that there is a great deal of secondhand material being offered.

THE Senate finance committee has been asked by Chairman Baruch of the war industries board to make tax provisions as lenient as possible as far as they apply to potash and nitrate industries to encourage production.

Florists' Hall Ass'n Prompt As Usual.

Samuel Eichler, who suffered almost a total loss of glass at his range at Ada, O., during a severe hail storm, October 5, has received a prompt settlement of his claim from the Florists' Hall Association, of which Jno. G. Esler, Saddle River, N. J., is secretary.

Peace Bouquets.

At a meeting of the Florists' Club of Washington, D. C., November 5, it was suggested that the trade in the United States originate a "Victory Bouquet" to be worn the day peace is declared, the arrangement to consist of three flowers in the form of a corsage, either tied with the national colors, set in a rosette, or with the American flag placed in the center. The suggestion came from President Z. D. Blackstone, was adopted and carries with it a proposal to insert in each of the four local daily papers on "Peace Day" a full page advertisement exploiting the "Victory Bouquet." The advertisements are also intended for insertion in extra editions that will be issued upon release of official news of the end of the war.

Chrysanthemum Society of America.

EXAMINING COMMITTEES.

President Wm. W. Vert announces the committees to examine new chrysanthemums for the ensuing year as follows:

Boston, Mass.—William Nicholson, (chairman), James Wheeler, Alex. Montgomery. Ship flowers to chairman, care W. J. Thurston, manager, Boston Flower Exchange, 1 Winthrop square and Otis street, Boston.

New York—Eugene Dailedouze (chairman), Wm. H. Duckham, A. Herrington. Ship flowers to New York Cut Flower Co., 35 Twenty-second street, New York, care of chairman.

Philadelphia, Pa.—A. B. Cartledge (chairman), John Westcott, S. S. Pennock. Ship flowers to A. B. Cartledge, 1514 Chestnut street, Philadelphia.

Cincinnati, O.—R. Witterstaetter (chairman), James Allen, J. C. Murphy. Ship flowers to chairman, Jabez Elliott Flower Market, care of janitor.

Chicago—N. J. Wiator (chairman), E. A. Kanst, Thomas W. Head. Ship flowers to chairman, 162 North Wabash avenue, Chicago.

Shipments should be made to arrive by 2 p. m. on examination days to receive attention from the committee. Must be prepaid to destination and an entry fee of \$2 should be forwarded to the secretary not later than Tuesday of the week they are to be examined, or it may accompany the blooms.

Seedlings and sports are both eligible to be shown before these committees, provided the raiser has given them two years' trial to determine their true character. Special attention is called to the rule that sports, to receive a certificate, must pass at least three of the five committees.

The committees will be in session to examine such exhibits as may be submitted on each Saturday during November, the dates of which will be November 9, 16, 23 and 30.

REPORTS OF EXAMINING COMMITTEES.

New York, October 30.—Mrs. Edwin H. Bennett, pink, white center, single, scored 85 points, exhibited by Alex. Robertson, gardener E. H. Wells, Montclair, N. J. Delight, pink Japanese reflex, scored 92 points exhibition, exhibited by E. G. Hill Co., Richmond, Ind. Seedling No. 4, bronze rose tints Japanese, scored 82 points commercial, exhibited by Rodman & Sons, Brooklyn, N. Y. Greenwich, magenta, large-flowered single, scored 85 points, and Alex. Clarke, dark magenta large-flowered single, scored 85 points, exhibited by Wm. Whittton, Flagler estate, Greenwich, Conn.

Chicago, October 26.—Vaseo, yellow pompon, scored 91 points, and Dury,

maroon pompon, scored 91 points, exhibited by Elmer D. Smith & Co., Adrian, Mich. Seedling No. 20, white Japanese, scored 92 points commercial, and Seedling No. 28, bronze Japanese, scored 88 points commercial, exhibited by Mt. Greenwood Cemetery Association, Morgan Park, Chicago.

Cincinnati, O., Oct. 19.—Walda, white pompon, scored 90 points, and Lulah, pink pompon, scored 86 points, exhibited by Elmer D. Smith & Co., Adrian, Mich.

CHAS. W. JOHNSON, Sec'y.
2242 West 109th Street, Chicago.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

New Orleans, La., November 10, 2 p. m.—New Orleans Gardeners' Mutual Protective Association, 114 Exchange place. John Parr, secretary, 4539 Rampart street, New Orleans.

Baltimore, Md., November 11, 8 p. m.—Gardeners' and Florists' Club of Baltimore, Exchange hall, St. Paul and Franklin streets. Robert T. Parsons, secretary, 934 East Preston street, Baltimore.

Cincinnati, O., November 11, 8 p. m.—Cincinnati Florists' Society, Hotel Gibson, Alex. Ostendorf, secretary, 16 East Third street, Cincinnati.

New York, November 11, 8 p. m.—New York Florists' Club, Grand Opera House building. John Young, secretary, 1170 Broadway, New York.

Rochester, N. Y., November 11, 8 p. m.—Rochester Florists' Club, 35 East Main street. Ambrose H. Secker, secretary, 357 Linden street, Rochester.

Newport, R. I., November 12, 8 p. m.—Newport Horticultural Society. Fred P. Webster, secretary, Neville, R. I.

Seattle, Wash., November 12, 8 p. m.—Seattle Florists' Club, Henry building. Thomas Wylie, secretary, Holly street, Seattle.

Chicago, November 13, 8 p. m.—Gardeners' and Florists' Union No. 10,615 at 232 North Clark street. Louis Heldmann, secretary, 4633 Fulton street, Chicago.

Lenox, Mass., November 13, 7:30 p. m.—Lenox Horticultural Society, Town House. Lewis Barnett, secretary, care of Allen Winden, Lenox.

Madison, N. J., November 13, 8 p. m.—Morris County Gardeners' and Florists' Society, Masonic hall, Edward Reagan, secretary, Morristown, N. J.

New York, November 13, 8:30 p. m.—Greek-American Florists' Association, 119 East 23rd street. O. P. Thomas, secretary, 58 West 28th street, New York.

Poughkeepsie, N. Y., November 13, 2 p. m.—Dutchess County Horticultural Society, Fallkill building, Theo. H. DeGroff, secretary, Hyde Park, N. Y.

Newport, Ia., November 14, 8 p. m.—Tri-City Florists' Club, at home of member, Wm. Goos, secretary, Bettendorf, Ia.

New London, Conn., November 14, 8 p. m.—New London Horticultural Society, Municipal building, State street. Stanley Jordan, secretary, Harkness estate, Waterford, Conn.

Newark, N. J., November 14, 8 p. m.—Essex County Florists' Club, Rover's hall. David Murphy, secretary, 181 Clinton avenue, Irvington, N. J.

St. Louis, Mo., November 14, 2 p. m.—St. Louis Florists' Club, no regular place of meeting. J. J. Winder, secretary, 2300 South Grand avenue, St. Louis.

Hartford, Conn., November 15, 8 p. m.—Connecticut Horticultural Society, County Building, Alfred Dixon, secretary, Westfield, Conn.

Helena, Mont., November 16.—Florists' and Nurserymen's Association of Montana. E. A. Calmettes, secretary, Helena.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

November 6-8, New York.—Exhibition of chrysanthemums by the American Institute of the City of New York and the Chrysanthemum Society of America in the Engineering Society building, 25-33 West 39th street. Wm. A. Egleston, secretary, board of managers, 824 West 23rd street, New York.

November 7-10, New York.—Exhibition of the Horticultural Society of New York, American Museum of Natural History, Bronx Park. George V. Nash, secretary, Mansion, Bronx Park, New York City.

November 9-10, Boston, Mass.—Fall exhibition of plants, flowers, fruits and vegetables of the Massachusetts Horticultural Society in Horticultural hall. Wm. P. Rich, secretary, Boston.

November 19-22, Chicago.—Illinois First Great Apple Show. A. M. Augustine, Normal, Ill., executive secretary.

December 13-15, Des Moines, Ia.—Mid-west Horticultural Exhibition. J. S. Wilson, Des Moines, chairman of committee on flowers; Francis Sestier, Des Moines, vegetables.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv. For Plant Ads. See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By an all around seedman and poultry supply salesman. Twenty-six years retail experience. Address

Key 931, care American Florist.

HELP WANTED.

Experienced man and designer, practical and of good habits; good wages to right man.

F. H. RIEGELMEIER,
1830 Carson St., S. S., Pittsburgh, Pa.

FOR SALE.

Florist Delivery Car. Panel top. Good as new. Ford. Car is now in Chicago. Write quick.

Key 936, care American Florist.

Foreman Wanted

Must be experienced and come well recommended.

Wietor Bros.

162 North Wabash Ave., CHICAGO

HELP WANTED

Man experienced as seedsman to take charge of a wholesale seed warehouse, and also to do some selling, for an old established firm of seed growers and wholesale merchants. In applying, state age, whether married or single, describe experience in detail and salary expected. Address

Key 941, care American Florist.

Grower, as Assistant

For carnations, chrysanthemums and general line of pot plants. Good wages and steady position. Give full particulars in first letter.

MILLER'S GREENHOUSES

MUNCIE, INDIANA

STOREMAN

A1 man willing to do general work in retail store. Must come well recommended.

W. W. ADAMS

1169 N. State Street, CHICAGO

FOR SALE.

Owing to death of proprietor, a good paying store on the south side of Chicago will be sold at a bargain on easy terms to responsible party. Chance of a lifetime for man or woman to get an established paying business at such attractive terms. Investigate now.

Key 942, care American Florist.

Help Wanted

Good packer for Chicago Wholesale House. Address

Key 939,
care American Florist.

Help Wanted

Young packer for a Chicago florist establishment. Beginner with a little experience preferred. Address

Key 940,
care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches.

FOR CUT FLOWERS: In two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 600, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

HELP WANTED

Several good foremen for places near Chicago. State full particulars in first letter. Address

Key 938, care American Florist.

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

CHRYSANTHEMUMS

Extra fine stock, at \$2.00 to \$4.00 per doz.
POMPONS, - - - 50c per bunch.

BEST LEADING ROSES

We Are Now Cutting a Large Quantity.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Hoosier Beauty, Ophelia, White Killarney and Sunburst.

CURRENT PRICE LIST

	Per doz.
AMERICAN BEAUTY—	
According to length of stem.....	\$1.00 to \$6.00
RUSSELL and COLUMBIA—Best in this market.	Per doz.
Good, extra long	\$3.00
Good lengths	2.50
Good, medium	\$1.50 to 2.00
Good, short75 to 1.00
HOOSIER BEAUTY, OPHELIA, SUNBURST, WHITE	
KILLARNEY—SHAWYER	
Long stems	\$10.00 to \$12.00
Good, medium	7.00 to 8.00
Good short	5.00 to 6.00

	Per 100
ROSES, Our Selection	\$5.00 to \$6.00
LILY OF THE VALLEY, per 100.....	\$6.00
CHRYSANTHEMUMS, all colors.....	per doz. \$2.00 to \$4.00
POMPONS, per bunch.....	.50

GREENS.

ASPARAGUS & SPRENGERI, per 100.....	\$2.00 to \$3.00
Asparagus Sprays in large lots at very low prices.	
GALAX, green and bronze, per 1,000.....	2.00
NEW FANCY FERNS, per 1,000.....	4.00
ALL OTHER SEASONABLE STOCK AT MARKET PRICES	

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

HEAVY OUT-OF-TOWN DEMAND.

The out-of-town demand is very brisk, and there are no signs of any slackening at this writing. The city trade is somewhat better, but there is much room for improvement and the outlook along this line is more encouraging. Stock is cleaning up fairly well in all lines at good prices, and while there appears to be plenty to go around, there is no great surplus when the stores close at night. Carnations are still scarce and command high figures. Chrysanthemums are in large supply and the same holds true for pompons, which are moving satisfactorily, considering the quantities offered. American Beauty roses are good property, also Mrs. Chas. Russell and Columbia, although fancy stock in the two last items needs considerable pushing to bring the advertised prices. Roses in general are in fair supply, but appear to be going off crop, judging from the daily shipments, which are not nearly as large as they have been the previous three weeks. Lilies are holding their own easily at \$12.50 to \$15 per 100, with very little stock offered. Orchids are plentiful enough, so that the demand can be taken care of and the shipments include some particularly fine cattleyas, cypripediums and vandas. Violets are more plentiful in both the local home-grown singles and the New York doubles, but are not bringing any too good returns. Calendulas of splendid quality are attracting the attention of the buyers as are pansies, daisies, feverfew and snapdragons. Indoor asters are seen and are realizing good prices, owing to the scarcity of carnations. Ferns are bringing high figures and the indications are that they will not be any lower in price, but will advance steadily owing to the reported scarcity all over the country. Smilax

My Friend Bill Says:

Van's

100 %
Service

Means earnest, sincere, untiring effort devoted to your interests—service such as you have only believed possible to obtain from a member of your own firm—intelligently rendered by one who makes a thorough study of your wants.

PERCY JONES

(INC.)

Wholesale Commission Florists

56 East Randolph Street

CHICAGO

is none too plentiful, but other items in the green line are in fairly good supply again. October was an extra good month with practically all the trade, and from all reports received, the total sales show a surprisingly large increase over the same month of last year, and in some instances, almost equal to the best December some have ever experienced. With the influenza-pneumonia epidemic checked, and all but conquered, this city passed from under practically the last of the restrictions established in the weeks of the quarantine. Because of the rapid abatement of the epidemic, it is believed that the state-wide quarantine will be lifted in the near future.

NOTES.

Delbert S. Musser, president of the Cook County Bolo Club, has been busy as a bee electioneering the past two weeks. A sample ballot indorsing men of character was sent broadcast just previous to the recent election by authority of the board of directors, and it was pleasing to note that Peter Rein-

berg, who was a candidate for president of the board of county commissioners, was endorsed by this organization. Mr. Musser was in the American army during the war with Spain and the society, of which he is the head, is devoting their efforts chiefly to the welfare of the boys who are at present fighting for the righteous cause.

H. B. Kennicott is again on duty at Kennicott Bros. Co.'s store after a several weeks' business and pleasure trip to Clearwater, Fla. His firm is now featuring extra fancy Bonnafons in quantity.

John Brodbeck, who is at present with the colors at Camp Dodge, Ia., is home on a leave of absence this week. He is a son of Phil Brodbeck, the well-known grower at Evanston.

Erne & Co. are having a brisk call for indoor asters, which they are handling in quantity, in addition to a complete line of all other seasonable stock.

E. H. Blameuser, of Niles Center, is unusually happy this week. It's twins—a boy and a girl.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

HEAVY SUPPLY OF UNUSUALLY FINE

Chrysanthemums and Pompons

Roses, Carnations, Lilies, Valley and a Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100
Specials		\$20.00 to \$25.00
Select		15.00
Medium		10.00 to 12.00
Short		6.00 to 8.00
RICHMOND		
Select		\$10.00 to \$12.00
Medium		6.00 to 8.00
Short		4.00 to 5.00
MILADY		
Select		\$10.00 to \$12.00
Medium		6.00 to 8.00
Short		4.00 to 5.00
Killarney		Per 100
White Killarney		\$10.00
Killarney Brilliant	Select	\$6.00 to 8.00
My Maryland	Medium	4.00 to 5.00
Camp Weiland	Short	
Sunburst		Per 100
Ophelia	Select	\$10.00
	Medium	\$6.00 to 8.00
	Short	4.00 to 5.00

ROSES, OUR SELECTION		Per 100
Carnations		\$ 5.00
Harrisii		3.00 to 6.00
Chrysanthemums, per dozen		15.00
Pompons, per bunch		3.00 to 5.00
Valley		.35 to .75
Adiantum		6.00
Asparagus, per bunch		1.00 to 1.50
Boxwood		.50c to 75c
Ferns		per bunch, 25c
Galax, bronze and green, per 1,000		per 1,000, \$4.00 to \$5.00
Leucothoe Sprays		1.50
Smilax		1.00
		per doz. strings, \$3.00

Mention the American Florist when writing

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631

CHICAGO

HEAVY SUPPLY OF EXTRA FINE QUALITY STOCK

Complete line of all seasonable Cut Flowers and Greens—Remember—
If it's in the Chicago Market we have it. Try us on those famous
quality Milady and Russell Roses, Chrysanthemums, Pompons, etc.

Paul Klingsporn, manager of the Chicago Flower Growers' Association, A. Bensen, of the Lombard Floral Co., and Fred Stielow, of Stielow Bros. Co., visited the growers at Richmond, Ind., November 3, where Hill's novelty rose, Premier, was the center of attraction. Mr. Bensen and Mr. Stielow liked the variety so well after they inspected it growing, that they placed good-sized orders for stock immediately.

Tom Kidwell, son of J. F. Kidwell, who was with the 108th Engineers in France, has been ordered back to this

country to take up special training at West Point. He is one of the many men in the trade who is making good, and it is a pleasure to note that the florists are easily holding their own in making the world safe for democracy.

John Ziska, of Joseph Ziska & Sons, is strutting about the store this week as proud of a peacock. One of the customers asked one of the men what "the dickens" John was so cheery about. He answered: "It's a brand new girl."

A. L. Vaughan & Co. are strong on boxwood this season, which is arriving

in good-sized quantities at regular periods. The demand for it is good, and a large number of bunches are sold daily.

Kyle & Foerster are pleasing their trade with very choice Milady roses, which they are offering in quantity.

J. Fred Wuestenhoff, of the Zech & Mann force, is rejoicing over the arrival of a baby girl.

Mrs. Frank Bruns gave birth to a baby girl this week. She is a daughter of J. F. Kidwell.

WIETOR BROS.

30 East Randolph St.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF Chrysanthemums and Pompons

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	\$8.00 to \$12.00
Good	5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.	
White—KILLARNEY—Pink,	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00

MINIATURE ROSES.	
Baby Doll	\$2.00 to \$3.00
Star	2.00 to 3.00
ROSES, OUR SELECTION	4.00
CARNATIONS.	Per 100
Fancy	\$5.00
Good	4.00

MISCELLANEOUS.	Per 100
Chrysanthemums, per dozen.....	\$2.00 to \$4.00
Pompons, per bunch.....	.50 to .75
Valley	6.00 to 8.00
Lilies	15.00
Ferns, per 1,000.....	\$4.00 to 5.00
Smilax, per doz. strings.....	2.50
Adiantum	1.00
Galax (bronz and green), per 1,000.....	1.50
Asparagus Sprengeri, bunch.....	.50
Asparagus Plumosus, bunch.....	.50
Boxwood, per lb.....	.35

Other Green Goods Market Rates.

Mention the American Florist when writing

The E. C. Amling Co. had a vase of the new rose, Premier, on exhibition at its store this week, where it attracted much favorable attention and comment. This variety looks like a winner and will be grown on a large scale in this vicinity next season. Stock of this variety may be secured through the E. G. Hill Co., and the Jos. H. Hill Co., Richmond, Ind., and the Chas. H. Totty Co., Madison, N. J.

About 25 retail florists met at the Congress hotel, Monday, November 4, when further plans were made for the establishment of a permanent association in this city. This is the second meeting held within the week and it is expected that the association will complete its organization in the near future, when further particulars will be announced.

Peter Reinberg, well-known politician and wholesale florist, was re-elected president of the county board, November 5. Mr. Reinberg and his nine Democratic associates on the ticket took the lead in the early counting of the votes and maintained it without fluctuation all through to the end.

Wietor Bros. are having a brisk demand for chrysanthemums and pompons of fine quality, which they are cutting in quantity. Their new pompon, Liberty and Opheila. This firm's Opheila are showing extra fine color and are some of the best obtainable for a long time.

Zech & Mann are more than satisfied with their November business so far, which is starting off extra fine, both in regard to the local and out-of-town demand. Chrysanthemums are in large supply here, together with all other seasonable stock.

John G. Witt is able to visit the wholesale market again after being on the sick list for over three weeks with blood poisoning. His son, Walter, who is at present at Jefferson Barracks, Mo., is recovering from a severe attack of pneumonia.

At Poehlmann Bros. Co.'s store roses are arriving in splendid quality, especially American Beauty, Mrs. Chas. Russell and Opheila. This firm's Opheila are showing extra fine color and are some of the best obtainable for a long time.

J. A. Budlong is handling a fine supply of roses, particularly Mrs. Chas. Russell and Columbia. Champ Weiland is doing remarkably well at this establishment and is one of the favorites.



When you buy from Kennicott Bros. Co., whether in times of scarcity or in times of overabundance of cut flowers—all the advantages go to you. No other inducements are necessary to solicit your orders.

Kennicott Bros. Co.

Wholesale Dealers in Cut Flowers
CHICAGO

George Wells has opened a new retail store at 2013 California avenue. He was formerly located at the same place years ago, and his friends are all glad to know that he is back in business.

Adolph Benesh, of the E. F. Winter-son Co., is carrying his right hand in bandages, the result of a cut when a window pane in a street car in which he was a passenger was broken.

C. L. Washburn says that Bassett & Washburn never realized such good prices for chrysanthemums and pompons during the season up to this period as they did this year.

Louis Fischer, brother of Alfred Fischer, 2737 North Clark street, is with the colors at Camp Hancock, Ga.

Miss McCord, of the Alpha Floral Co., Des Moines, Ia., passed through here this week on her way to Battle Creek, Mich.

Percy Jones, Inc., is showing a large quantity of Major Bonnaillon chrysanthemums as well as a good assortment of pompons.

Hoerber Bros. are featuring a good supply of splendidly grown White Chieftain chrysanthemums.

Ed. Armstrong is back on the job at A. I. Fischer's after being on the sick list with Spanish influenza.

George Tebbens, who enlisted in the "tanks," is at present in North Carolina.

D. Haentze, of Fond Du Lac, Wis., was here on business this week.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571—AUTOMATIC 48-734—CENTRAL 2572
161 North Wabash Ave., Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.	
Extra long stems.....	\$5.00 to \$6.00
Stems 48 inches.....	4.00
Stems 30 to 36 inches.....	3.00
Stems 24 inches.....	2.50
Stems 18 to 20 inches.....	2.00
Stems 12 inches.....	1.50
Short stems.....	1.00

MRS. CHAS. RUSSELL. Per 100	
Special.....	\$25.00
Select.....	\$15.00 to 20.00
Medium.....	8.00 to 12.00
Short.....	6.00

ROSES.	
Richmond, special.....	\$10.00 to \$12.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Milady, special.....	\$10.00 to \$12.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Killarney Brilliant, special.....	\$10.00 to \$12.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00

ROSES—Continued		Per 100
Ophelia, special.....	\$10.00 to \$12.00	
“ select.....	8.00	
“ medium.....	\$5.00 to 6.00	
“ short.....	4.00	
White Killarney, special.....	\$10.00 to \$12.00	
“ select.....	8.00	
“ medium.....	\$5.00 to 6.00	
“ short.....	4.00	
Killarney, special.....	\$10.00 to \$12.00	
“ select.....	8.00	
“ medium.....	\$5.00 to 6.00	
“ short.....	4.00	
Mrs. Ward, special.....	\$10.00 to \$12.00	
“ select.....	8.00	
“ medium.....	\$5.00 to 6.00	
“ short.....	4.00	
Sunburst, special.....	\$10.00 to \$12.00	
“ select.....	8.00	
“ medium.....	\$5.00 to 6.00	
“ short.....	4.00	
Cecile Brunner.....	2.00 to 4.00	
Elgar.....	2.00 to 4.00	
Baby Doll.....	2.00 to 4.00	

ROSES, OUR SELECTION..... 5.00

Extra special roses billed accordingly.

CARNATIONS.		Per 100
Fancy.....	\$4.00 to \$6.00	

ORCHIDS.		Per doz.
Cattleyas.....	\$12.00	

EASTER LILIES.		Per 100
Select.....	\$15.00	

MISCELLANEOUS.		Per 100
Chrysanthemums, per doz.....	\$2.00 to \$6.00	

Pompons, per bunch.....	.35 to .75	
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Gypsophila, per bunch.....	.75 to 1.00	
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Valley.....	6.00	
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Violets.....	.50 to .75	
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Daisies.....	1.00 to 2.00	
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Calendulas.....	2.00 to 4.00	
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Sweet Peas.....	1.00 to 1.50	
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DECORATIVE.		
Plumous strings.....	\$0.50 to \$0.75	

Plumous.....	.35 to .50	
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Sprenger.....	.35 to .50	
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Adiantum, fancy long.....	per 100	1.00
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Smilax.....	per doz.	2.50
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Ferns.....	per 1,000	4.00
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Galax.....	1.50	
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Mexican Ivy.....	“	5.00
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Leucothoe sprays.....	\$1.00	.75
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Boxwood.....	per bunch	.35 to .50
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Mention the American Florist when writing

AMERICAN BEAUTIES
 None Better—All Lengths.

KYLE & FOERSTER

WHOLESALE FLORISTS

160 N. Wabash Ave.,

CHICAGO

Long Distance Phone, Randolph 6784

N. J. Wietor Alles, son of Gust. Alles, of Wietor Bros., who is a radio operator, was home on a visit this week, but was called back east by wire shortly after he arrived.

Herman Franke, who has been in the employ of several of the express companies for many years, is now with Kyle & Foerster.

William Gifford, of Vaughan's Greenhouses, Western Springs, was reported killed in action, November 6.

Visitors: C. Caetzer, Rock Island; Edward Amerpohl, Janesville, Wis.; Ove Gnat, La Porte, Ind.


AKRON, O.—The Heepe Co, has moved to an attractive new store in the downtown district.

TAUNTON, MASS.—Victor E. Olson, proprietor of the Bay Street Greenhouses, has returned to business, after a serious illness of several weeks.

AKRON, O.—Hammerschmidt & Clark, who conduct a range at Medina, O., have purchased the retail store of the Gilbo Floral Co., in this city.

ELM GROVE, WEST VA.—M. F. Hoffstetter reports an unusually heavy demand for funeral work, many orders being refused on account of the inability to secure stock. With chrysanthemums and carnations coming in, the situation is much relieved.

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Milwaukee, Wis.

DEMAND CONTINUES SATISFACTORY.

Business during the past week was good. While the demand locally was not quite as brisk, the shipping orders came along lively, taking any and everything which could be spared. It turned dark and cool after Wednesday, thus reducing the receipts in roses considerably. More carnations, in spite of the many chrysanthemums, both large and bunch, which are coming in daily, could be moved at good prices. Conditions regarding the influenza are progressing so satisfactorily that the ban which was on for three full weeks was lifted, November 4. We now have reasons to expect more sales for other occasions than funerals and the sick.

NOTES.

The ideal weather conditions of the month of October were brought to a finish with the last day of that month. This was followed by a sharp frost, which finished everything that had been spared previously.

C. C. Pollworth went to Boygan Lake, upstate, a few days last week in order, first, to get rested up after the October rush and, secondly, to get a shot at some ducks.

Visitors: Mr. Hoehl, representing S. S. Skidelsky & Co., Philadelphia, Pa.; Richard Haentze, Fond du Lac, Wis. H. V. Hunkel spent a few days the beginning of this month calling on the trade at St. Paul and vicinity.

Gust Rusch & Co. say the rose crop of the Cudahy Floral Co. is not near as heavy as a fortnight ago. E. O.

Columbus, O.

HEAVY FUNERAL DEMAND CONTINUES.

Though the crest of the influenza epidemic has been passed here, funeral work is still heavy, to the exclusion almost of other demands, as social requirements are light. There is an abundance of cut flowers. Chrysanthemums and pompons are in their prime, and bring from \$3 to \$5 a dozen. Near the point of over-supply, roses have been cut in price on an average of 50 cents a dozen. Carnations are choice stock and cuts are now so free as to make it doubtful whether the \$1.50 price can be held, which is almost double that of a year ago. Violets are now a feature of florists' displays, as are also sweet peas of the Christmas Pink variety. In pot plants, cyclamens and solanums have the field pretty much to themselves. There is some anxiety over the outlook for holiday flowers. Varieties of chrysanthemums which are ordinarily cut about Thanksgiving are already matured, and there is doubt about the latter crop being ready in time. Paper White narcissus will be wholly lacking for that occasion, and probably also for Christmas, the bulbs, which should have been received in June, not having yet arrived, and the only satisfaction to be obtained is that they are on the way. In the absence of azaleas, greater dependence

will be placed on poinsettias and primroses, both of which promise to be plentiful. A scarcity of fern leaves has developed within the past week, supposed to be due to slow transportation. Florists are being worked hard. A part of their troubles is hurry-up funeral orders from out-of-town, and in these days of irregular express service the care of such trade is very exacting.

NOTES.

Local florists are much gratified over the favorable turn in the fuel situation, which seems to promise necessary supply the coming winter. Those who were preparing to curtail growing, are now reconsidering their plans in this line. With the rush of social demand, which is expected to come as soon as the epidemic bans are lifted, a fine season is anticipated by the retail trade.

During the epidemic, stated meetings of the florists' association are not being held regularly, owing to the necessity of members working over hours to make up for help shortage.

Ormand Grice, grower for the Fairview Floral Company, has been confined to his home by illness. J.

Wichita, Kan.

PRICES STILL ABOVE NORMAL.

Business still continues brisk, with funeral flowers leading the demand. Prices are still above normal, but are gradually easing down somewhat. The supply is catching up a little as the local crops of chrysanthemums come in to the market more plentifully. The weather is still mild and but little inroad so far has been made on the coal piles.

NOTES.

Charles P. Mueller has received his check from the Florists' Hall Association covering his claim for damage in the recent hailstorm. He says it will barely cover cost of glass, not allowing for labor in cleaning up or relaying. Miss Mathie Barley, the capable manager of store No. 2 for Mr. Mueller, after a two weeks' siege with the "flu," came back too soon to the store and after a day or two was obliged to give up and go home until more fit for the work.

Alex Marquardt, for several years foreman at Charles P. Mueller's greenhouses, has resigned and gone to San Francisco to live. He had proven himself a capable man, well liked and will be missed by his associates and friends in the trade.

Ferdinand Kuechenmeister has just received a letter from his sons, Emil and Walter, who are at the front in France. They have been in the thick of it, but so far are safe and sound.

Ralph Culp is back in his old place at the store with W. H. Culp & Co., having temporarily passed up the automobile business until production is resumed.

Clifford Pruner, representing Poehlmann Bros. Co., was a recent and welcome visitor. C.

Z M E A C & N H N

30 E. Randolph St.

CHICAGO

Long Distance Phones | Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady

Sunburst

Shawyer

Ward

Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

Rubrum

CARNATIONS

Valley

Cattleyas

CHRYSANTHEMUMS

**Good White and
Yellow in quantity**

Pompons

Calendulas

Single and Double Violets

GREENS.

Plumous

Sprengeri

Galax, bronze

Galax, green

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Leucothoe

Patriotic Cards

100...\$0.85 200...\$1.50
500... 3.00 1000... 5.00

Write for samples.

The John Henry Co., LANSING, MICH.

Mention the American Florist when writing

Detroit.

DEMAND EASIER BUT STILL HEAVY.

The epidemic of influenza, while showing some abatement, is still making sad inroads into the life of the city, and florists have all they can do to satisfy the heavy demand made upon them for funeral work. Flowers, however, are now sufficiently plentiful to make the work easier, and the prices, too, have fallen some and are meeting the popular idea of the value of flowers. Chrysanthemums now hold a conspicuous place in nearly every case where a considerable floral display is made, and yet the increasing supply of roses finds a ready sale. Calendulas, of which a good supply is now available, are daily improving in quality, but move rather slowly on the tables of the wholesale houses. Violets are becoming a factor and their improved quality is most marked. Carnations continue to be in short supply, but the quality is fast improving and local growers promise a big supply when the chrysanthemum crop is on the wane.

NOTES.

A visit to the establishment of A. J. Stahelin, Redford, Mich., reveals a well kept and prosperous place. The two large iron houses devoted to roses are seen in the finest condition. The varieties are Columbia, Mrs. Aaron Ward, White Killarney, Ophelia and Hoosier Beauty. The carnations, now flourishing in his movable houses, are in fine form and indicate at this date a heavy crop for December. Immense quantities of stevia and calendulas are grown here and callas, poinsettias and two small houses of adiantum complete the list of specialties the place is devoted to.

Thomas Browne, Greenfield, Mich., is now bringing in immense quantities of chrysanthemums and they embrace the best commercial varieties. His Chrysolora were exceptionally fine and the Turners now being cut are wonders for size and finish and bring a correspondingly fine price at the Michigan Cut Flower Exchange, where his whole stock is distributed. Later his Eatons and Maud Deans will easily hold up his reputation as a chrysanthemum grower of rare ability. The blaze of beauty now seen at this place is attracting large parties of visitors.

The veteran, E. G. Hill, of Richmond, Ind., whom everyone in the trade knows and loves, was a visitor last week. Philip Breitmeyer entertained him with Thos. Browne, A. J. Stahelin, Robt. Rahaley and J. F. Sullivan at the Detroit Athletic Club. Mr. Hill is most optimistic as to the future of the florist business as the war now seems to be approaching the end. His new rose, "Premier," is being grown in great quantities to meet the demand for this sterling novelty that deserves its great popularity.

Peter F. Reuss & Co. is now the name over the door at 56 Broadway, where the late B. Schroeter so long conducted the business. Mr. Reuss was employed at this place for the past 20 years and his popularity with the former customers of the store will assure him a continuance of the splendid trade enjoyed by his predecessor. He also has the best wishes of the local florists in his new business venture that seems so full of promise.

J. F. S.

**Quality
Speaks
Louder
Than
Prices**

**PINK
WHITE
and
YELLOW**

**Prices
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Others**

Chrysanthemums

Pompons Are Arriving in Limited Quantities

BEST QUALITY TO BE HAD

Columbia, Russell, Milady, Ophelia, Sunburst,
Montrose, Double White Killarney,
Double Pink Killarney, Champ
Wieland, Ward, the Miniature
Nesbit and Cecile Brunner.

None better on the Chicago Market.

CARNATIONS

from new crop. The stems are a little short, but they are good.

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St. Louis.

SUPPLY CLEANS UP WELL.

The market was steady all last week. Large cuts of chrysanthemums came in daily, but cleaned up nicely at good prices. The past week also saw the last of the dahlias, this section being visited by the first killing frost this fall. Carnations show only a slight improvement. Roses are in good supply and the quality is excellent. Prices are a little above normal. Violets still need a little cool weather to make them right. Sweet peas are seen, but very few of them, and they cut no figure in the market. Snapdragons are beginning to show and have a good call. Lilies and lily of the valley continue scarce. The greens conditions are somewhat easier. The past week saw a little letup in the rush of funeral work. Normal business is more or less at a standstill on account of the prevalent epidemic.

NOTES.

A tour of a number of the chrysanthemum growers shows the heavy cuts of the past few weeks have made big inroads into the chrysanthemum beds. From the present outlook it seems that there will be very few for Thanksgiving in this vicinity. Pompon varieties perhaps will be the only exception to this rule.

Andy Hoffman, of Geo. Waldbart's, has been one of the regulars lately at the wholesale market. Andy tells us that they cut an immense lot of dahlias this year.

The next florists' club meeting is scheduled to be held at the Wm. C. Smith wholesale house, 1316 Pine street, November 14.

The local publicity committee intends to inaugurate an intensive campaign for fall and winter. Now is the time to get busy.

Wm. C. Smith has been home, confined to his bed for a few days with a bad cold. Hold her, Bill. Keep away from the "Flu."

J. J. W.

Boston.

BUSINESS ASSUMES NORMAL TONE.

Business greatly improved during the past week, all branches of the trade getting back into normal stride. Crops are large and growers are receiving good returns. Chrysanthemums are very plentiful with good assortments arriving every day. Prices are moderate. Roses are plentiful and reasonable. Carnations are good, the best bringing \$4 per 100. Sweet peas are now coming in and are offered at \$2 per 100. Calla lilies are quite plentiful. Pansies, cosmos, bouvardia and similar stocks find a ready sale.

NOTES.

The Massachusetts Horticultural Society will hold its annual meeting and election of officers in Horticultural hall, at noon, November 16. The society is making a strong effort to strengthen its membership and an urgent appeal is being made to each member to secure at least one new candidate within the next few weeks. The organization has done splendid work this year in

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the way of various forms of war relief. It has given the use of its building freely and contributed receipts of its various exhibitions to worthy causes. The membership at present numbers nearly 1,000.

Anold & Fisher have their range at Woburn in excellent condition. Noteworthy among their crops are Bonaffon, Richmond, Pink and White Chieftains, Tint of Gold and a number of pompon and single chrysanthemums. Two houses of carnations are in fine form among the varieties being Benora, Matchless, Pink Delight, Laddie, Beacon and Red Cross, one of Peter Fisher's seedlings.

The annual meeting and election of the co-operative flower market was held October 26, the following being chosen directors for the ensuing year: John MacFarland, Wm. H. Elliott, Robert Montgomery, Donald Carmichael, Elijah Cartwright, Morris F. Comley, James W. Simpson, Walter R. Holden and J. M. Cohen.

George Noyes, salesman for the flower exchange, is a candidate for director and is receiving excellent support. Young blood and a clean market is his platform.

At Welch Bros Co. business is reported very good. Excellent stock in chrysanthemums, roses, carnations, and sweet peas are seen at this establishment.

Dolansky & McDonald have had a very successful season. In addition to their specialty, orchids, they have good violets, roses and chrysanthemums.

At the store of Penn, The Florist, everything is attractively arranged. The cases are kept well stocked while the windows are showy with orange trees.

The Waban Rose Conservatories are cutting heavily on Hadley, Russell and Killarney as well as several varieties of specimen chrysanthemums.

Charles E. Evans, the plumosus specialist, had a very successful season with early chrysanthemums. He is now cutting Bonaffon.

William Nicholson, of Framingham, is cutting excellent Bonaffons and carnations. They clean up readily at good figures.

Edward Bingham has finished his cut of early chrysanthemums and will now

devote his time to violets and primroses.

B. A. Snyder & Co. are enjoying a rapidly increasing trade, shipping orders being much heavier than last season.

Newman & Son, at their store on Tremont street, are having excellent business, especially in funeral work.

J. W. Simpson of Woburn, is cutting good carnations and chrysanthemums.

S. K. G.

Pittsburgh.

LIBERAL SUPPLY WEAKENS PRICES.

Since chrysanthemums are being received in larger quantities and the cuts of roses have increased, there are plenty of flowers to meet all requirements. General conditions have changed materially and prices have dropped. Long stemmed roses, which formerly brought \$15 per 100, are now offered for \$6. American Beauties are also more reasonable, being replaced by the chrysanthemums. Pompons in all colors are now available and help out considerably, being used in place of carnations, which are still scarce. Several shipments of dahlias reached the market this week, but the quality is poor, showing the effect of the frosts. Owing to the numbers of other flowers offered they had to be moved at low prices. Many failed to find sales. There are just enough lilies coming in to supply the call and keep the price up. The demand for greens has been exceptionally heavy, especially in ferns and galax. Plumosus and Sprengeri have also been much sought.

M.

RAVINIA, ILL.—Herman Dreiske is dismantling his range and will retire from the growing business for the present.

DENVER, COLO.—A fire, thought to have been of incendiary origin, recently caused a loss of \$1,500 at the range of M. H. Erickson, 140 Cook street. There was no insurance.

RUPERT, IND.—The Rupert Floral Co., under the management of H. C. Bateham, has opened its new greenhouse, 904 Fourth street. The establishment is well stocked with a choice selection of house plants, vines and ferns.

John Kruchten Co.

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Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

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\$3.00 per case.

Natural Log Moss, per bag (100 square feet), \$1.75

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50

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Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$6.00@ \$7.50
" " 48-in.	4.00@ 5.00
" " 36-in.	3.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
" Mrs. Chas. Russell	1.00@ 4.00
" Hoosier Beauty	4.00@ 15.00
" Killarney Brilliant	4.00@ 12.00
" Columbia	4.00@ 25.00
" Killarney	4.00@ 12.00
" White Killarney	4.00@ 12.00
" Richmond	4.00@ 12.00
" My Maryland	4.00@ 12.00
" Mrs. Geo. Shawyer	4.00@ 15.00
" Milady	4.00@ 15.00
" Sunburst	4.00@ 12.00
" Mrs. Aaron Ward	4.00@ 10.00
" Hadley	4.00@ 15.00
" Ophelia	4.00@ 12.00
" Double White Killarney.	4.00@ 15.00
" Mrs. Moorefield Storey.	4.00@ 12.00
" Champ Welland	4.00@ 12.00
" Stanley	4.00@ 12.00
" Francis Scott Key	4.00@ 12.00
" Cecile Brunner	4.00
" George Elgar	4.00
" Baby Doll	4.00
" Nesbit	4.00
" Our Selection	5.00
Carnations	3.00@ 5.00
Cattleyas	per doz. 10.00@ 12.00
Lilium Harrisli	15.00
Valley	8.00
Ferns	per 1000 4.00@ 5.00
Chrysanthemums	per doz. 2.00@ 6.00
Pompons, per bunch.....	.50@ 1.00
Sweet Peas75@ 1.00
Boxwood, per bunch.....	.35
Violets50@ .75
Calendulas	3.00@ 4.00
Gardenias	per doz. 3.00


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THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

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Southern Wild Smilax

Standard Case, \$2.25.

LONG NEEDLE PINES

3 to 4 ft. doz., \$1.00; per 100, \$7.50

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Quick service.

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SOUTHERN WILDSMILAX

\$3.00 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet) \$3.50

NATURAL LOG MOSS

Per bag (100 square feet) \$1.75

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The Supply of Our Beauties

is so large that we are in a position to fill your order on short notice. The flowers are very good, of a good color and size. You make no mistake to depend on us for your Beauties.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

PRICES CONTINUE TO WEAKEN.

There has been a further reaction and retrograding of prices over those of a week ago, brought about partly by a falling off in the demand, but mainly due to the abnormally warm weather the first three days of the week, which doubled the supply. Most of the rose stock was too open to ship, some wholesalers declining out-of-town orders on this account. Chrysanthemums were also in full supply, under which condition the prices held up wonderfully. Carnations are fast getting into marketable condition; flowers are of good size and body, each week showing a gain in length of stems. They are, however, from 25 to 50 per cent lower in price. The dahlias hang on, and as late as November 2 some really good stock was being offered. They are, however, no longer a factor. There is an abundance of sweet peas, some of very good quality. Easter lily growers are holding off a bit, but there appears to be plenty for the demand. Callas are in the first bringing 20 cents. Very good in the calendulas are in a place, but pompon chrysanthemums beat them out. Cattleyas are in excess of the demand, as are oncidiums, both offered at lower prices than a week ago. Mignonette and double violets were added to the list this week. Cold frame candy-tuft of splendid quality is seen, which will be in demand after a few days of cold weather. The chrysanthemums now dominate the market and there is a good supply. Superb Mrs. Turner, almost exhibition flowers, sell as high as 50 cents each. The white and pink Chieftains are favorites, as is also Chas. Razer. Bonaffon is in, and there are very fine Chrysolora. Pompons, in great variety, from singles to the disbudbed single-stemmed flowers are offered in quantity. The open weather, with scarcely any killing frosts, has brought in a lot of the garden varieties. The first in the market sold well, but last week's was very junky and would hardly pay freight. Pot chrysanthemums are now nicely flowered and give a good decorative effect to most of the stores. They meet with a fair demand.

November 4.—The market opened with a considerable shortage of roses, a drop of at least 60 per cent over the corresponding day last week. Prices were not affected to any degree, as the demand was light. There was a good supply of chrysanthemums, which also held their own in price. There were good shipments of carnations and smaller stock, which met with a fair demand.

CLUB MEETING.

The regular meeting of the florists' club, held November 5, was quite well attended. Mark Mills declined to serve as president and the chair was occupied by Vice-President E. A. Harvey. There was a display of seedling roses by Robert Scott & Son, four of the varieties appearing very promising, and Clarence U. Liggit staged a splendid vase of the new rose, Premier, for the E. G. Hill Co., Richmond, Ind., splendid large blooms. The feature of the evening was the address of Robert Craig, in which he compared the troubles of the present day with his recollections of

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Roses, Chrysanthemums, Carnations, Easter Lilies. All seasonable Flowers.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Nov. 6. Per 100

Roses, Beauty Special	\$30.00@50.00
" Fancy	20.00@ 30.00
" Extra	15.00@ 20.00
" Ist	10.00@ 12.00
" Killarney	4.00@ 12.00
" My Maryland	4.00@ 12.00
" Sunburst	4.00@ 12.00
" Ward	3.00@ 4.00
" Ophelia	4.00@ 12.00
" Russell	6.00@ 20.00
" Sawyer	4.00@ 12.00
" Shawyer	15.00@ 20.00
Lilies	
Cattleyas	60.00@ 75.00
Carnations	2.00@ 6.00
Asparagus Sprenger	3.00@ 5.00
Ferns	per 1,000 2.00
Smilax	20.00
Sweet Peas	.25@ .50
Calendulas	1.00@ 2.50
Daisies	.50@ 1.00
Violets	.90@ 1.00

BOSTON, Nov. 6. Per 100

Roses, Beauty	20.00@60.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney	6.00@12.00
" Killarney Brilliant	2.00@ 8.00
" Mock	6.00@10.00
" Mrs. Chas. Russell	8.00@12.00
" Taft	8.00@12.00
" Milady	6.00@12.00
" Ward and Hillingdon	6.00@10.00
" My Maryland	2.00@12.00
Carnations	4.00@ 8.00
Easter Lilies	8.00@10.00
Valley	6.00@10.00
Gladioli	4.00@ 8.00

CINCINNATI, Nov. 6. Per 100

Roses, Killarney	2.00@ 8.00
" Mrs. Chas. Russell	4.00@12.00
" Ophelia	3.00@ 8.00
" Richmond	2.00@ 8.00
" Sunburst	2.00@ 8.00
Lilium Gigantum	8.00@10.00
Carnations	2.00@ 5.00
Dahlias	2.00@ 8.00
Chrysanthemums, per 100	10.00@25.00

the old times, together with his prophecy for the future. He was in his best vein and was loudly applauded at the close of his interesting talk.

WITH THE WHOLESALEERS.

Edward Reid, who had to manage during the rush season short one of his best hands, got through in good shape and found time to take a run up to Frank Ross' farm in Montgomery Co. and shoot a few cotton tails to throw into the back of his car. High grade chrysanthemums and a good supply of roses are features of his stock.

Harry Gould, the orchid specialist, is The Leo NiesSEN Co. found last week's business slow in opening, but to close up better, the result being very fair for the season. Bouvardia Humboldtii is a novelty, certainly a choice flower. Cattleyas and oncidiums in quantity were also features of the stock.

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PITTSBURGH, PA.**

Growers of Quality Flowers.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

FANCY "TWO-TONED" HANDLE BASKETS

(With Metal Liners Included)

These baskets can be had in various colors, as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of.....\$4.50
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1334 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Orchids, Chrysanthemums, Carnations

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

One of the wholesale dealers declares that profiteering is on the retailer, citing a case where a buyer vigorously protested against paying \$8 per hundred for dahlias, and then sold them over his counter at \$5 per dozen. Some profit, that.

C.C. POLLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
and Greens

now foreman at the Wyncote palm and fern houses of the Jos. Heacock Co. Roses at Roelofs are now a bit off crop, but coming strong to follow the chrysanthemums.

Magnificent Mrs. Turner chrysanthemums that brought 50 cents straight were a high light of the Berger Brothers' stock. Excellent carnations are also leaders.

Roses in quantity are the feature with the Philadelphia Wholesale Florists' Exchange. Business is reported fair for the season.

NOTES.

The "millstone" that hangs around the neck of the flower business, and is such a load to carry at all times of over supply, is junk. Growers will persist in sending to market stock so worthless that only once in a while it gets across, and returns money enough to pay the freight. To be sure, at times, of extreme depression, when there seems to be little or no demand for anything, even the better grades of flowers have to be sacrificed, and the real junk then becomes more of a detriment than ever. It takes but a little rough treatment of good flowers to put them in the junk class. First packing immediately after cutting, when they should have been "soaked" several hours in water, is a fatal start. Crowding too many together, or packing too loosely makes bruises that can be seen at first glance and condemns the shipment at once. Mauling over after they are offered for sale, quickly puts them in a lower class. Stock that is nicely bunched, packs and carries better, presents an inviting appearance, and if wrapped with a sheet of paper, top and bottom open, is handled without bruising. Each separate flower does not have to be counted, and from every angle, this precaution makes for greater efficiency. If the various commission men could arrange to have a meeting in their stores once a month with their growers and discuss the essential details of the business, it would help matters wonderfully. The world moves, last year, may be a back number 12 months later. The grower who takes a run to town occasionally and looks over the market, gets a line on what his competitor is doing, sees how his own stock sizes up with the others, picks up ideas that should count big in his future returns.

That there is to be no fall or chrysanthemum show in this city is greatly to be deplored. It is the first skip of this important flower function, as far back as memory carries us. We have not time to look up the record, which might disclose it to be, perhaps, the first break. D—the Kaiser. There will be the usual display in horticultural hall, Fairmount park, which Manager Schmitt promises will be up to that of previous years.

The first of the winter series of lectures of the Pennsylvania Horticultural

GUST. RUSCH & CO.



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All Seasonable Cut Flowers
Mfr. and Dealer in "Florists'" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Nov. 6. Per 100		
Roses, Beauty, special	30.00@30.00	40.00
" " fancy	20.00@25.00	
" " Mrs. Chas. Russell	6.00@20.00	
" " Killarney	3.00@10.00	
" " Hadley	8.00@15.00	
" " Sunburst	6.00@15.00	
" " Ward	3.00@6.00	
" " Ophelia	3.00@15.00	
" " Columbia	8.00@15.00	
" " string or bunch	4.00@5.00	
Carnations	each \$0.50@0.60	
Valley	10.00@12.00	
Lilium Rubrum	8.00@12.00	
Easter Lilies	15.00@20.00	
Snapdragons	4.00@8.00	
Calendulas	2.00@6.00	
Asparagus	4.00@20.00	
Adiantum	1.00@1.50	
Smilax	.25	
Asparagus String	.50@.75	
Asparagus bunches	1.50@4.00	
Chrysanthemums, per dozen	1.50@4.00	
Dagger and Fancy Ferns, per 1000	4.00@5.00	
Violets, single	.50@.75	
Sweet Peas	1.00@2.00	

ST. LOUIS, Nov. 6. Per 100		
Roses, Hadley	\$3.00@35.00	
" " Killarney	3.00@6.00	
" " White Killarney	3.00@8.00	
" " Hoosier Beauty	3.00@10.00	
" " Russell	4.00@20.00	
" " Sunburst	3.00@10.00	
" " Ward	2.00@5.00	
" " Mrs. Sawyer	6.00@12.00	
" " Ophelia	3.00@12.50	
Ferns	per 1,000	3.50
Carnations	4.00@6.00	

MILWAUKEE, Nov. 6. Per 100		
Roses, Killarney, W. Killarney	\$4.00@12.00	
" " Ward	\$4.00@8.00	
" " Mrs. Chas. Russell	6.00@25.00	
" " Ophelia	6.00@12.00	
" " Columbia	8.00@25.00	
" " Hoosier Beauty	6.00@15.00	
Carnations, assorted	4.00@6.00	
Lilies	18.00@24.00	
Chrysanthemums, per dozen	2.00@4.00	
Pompons, per bunch	.50@1.00	
Flat Ferns, per 1000	4.00	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange

Roses, Chrysanthemums, Carnations

Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

PITTSBURGH, Nov. 6. Per 100		
Roses, Beauty, special	25.00@35.00	
" " fancy	20.00@25.00	
" " extra	12.00@15.00	
" " No. 1	6.00@10.00	
" " Hadley	4.00@12.00	
" " Killarney	4.00@12.00	
" " Sunburst	4.00@12.00	
" " Mrs. Aaron Ward	4.00@12.00	
Cattleyas	\$0.60@0.75	
Easter Lilies	15.00	
Lilium Giganteum	15.00	
Carnations	4.00@6.00	
Chrysanthemums, per doz.	1.50@3.00	
Pompons, per bunch	.50@1.00	
Valley	8.00	
Ferns, per 1,000	3.00	
Asparagus Sprengeri, bunch	.35@.40	
New Crop Green Galax, per 1000	\$1.25	
New Crop Green Galax	1.50	
Mexican Ivy	.75	

Society will be held November 19. There will also be a small exhibit of cut chrysanthemums and a display of vegetables. The lecture, illustrated with lantern slides, is to be given by Prof. Bechtel, of State College, whose subject will be "Storage of Vegetables," which is certainly timely at this season.

The Robert Craig Co. is experiencing a very busy November, having made arrangements to ship most of their out-of-town December or holiday orders during this month, before the express companies become tied up with Christmas business. There is a good demand from all branches of the trade.

We are glad to make a final favorable report of the ailing members of the craft. Charles H. Grakelow is about again, as is John Welsh Young, James Heacock, Clarence Watson, M. J. Callahan and Robert Bragg.

Joseph G. Neidinger, we are sorry to report, is in the hospital to undergo an operation for ulcers of the stomach.

K.

New York.

GREATLY INCREASED SUPPLY; PRICES DROP.

* * * Tam saw an unco sight!
Warlocks and witches in a dance;
Nae cotillion bled new frae France,
But hornpipes, jigs, strathspeys and reels
Put life and mettle in their heels.
—Burns.

Supposing that there are witches, and further supposing that on Hallowe'en and other occasions they indulge in such hilarity as above described, to the great confusion of Tam O'Shanter and his mare, Meg, they had splendid weather for their entertainment of the latest date. It was so fine that they would be more likely to dance than to ride on broomsticks. Up to Hallowe'en, the weather was unseasonably warm, and it brought in more stock than could be disposed of, consequently, by the middle of the week the market was in a very sluggish condition. Prices on roses, chrysanthemums and carnations dropped heavily. November 2, roses, for which there had been a heavy demand for funeral work, fell from \$5 and \$6 per 100 to \$3, the better grades of roses, and carnations following in about the same proportion. As for chrysanthemums, they came near being in a glut, nearly every wholesale dealer being full of them, yellow pompons being conspicuous. The weather turned cool, November 1, which, if continued, will somewhat check the arrivals, but prices are likely to remain at a lower level throughout November. There is yet a strong demand for funeral stock, but with a great supply pouring in, prices cannot be raised. A feature that is not encouraging is the light demand for orchids and violets. There is good stock of cattleyas, but a wholesaler remarked, November 2, that in proportion, they were "about the cheapest things on the market." Violets are in a much larger supply than the trade calls for, and as most of the former street men have either gone to war or to other jobs, the violet trade is gloomy.

November 4.—There is considerable business this morning, but the market is full of stock and much of it is selling for less than one-half the prices paid for similar stock two weeks ago. That statement covers the bulk of the rose, chrysanthemum and carnation supply. Lilies range from 10 to 15 cents per flower, wholesale, but it is only the very best that brings 15 cents. Orchids and violets continue plentiful and cheap, the violet market, in particular, seeming to be dead. There is usually some demand for cattleyas, but quantities of them are now being offered at 25 to 35 cents per flower, wholesale. Pompons have reached the stage of being a nuisance, particularly the dark colored

FROM GOLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY, - - NEW YORK

ones, and many of them are being thrown away. The supply of American Beauty roses is lighter and the best specials wholesale at the rate of \$40 per 100. There is a noticeable falling off in the demand for flowers for funeral work.

NOTES.

In the passing away of Mrs. Russell Sage, who died on the morning of November 4, aged 90 years, this city has lost a true benefactress. Inheriting a fortune of \$75,000,000 on the death of her husband, she showed great good sense in the use of it. In addition to many other institutions, she had continued interest in the female seminary at Troy N. Y., from which, as a young girl, she was graduated. In an address to the students on its fiftieth anniversary, she said: "I commend to you, from my experience in life, the cultivation of manners and sound common sense. Character is a perfectly educated will." Some years ago, at an expense of \$60,000, she had the border of the West Drive in Central park planted with rhododendrons. Although she distributed millions for charity and benevolence, many of her gifts were never made public.

In the matter of Alexander McConnell, who was adjudged bankrupt September 3, as previously announced in these columns, he has petitioned that having surrendered all his property and rights of property, he be discharged from all debts under the bankruptcy act other than such as are excepted by law. The court has ordered a hearing on same before the United States Circuit Court in the United States Court House and Post Office building, this city, December 2, at 10:30 a. m., at which time creditors may appear and show cause, if any, why the petition should not be granted.

Louis Schmutz has recently filled two houses with fine California palms that he purchased from McHutchison & Co. Since the death of Louis Schmutz, Jr., another brother has been assisting the father in the business.

Dailedouze Brothers, of Flatbush, have their chrysanthemums nearly all cut and will follow up with sweet peas. They have a large stock of Columbia, Ophelia, Scott Key and other roses that are looking fine.

Walter T. Lee, only son of W. S. Lee, who was formerly in the florist business in this city, but for some time past has been engaged in other lines in Philadelphia, is reported to be seriously ill.

Although the dahlias are pretty well cut out, A. H. Langjahr, in the Cut Flower Exchange, is yet receiving good shipments from the Peacock Dahlia Farms, Williamstown Junction, N. J.

Joseph A. Millang, in the rooms of the New York Cut Flower Co., is receiving fine American Beauties from the Pierson ranges, Scarborough and Briarcliffe, N. Y.

Dispatches from London state that the "Allies have closed in on Ghent. We hope, that when they get time, they will let us know how the azalea crops look.

Charles Beckman, Jr., of Elmhurst, who sells his father's stock in the Cut Flower Exchange, has been ill for several weeks, but is now much improved.



Mention the American Florist when writing

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK



John Young & Co. are receiving fine stock of orchids and gardenias and roses in the leading varieties from the Beechwood Heights Nurseries.

Walter F. Sheridan, 133 West 28th street, is receiving good stock of the Russell, Stanley, Ophelia and other roses and chrysanthemums.

Callas Brothers, who have a fine store on Nostrand avenue, Brooklyn, advise us that they have had a great rush of funeral work.

At the range of Spiwak & Perlow, Elmhurst, we have recently noticed fine stocks of ferns, poinsettias, peppers and other plants.

P. F. McKenney, who was confined to his home for a week by influenza, has completely recovered and returned to business.

Pappas Brothers, 2216 Broadway, report that fall trade has been good.

Sarnos Brothers, 2138 Eighth avenue, report large funeral orders.

A. F. F.

AKRON, O.—James J. Salmon, who has been in the florist business in this city for the past 20 years, will close his range for the winter, it is announced.

LOWELL, MASS.—John W. Montgomery, formerly a florist in this city, was drowned October 9, while serving in the navy on the United States Destroyer Shaw.

PAUL MECONI**WHOLESALE FLORIST****55-57 WEST 26TH STREET****NEW YORK CITY**Telephone:
8864 Farragut.**GEO. J. POLYKRANAS****Wholesale Commission Florist****CONSIGNMENTS SOLICITED****104 West 28th St.,****NEW YORK**

Telephone No. 2264 Farragut.

William Mackie**WHOLESALE FLORIST****105 W. 28th St., New York**

Telephone 759 Farragut.

Walter F. Sheridan**WHOLESALE FLORIST**Telephone Call:
8652-8533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT****WHOLESALE COMMISSION**All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.**148 West 28th St., NEW YORK CITY**

Telephones: Farragut 300 and 301

Mention the American Florist when writing

JOHN YOUNG & CO.**Wholesale Commission Florists****53 W. 28th St., NEW YORK**

Telephone Farragut 4396.

Mention the American Florist when writing

WILLIAM P. FORD**WHOLESALE FLORIST****102 West 28th St., New York**

Telephone 5335 Farragut.

Mention the American Florist when writing

Geo. C. Siebrecht**Wholesale Florist****109 West 28th St., NEW YORK**

Tel. 608 and 609 Farragut

CONSIGNMENTS SOLICITED

Mention the American Florist when writing

Telephone Farragut 9761

Goldstein & Futterman**Wholesale Florists****The Right People to Deal With****107 W. 28TH ST., NEW YORK**

Mention the American Florist when writing

Riedel & Meyer, Inc.**WHOLESALE FLORISTS**

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Nov. 6. Per 100

Roses, Beauty, special.....	30.00@40.00
" " extra and fancy.....	20.00@25.00
" " No. 1 and No. 2.....	5.00@12.00
" Hadley	2.00@15.00
" Hoosier Beauty.....	2.00@ 8.00
" Columbia	4.00@15.00
" Francis Scott Key	4.00@20.00
" Prima Donna	3.00@10.00
" Alice Stanley	2.00@ 8.00
" Mrs. Geo. Sawyer.....	2.00@ 8.00
" Double White Killarney.....	3.00@10.00
" Killarney	2.00@ 8.00
" " Queen	2.00@ 8.00
" " Brilliant	2.00@ 8.00
" Aaron Ward	4.00@10.00
" J. L. Mock	3.00@10.00
" Opelia	3.00@ 8.00
" Red Rover	4.00@15.00
" Mrs. Chas. Russell	4.00@15.00
Cutley orchids, special.....	35.00@50.00
Rubrum	3.00@ 5.00
Lilies, Longiflorum and Formosum.....	10.00@15.00
Lily of the Valley.....	8.00@10.00
Adiantum Crowscumm	50c@ .75
Hybridum	1.50@ 3.00
Asparagus Plumosus...doz. behs.....	1.00@ 2.50
Smilax	3.00@ 4.00
Bouvardia, white	2.00@ 4.00
Chrysanthemums, per doz.....	5.00@ 1.00
Dahlias, per doz.....	2.00@ 4.00
Gardenias, per doz.....	2.00@ 3.00
Violets	25c@ .35

Frank H. Traendly Charles Schenck

Traendly & Schenck**Wholesale Florists and Cut Flower Exchange****436 Sixth Avenue, New York City**

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.**CONSIGNMENTS SOLICITED**

Mention the American Florist when writing

Phones, 3310-11-12 Farragut

Henshaw Floral Co.

(Incorporated)

Wholesale Commission Florists**127 W. 28th St., NEW YORK****Trade Directory****PRICE: \$3.00 POSTPAID****AMERICAN FLORIST CO.**

440 S. Dearborn St., Chicago

Telephones { 4422 D. J. Pappas, Pres.
4423 Farragut**United Cut Flower Co., Inc.****WHOLESALE****111 W. 28th St., NEW YORK**

Mention the American Florist when writing

PHONE { 2335 FARRAGUT
2336**WM. KESSLER,****WHOLESALE FLORIST****113 W. 28TH STREET.****Bet. Sixth and Seventh Aves. NEW YORK**

Mention the American Florist when writing

N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

every morning.
Desirable wall space to rent for advertising.

Open for Cut Flower Sales at 6 o'clock

V. S. DORVAL, Secretary

Mention the American Florist when writing

The Kervan Co.**Fresh Cut Decorative Evergreens****Highest Standard of Quality.**Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK**GEO. B. HART****WHOLESALE FLORISTS****24-30 STONE STREET,****ROCHESTER, NEW YORK.**

Mention the American Florist when writing

M. C. FORD**121 WEST 28TH STREET
NEW YORK**

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut FlowersA complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing

D. FEXY**Wholesale Commission Florist****116 West 28th St., New York****Consignments Solicited.**

Mention the American Florist when writing

THE Florists' Supply House of America

Why Wait? Order These Christmas Staples Now.

Moss Wreaths, Cycas Leaves, Crepe Flowers, Dahlias, Roses, Chrysanthemums, Carnations, in color and form look as natural as the real flowers. Chiffons, all widths and colors. Oak Boughs and Cartons of Oak and Magnolia Leaves. Fine Cycas, Red and Green Ruscus, Chenille Roping, in all colors.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

Branch Factory: 709 First Ave., New York.

"Making a Profit."

Paper by Paul Richter, of Henry F. Michell Co., Philadelphia, Pa.

These three words on a sign stand out very conspicuously on the wall in the office of the head of a large department store in Philadelphia. The sentence is short, but it means so much! Yes, more than most of us in business stop to realize.

Many florists today are basing their selling-prices of cut flowers, plants, and for services rendered, on old-time costs. Conditions have changed, labor has advanced, hours have been shortened, delivery service by automobile in many cases has been forced upon you, —everything that enters into the conduct of your business, (including everything you buy to sell again, such as seeds, bulbs, pots, supplies, etc.) costs very much more. Look at the price of coal! Wax paper costs now just double what it did 12 months ago. Cotton twine in three years has increased about five times its former value. In fact, we could go on in an endless citation of things like this.

Have you increased your selling-prices for plants, cut flowers, funeral designs, and labor performed for your customers? If not, why not? Every florist knows the cost of everything he buys; he should also know the cost (and he can easily figure it) of everything he grows himself, and the cost of any labor he performs, and add a fair profit for his services. The public does not want to be squeezed, but it is willing to pay a fair price for anything it wants. In every line (except the horticultural industry) unheard-of prosperity is being enjoyed, and that same prosperity is right at hand for the florist.

One of our representatives was recently in the retail store of a florist, when a prospective customer came in and asked the price of funeral designs, whereupon he was informed that they ranged from \$2.50 up to \$5.00 (and it was in a town that is doing an enormous volume of war work). The prospective customer walked out without leaving an order. And why? The price quoted appealed to the buyer as too low. He wanted something better than what was offered, and he was willing to pay for it, which he did elsewhere later in the same town. Imagine the folly of quoting such a price! And cut flowers at the premium they have been for several weeks. The florist did not stop to think that tin foil costs double, wire costs about three times, twine costs five times and paper costs twice its normal value.

Some florists are still selling geraniums in a four-inch pot (and the flower pot goes with it) for 10 cents. They think they cannot get more than 12 cents or 15 cents for an Easter lily flower or a hyacinth. It costs you more

RAEDLEIN BASKET CO., 713 Milwaukee Avenue CHICAGO, ILL.



- No. 1.**
25 Tumbler Baskets, in all colors, complete with metal liners..... **\$8.50**
- No. 2.**
12 Cut Flower Baskets, 9 to 11 inches deep, 24 to 32 inches over all, in all colors and complete with metal liners..... **\$9.00**
- No. 3.**
15 Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... **\$15.00**

Write for Catalog.

Mention the American Florist when writing

than that to grow these items, so do not figure that you have made a profit. You have actually lost money, and the quicker you realize it, the better.

Mr. Florist, this little reminder has been written in your interests. If you want to make a profit, be able to pay your bills when due, make a living, and be able to lay something aside for a rainy day, which is your just due, charge fair prices, make a profit. Start today—now!

The Future.

Did you ever stop to think that only five men in a hundred make a financial success in this life and carry it through to the end? Only four and three-tenths per cent leave an estate of from \$500 to \$1,000 when they die. Only one and five-tenths per cent leave more than \$25,000, and only one and eight-tenths per cent leave an estate of from \$5,000 to \$10,000. In other words, 97 men out of every 100 fail to leave an estate of more than \$1,000 at their death. Many amass fortunes, but lose them. Ninety-five per cent of the men above 65 years of age are dependent. These figures are startling—but, as they are those furnished by the best statistics in the United States, they must be true.

This goal of independence, this haven of rest, which when reached promises so much ease and comfort, is by the above figures proven to be a "will of the wisp", almost impossible of attainment. Most men fail, because they do not keep books, that is accurate accounts, that show them how much it costs to do business, books that will balance at the end of the year, indicating a profit or loss. It is the little and continuous leaks that ruin, and the small but sure gains that make for success. Twenty-five cents a day or \$1.50 per week, deposited in a savings bank, will amount to over \$2500 in 25 years. This amount weekly is so comparatively trifling to men in business that but few bother to cast this savings anchor to the windward. Yet what a boon it would be to the dependent

Trade Directory

Containing the Names and Addresses of Florists of the United States and Canada

Price: \$3.00 Postpaid

American Florist Co.

440 S. Dearborn St., CHICAGO

man to suddenly discover this amount to his credit. The time to provide for the future is when one is looking forward to and expecting so much of it.

MISSOULA, MONT.—Local florists have been requested to appoint two delegates to attend a conference at Washington, D. C., in regard to fuel economy.

BUFFALO, N. Y.—W. J. Palmer & Son have inaugurated a "serve yourself" department, which is proving very successful at their Delaware avenue store.

GENEVA, N. Y.—The annual display of chrysanthemums at the experiment station greenhouses opened November 1. There was also a fine display of orchids.

AUBURN, ALA.—The fourteenth annual meeting of the Alabama Horticultural Society will be held in this city, December 11-12. Papers will be read by experts of the United States department of agriculture and experiment stations and extension service.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

"Say It With Flowers"—At the end of 30 days—"Say It With a Check."

Florists Everywhere

MEMBERS OF THE F. T. D. AND OTHERS.

Whenever you receive an order for flowers from another florist fill the order. Give your customers and the other fellow's customers Service. Send something even if only a letter, or call up the people who the order goes to and tell them that you have a message from their friends to deliver but at the present you are all out of flowers, but will have some latter and will send them.

Do Business in a Businesslike Way.

THE FLORISTS' TELEGRAPH DELIVERY

For Better and More Efficient Floral Service to the Public as well as from Florist to Florist.

Chicago.

Established 1857



745 Buckingham Place.

L. D. Phone, Graceland 1112

Send us your retail orders.

We have the Best Facilities in the City

Bangor, Me.

Adam Sekenger
FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

Mention the American Florist when writing



WASHINGTON
D. C.

Gude's

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

ORDERS
IN OR
AROUND

PHILADELPHIA
J. J. HABERMEHL'S SONS

Flowers and Service THE BELLEVUE-STRAITFORD
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Max Schling

NEW YORK
785 Fifth Ave.

Members of Florists' Telegraph Delivery.

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTTMILLER

426
Madison Ave.,
NEW YORK

ROANOKE, VA.

FALLON, Florist.

Galesburg and Central Ill.

I. L. PILLSBURY

Choice Cut Flowers and Designs

Patentee and Manufacturer of

PILLSBURY'S CARNATION STAPLE

Member of Florists' Telegraph Delivery.

Young & Nugent

Telephone 4265-4266 Farragut.

42 West 28th Street.

To out-of-town florists: New York.
We are in the Heart of
And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.

DRAKOS CO.
FLORISTS

2953 Broadway, Opp. Columbia College

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Chicago.

A. LANGE,

25 E. MADISON ST.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.
FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

George Wienhoeber

FLORIST

Telephone Randolph 2120

41 South Wabash Ave., CHICAGO

25% COMMISSION

Send all your Chicago orders to me. You get a SPECIAL 25% COMMISSION on all bills paid by the 10th of the following month.

Established 1874

DARDS

341 Madison Ave., New York

Help do your bit to-day by selling Thrift and War Saving Stamps

Stand behind The Food Conservation Laws Display prominently patriotic posters.

DO IT NOW

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop 1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.



Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

City Index to Retail Florists Filling Telegraph Orders.

- Albany, N. Y.—Eyes, 106 State St.
- Albany, N. Y.—Dankers.
- Bangor, Me.—Adna Seenger, 32 Newbury St.
- Boston, Mass.—Thos. F. Galvin, Inc.
- Boston, Mass.—Penn, The Florist.
- Brooklyn, N. Y.—Hugo H. Jahn.
- Brooklyn, N. Y.—Joseph Trevel.
- Brooklyn, N. Y.—James Weir, Inc.
- Buffalo, N. Y.—S. A. Anderson, 440 Main St.
- Buffalo, N. Y.—W. J. Palmer & Sons, 204 Main.
- Chicago—Alpha Floral Co., 146 S. Wabash.
- Chicago—Briggs Floral Co.
- Chicago—Central Floral Co., 132 N. State St.
- Chicago—Friedman, 522 S. Michigan Blvd.
- Chicago—O. Frauenfelder, 3343 W. Madison St.
- Chicago—A. Lange, 25 E. Madison St.
- Chicago—Schiller, The Florist, 2221 W. Madison.
- Chicago—G. Witthold Co., 745 Buckingham Pl.
- Chicago—George Wienhoeber, 41 S. Wabash Ave.
- Cincinnati, O.—Julius Baer.
- Cincinnati, O.—Hardesty & Co.
- Cleveland, O.—Bramley & Son.
- Cleveland, O.—Smith & Fetter's Co.
- Cleveland, O.—The J. M. Gasser Co.
- Colorado Springs, Colo.—Pikes Peak Flo. Co.
- Dallas, Tex.—Lang Floral & Nursery Co.
- Dayton, O.—Matthews, The Florist.
- Dayton, O.—J. V. Rodgers.
- Denver, Colo.—The Park Floral Co.
- Des Moines, Ia.—Alfred Lozier Rosery.
- Detroit, Mich.—Central Floral Co., 35 Broadway.
- Detroit, Mich.—John Breitmeyer's Sons.
- Duluth, Minn.—Duluth Floral Co.
- Duluth, Minn.—J. J. Leborius.
- El Paso, Tex.—Potter Floral Co.
- Galesburg, Ill.—L. Pillsbury.
- Grand Rapids, Mich.—Grand Rapids Floral Co.
- Grand Rapids, Mich.—Henry Smith.
- Hackensack, N. J.—House of Flowers.
- Harrisburg, Pa.—Charles L. Schmidt.
- Kansas City, Mo.—Samuel Murray.
- Kansas City, Mo.—A. Newell.
- Kansas City, Mo.—Wm. L. Rock Flower Co.
- Lincoln, Neb.—C. H. Frey.
- Lincoln, Neb.—Frey & Frey.
- London, Eng.—Wills & Segar, Onslow Crescent, S. Kensington.
- Los Angeles, Calif.—O. C. Saake.
- Los Angeles—Wolfskill Bros. & M. Goldenson.
- Louisville, Ky.—August W. Baumer.
- Louisville, Ky.—The F. Walker Co.
- Martinsburg, W. Va.—The Flower Store.
- Memphis, Tenn.—Idelwild Greenhouses.
- Milwaukee, Wis.—J. M. Fox & Son, Inc.
- Nashville, Tenn.—Joy Floral Co.
- Newark, N. J.—Begerow's.
- Newark, N. J.—The Rosary Floral Co.
- Newark, N. J.—Phillips Bros.
- Newburyport, Mass.—E. W. Pearson.
- New Orleans, La.—McIntire Ridge Nursery Co.
- New Orleans, La.—Chas. Eble.
- New Orleans, La.—The Avenue Floral Co.
- New York—Dard's, 44th and Madison Ave.
- New York—Hesson.
- New York—A. Meyer, 1062 Madison Ave.
- New York—Alex. McConnell, 611 5th Ave.
- New York—David Clarke's Sons.
- New York—Drakos Co.
- New York—Henry Hart, Inc.
- New York—Kottmiller.
- New York—Lafayette.
- New York—Malandre Bros.
- New York—McKenney, 503 Fifth Ave.
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- New York—Max Schling, 785 Fifth Ave.
- New York—G. E. M. Stump.
- New York—Young & Nugent.
- Omaha, Neb.—Hess & Swoboda, Farnum St.
- Omaha, Neb.—Alfred Donaghue.
- Omaha, Neb.—Lewis Henderson.
- Philadelphia, Pa.—Charles H. Grakelow.
- Philadelphia, Pa.—J. J. Habermehl's Sons.
- Philadelphia, Pa.—The London Flower Shop.
- Pittsburgh, Pa.—Ranold & McClements.
- Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
- Pittsburgh, Pa.—Mrs. E. A. Williams.
- Rosnoke, Va.—Fallon Florist.
- Rochester, N. Y.—J. B. Keller Sons.
- Rockford, Ill.—H. W. Buckbee.
- Salt Lake City, Utah—Miller Floral Co.
- Shohagan, Wis.—J. E. Matthews.
- Springfield, Mass.—Wm. Schlatter & Son.
- St. Louis, Mo.—Grimm & Gorly.
- St. Louis, Mo.—F. H. Weber.
- St. Paul, Minn.—Holm & Olson.
- St. Paul, Minn.—L. L. May & Co.
- San Francisco—J. B. Boland, 60 Kearny St.
- San Francisco—Piedata & Baldorch.
- Seattle, Wash.—Hollywood Gardens.
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150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York
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Night and day service in all Central Pennsylvania.

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Write or wire headquarters for growers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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LEADING FLORISTS OF THE NORTHWEST

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Everything in FlowersPrompt Deliveries to any town or city
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"Up-to-the-Minute" Service and Execution.

Every Flower in Season

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4 South Jefferson Street, Dayton, O.Telegraph orders for Dayton will receive our
immediate and careful attention.

The Seed Trade

American Seed Trade Association.

F. W. Boligiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendell, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1919.

CLEVELAND, O.—Walter C. Cook is in the hospital here with pneumonia.

Mrs. J. C. VAUGHAN, Chicago, and one of her grandsons, left for Miami, Fla., November 5.

THE Western Seedsmen's Association meeting date is November 9, at the Hotel Baltimore, Kansas City, Mo.

LOS ANGELES, CALIF.—John Bodger & Sons Co. has issued a three-page contract list of seeds and prices for 1919 crops.

SASSENHEIM, HOLLAND.—The firm of Rijnsburger & Bros. having been adjudged bankrupt, will be unable to fill orders.

VISITED CHICAGO: J. Schaeffer, representing the John A. Salzer Seed Co., LaCrosse, Wis., investigating the import bulb outlook.

WHILE it is reported that garden seed crops are better than last year, Norwegian growers will likely have to draw on America for a supply.

SAN FRANCISCO, CALIF.—John R. Johansen, of the Bertrand Johansen Seed Co., of this city, died October 28, of pneumonia, age 27 years.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade November 6 were as follows: Timothy, \$8.00 to \$10.50 per 100 pounds, no change from last week.

PITTSBURGH, PA.—A. Kruhm, formerly with the Livingston Seed Co., Columbus, O., and the W. Atlee Burpee Co., Philadelphia, Pa., is now with Beckett's Seed Store, this city, in the capacity of secretary.

ORANGE, CONN.—Watson S. Woodruff, of S. D. Woodruff & Sons, was elected state senator, November 5, every town except one in the fourteenth senatorial district giving him a majority, resulting in an unusually large total.

THE executive committee of the American Seed Trade Association has been called by President F. W. Boligiano to meet at the Hotel Bristol, New York, November 15. The annual meeting of the Wholesale Seedsmen's League will be held at the Hardware Club, the day previous, November 14.

NEW YORK.—In the matter of the petition by creditors to have the bankruptcy proceedings of the Arthur T. Boddington Co., dismissed, mention of which was made in our issue of October 19, page 640, a hearing will be held on the motion, November 11 at 10:30 o'clock a. m., before the court for the southern district, Federal building, this city.

SANTA ANA, CALIF.—The Haven Seed Co. has built a new warehouse three stories in height with a total of about 13,000 feet of floor space, designed especially for the storing, cleaning and shipping of tomato seed. In addition to its present holding of 500 acres, the firm has leased about 500 acres additional of exceptionally fertile land favorably situated for this crop.

Philadelphia Seed Trade.

Henry A. Dreer, Inc., who closed their store October 28, are still hard at work getting out orders for bulbs, the arrival of the stock almost two months late necessitating this drastic measure, in order to make deliveries before frost closed the ground. Despite the locked doors, the telephone worked overtime on various subjects. One inquirer took up valuable time to find out why her solanum dropped its leaves. The bulbs are in good condition; but the supply in some varieties is short. Lillium candidum is very scarce, the receipts being only about one-tenth of the quantity ordered.

The H. F. Michell Co. has all hands working at full speed getting out bulb orders, although most of the bulk lots were shipped direct from the wharf in New York. There will be no surplus, as notwithstanding the fact that prices are much higher than last year, in some instances orders are being increased.

S. S. Skidelsky & Co. missed a large bulb shipment as the grower in France would not take the responsibility of seeing the stock aboard ship, claiming same to be at purchaser's risk immediately after leaving his hands.

It is believed there will be no surplus of Paper Whites, as there is a strong and continuous demand even at the high figures. Cold storage giganteum are selling well. There are none in sight from Japan in spite of all appeals to the shipping board.

French Bulbs Delay Causes.

In a communication dated September 25, A. & L. Bremond Freres, Ollioules, France, tell of the causes for the late arrival in the United States of bulbs from that country, due principally to the lack of steamers, from July 22 until September 21. One sailing, which was too early in the season, brought not more than 500 cases, but it was announced that other vessels would leave August 10 and August 24. Every available means of transportation was resorted to to make delivery at Marseilles, even sailing boats and towed barges being chartered from a small harbor three miles from Ollioules, but as their sailing was too uncertain, the firm moved part of its shipments by motor trucks at high expense, due to the scarcity of gasoline. In the meantime it was learned that the sailing of August 10 had been withdrawn, and the boat scheduled for August 24, caught fire while bound from New York with a cargo of benzol and would be disabled for several months.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish.
Correspondence
Solicited.

Mention the American Florist when writing

Several appeals were made to the Chamber of Commerce, calling attention to the fact that between 15,000 and 20,000 cases of bulbs for which cash had been paid to growers and which were perishable were under shed at Marseilles, asking that if a boat were not available, permission be asked to use an American ship returning in ballast and this matter was taken up with Major Cushing in charge of the American base. The situation was also submitted to the Federation of Horticulturists and a representative of the firm went to Paris. It was not until September 20, however, that authority was issued to load the bulbs on the S. S. Cental, the shipments being landed in this country in October.

Seed Culture in Norway.

Of late years great difficulties have been encountered in getting seed from abroad, according to Commerce Reports, and as the district of Sorlandet has proved especially well adapted to seed culture, the first Norwegian seed-culture union has just been formed, the main object of which is seed cultivation, so that Norway in the future will be able to supply its own needs in this line.

Burlap Bag Prices Established.

Bag manufacturers have established maximum prices on bags, f. o. b. factory on the following basis: Maximum prices on burlap, plus cost of manufacturing, plus five per cent margin. The war industries board will make further announcements on burlap about February 1, 1919.

Catalogues Received.

McCallum Co., Pittsburgh, Pa., florists' requisites; Peter Henderson & Co., New York, bulbs; Fraser Nursery Co., Huntsville, Ala., nursery stock; Warnaar & Co., Sassenheim, Holland, dahlias.

ROCHELLE, ILL.—Sixty thousand cases of canned corn out of 250,000 put up by a local cannery have been taken by the government for the army.

SAN FRANCISCO, CALIF.—R. M. Eldridge of the Rudy-Patrick Seed Co., Kansas City, Mo., was a recent visitor returning from an inspection tour of the seed growing districts in the state.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

Braslan

Seed Growers

SAN JOSE, CALIFORNIA

Company

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALAD, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.



GRAND RAPIDS FORCING TOMATO

**The Only Tomato Known That
Is Absolutely Self-Fertilizing**

Originated in Grand Rapids, where it has been grown
very successfully for the past three or four years.

Introduced by Jones Seed Company

ENDORSED BY EUGENE DAVIS

Mr. Davis says the **Grand Rapids Forcing Tomato** is
the most profitable forcing tomato he has ever
known. He also says that it is far superior as to its shipping
qualities; that it is disease resisting, absolutely self-fertilizing
and by far the best tomato to grow under glass.

Fruit round and smooth. Very solid and of
good medium size. Color brilliant red and very
attractive. Plants of vigorous growth and so pro-
ductive that some clusters need support. Has
superior shipping qualities over any other variety.

JONES SEED COMPANY, Grand Rapids, Mich.

BAMBOO CANE STAKES

Size	Number to bale	Price Per bale
NATURAL, 6-9 ft.	600	\$7.00
" 9-12 ft.	400	8.50

Prices ex warehouse New York
Terms—Net cash 30 days.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

Mention the American Florist when writing

SEEDS Specially Prepared for Export KELWAY'S

**IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS**

Write for our **SPECIAL PRICES** stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed
GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

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**THE
J.C. ROBINSON SEED CO.**
WATERLOO, NEBRASKA
Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

WESTERN SEED & IRRIGATION CO.
Wholesale Seed Growers and Dealers
SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and
Watermelon; Pumpkin and Squash.
FREMONT, - - - NEBRASKA.

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

CARNATIONS
F. DORNER & SONS CO.,
Lafayette - - - Indiana

Get Quotations From
LANDRETH
SEEDS WHICH SUCCEED
Bloomsdale
Farm. Bristol, Pa.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Wald, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

THE acreage of peas contracted for by 278 canning factories in 1918 was 112,096 compared with 109,061 last year.

EDMONTON, ALTA.—Nearly 8,000 vacant lots in this city and vicinity have been reported in the war garden movement.

SINCE the United States entered the war, there have been purchased for army use 1,714,921 bushels of dry beans at a cost of \$12,613,409.

BULLETIN No. 180, entitled "Root Crop Culture in South Dakota," has been issued by the South Dakota State College of Agriculture, Brookings.

ACCORDING to reports received from 441 canning factories, 231,841 acres of sweet corn were contracted for this year compared with 227,240 in 1917.

It is estimated that 61,700 acres of commercial cabbages were planted this year against 58,950 acres harvested in 1917, indicating a crop of 561,610 tons compared with 575,220.

THE department of agriculture in order to prevent the introduction into the United States of the banana root borer, an injurious insect not heretofore widely prevalent in this country, has placed a quarantine against the importation of banana plants or portions thereof from all foreign countries.

Tomato Contracts Increase.

As reported to the bureau of crop estimates, 1,399 canning factories contracted for the 1918 production of 213,890 acres of tomatoes. In 1917 the same factories contracted for the production of 207,674 acres. One hundred and eighteen factories that did not report in 1917 have contracted this year for the production of 18,172 acres. Eighty-nine factories were reported as idle in 1918.

"Three Acres and Liberty."

THE above is the title of an interesting book by Bolton Hall (revised edition), consisting of 276 pages and numerous excellent illustrations, it being the author's aim to show what is needed for a city man or woman to support a family on the proceeds of a small piece of land, together with the necessity of better methods in agriculture to relieve the problems of the day. Included in the contents are chapters devoted to the following subjects: Making a living, where and how, and the possibilities of an acre; present conditions; how to buy the farm; vacant city lot cultivation; tools and equipment; the advantages of capital; hotbeds and greenhouses; other uses of land; fruits, flowers and drug plants; clearing the land; how to build; coming profession for boys; practical experiments; retail co-operation, summer colonies for city people, etc. The book can be had at THE AMERICAN FLORIST office; price, \$1.55.

Prices of Indoor Fruits and Vegetables.

Chicago, November 5.—Cucumbers, 2-dozen box, \$1.50 to \$3.00; celery, crate, 50 to 90 cents; head lettuce, 2-dozen, \$1.75 to \$2.50; radishes, per 100 bunches, \$1.00 to \$1.50; tomatoes, per box, 35 to 40 cents.

New York, November 5.—Celery (state), per bunch, 15 to 60 cents; cucumbers, \$1.25 to \$1.75 per dozen; mushrooms, 50 cents to \$1.25 per basket; tomatoes, per carrier, 50 cents to \$3.00; lettuce, per package, 25 cents to \$1.50; radishes, per 100 bunches, \$1.50 to \$2.50.

Electrical Stimulation on Plants.

SINCE the general belief has been, that rational electrification of plants favors their development, increases growth and hastens maturity, and as it seemed desirable to prove or disprove the efficacy of this method, the Missouri Botanical Garden, St. Louis, conducted experiments, the results of which are given in the Missouri Botanical Garden Bulletin of October, 1918. An apparatus was secured from France and set up in the Garden. This consisted of a so-called "electrifier" constructed of bronze with five prongs of pure nickel, non-rustible and infusible, a copper wire attached to the bottom of the bronze part, a pole 15-35 feet long, a switch, a galvanized iron pulley with an eye for fastening to the pole, a tarred rope for sliding the electrifier down to the base and two porcelains for attaching the rope to the pole. The soil was removed to a depth of one and one-half feet, the radius of the plot being equal to the length of the pole;

the pulley was affixed to the top of the pole, while the switch and porcelains were placed near the base; the tarred rope was passed through the pulley in order to permit of lowering the electrifier to examine the points occasionally; the pole was then placed in the ground deep enough to be absolutely stable; one-eighth inch galvanized iron wire was stretched every three feet at the base of the pole and connected with the copper wire attached to the electrifier; finally the soil was moved back over the wires, the plot being ready for planting.

Based upon three year averages, the following results are reported:

Treatment	Crop	Average Growth	Average Yield	Date Maturity
Elect'r'd.	Tomatoes	.13 ft.	12	July 10
Non-elec.	Tomatoes	.11 ft.	7	July 22
Elect'r'd.	Corn	.13 ft.	2	Aug. 10
Non-elec.	Corn	.10 ft.	2	Aug. 20
Elect'r'd.	Beans	2.44 ft.	14 lbs.	July 5
Non-elec.	Beans	2.03 ft.	10 lbs.	July 12
Elect'r'd.	Salvia	20.6 ft.	July 10
Non-elec.	Salvia	14.1 ft.	July 20

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Double Romans	\$1.75	\$16.00	Ornithogalum Arabicum	\$2.25	\$20.00
White Romans, 12/15	6.00	55.00	Freesia Refracta Alba (Mammoth)	1.10	10.00
Pink and Blue Romans	5.50	50.00	Freesia Refracta Alba (Ex size)	.85	8.00
Lilium Candidum	per 100	\$9.00			

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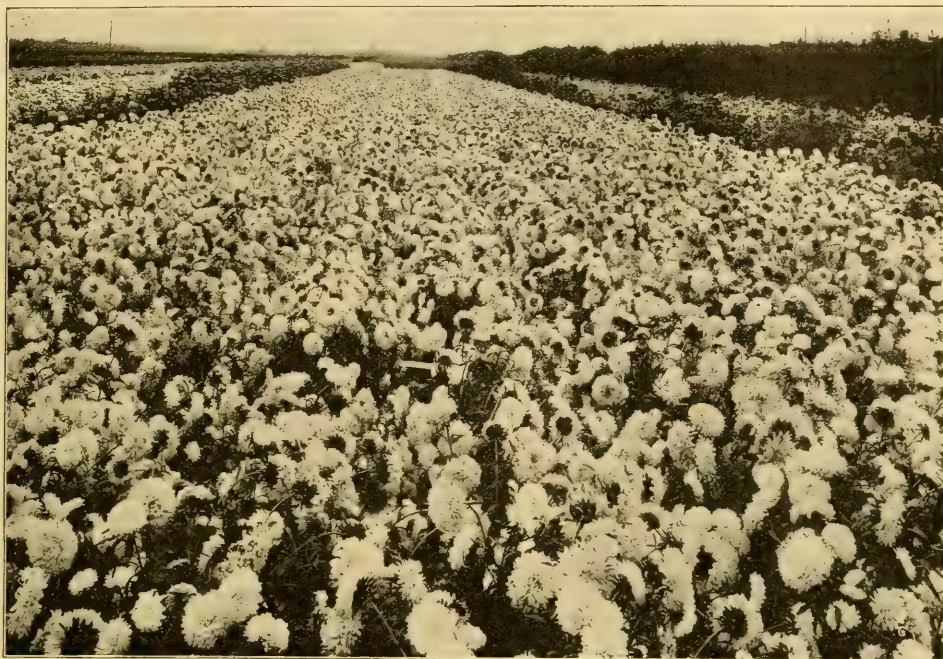
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The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

ENGLISH nurserymen report the cost of cases has increased 300 per cent above pre-war prices.

TORONTO, ONT.—Fred Good has resigned as superintendent of parks for the eastern district of this city.

Rosa Souleana.

This Chinese rose stands conspicuous among other species by reason of its great vigor. It grows at least 15 feet high, forming vigorous and intensely thorny stems amply furnished with branchlets bearing glaucous green leaves about four inches long. The creamy white flowers, each about 1½ inches across, are borne in large clusters in June and are followed by orange-colored fruits. Planted in good soil where it has ample room for development, it spreads in the course of a few years into a large impenetrable mass, a tangle of thorny branches clothed with luxuriant foliage and, in their proper seasons, a wealth of flowers and fruits. It has been crossed with Hiawatha at Kew, and a very pretty pink, free-flowering hybrid is the result. Other hybrids from the same cross have white flowers.—London Garden.

Red or Scarlet Maple.

The flowers of the red maple are red on some individuals and on others pale yellow, trees with flowers of these two colors growing together over a large part of the region inhabited by this tree. On some trees the autumn leaves are of different shades of red or scarlet and on others clear yellow. If any reader of these bulletins has noticed if the autumn color of the leaves of trees with red flowers is red and that of trees with yellow flowers is yellow, the Arboretum will be glad to hear from him on the subject. On the left-hand side of the Meadow road, not far from the Jamaica Plain entrance and opposite the Administration building, there is a red maple with unusually dark crimson autumn leaves. This tree is interesting from the exceptionally beautiful color of the leaves at this season and from the fact that it is a grafted tree raised to show the possibility of propagating trees exceptional in the color of their autumn foliage. This branch of arboriculture has not been much practiced, but when it is realized that the leaves on some individual trees or shrubs of a species assume more brilliant colors than those of other individuals of the same species, that this peculiarity is constant from year to year and that it can be preserved and multiplied by grafting, there is no reason why a demand for trees with exceptionally beautiful autumn leaves should not make possible the supply, just as the demand for trees of abnormal habit or with abnormal foliage, like a mulberry with pendulous branches or a beech with purple leaves, has created the supply.—Arnold Arboretum Bulletin, October 18, 1918.

Holland Nurserymen Organize.

In a communication from W. F. Wery, secretary of the Holland Plant Exporters' Association, The Hague, dated September 27, 1918, attention is called to the fact that the majority of Holland growers and exporters of nursery stock have followed the example of the American Association of Nurserymen and formed an organization to protect the interests of its members and adjust business to the entirely new conditions prevailing due to the war. The following regulations have been sanctioned, the failure to observe any of which will result in a heavy penalty:

1. No auctions are allowed in countries where a regular trade in plants has been established.

2. Goods are only sold f. o. b. seller's nurseries.

3. No orders will be executed for firms as long as such firms will not have settled their accounts of the previous season, either with the seller or with other members of the association.

4. All accounts are due net, strictly three months after date of invoice. Interest at the rate of one-half per cent per month will be charged on overdue accounts.

5. Claims not made within eight days after the arrival of goods cannot be given consideration.

Gardener War Hero.

Lieutenant Marcel Levie, a student of landscape gardening in Paris when war was declared, and who immediately volunteered for service in the French army, was a visitor to the War Exposition held at Chicago September 2-15, whose presence was of unusual interest. The lieutenant, who celebrated his twenty-third birthday anniversary September 2, is the youngest member of the Legion of Honor and has also been awarded the French war cross, the British military cross, the cross of St. Stanislaus, the Regimental Fouragere and the bar pin of gallantry. He also wears seven stripes and carries 11 wounds, the first being received in Champagne in 1914. In December of the same year, at Argonne, two dum-dum bullets tore his shoulder to pieces. At Beauséjour, in February, 1915, a hand grenade lacerated his face and filled his legs with shot as he was crossing "No Man's Land" in a charge, and in October a gas attack in Flanders again sent him to the hospital. On Christmas day of the same year, while with his regiment on the Aisne, two bullets shattered his left arm, paralyzing the left side of his body, and for three months following he was out of his mind and a prisoner of war. In February, 1916, he was included in the exchange of wounded prisoners, and soon after was back in action, this time at Verdun, where, while holding a charge against the Germans, shrapnel tore out one eye and practically destroyed the sight of the other. At the same time he also received a bullet at short range, in the back, and lay for four days in a shell hole, having been twice picked up and abandoned by the Huns.

Small wonder the British Royal Flying Corps saluted, Jackies from the Great Lakes saluted and stood at attention, and the crowds opened a way to one having so voluminous a record, maimed, nearly blind—but smiling.

MCKEESPORT, PA.—James B. Smith, the well-known florist, has been confined to his home with influenza, but is making rapid recovery. Business at his establishment has been unusually brisk, it being impossible to fill all orders.

—THE—

Storrs & Harrison Co.

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KENTIAS

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Begonia Chateleine, 3-in., \$10.00 per 100. Foehlmann Bros. Co., Morton Grove, Ill.

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Bulbs, French Paper Whites, Daffodils, Tulips, adonis and expected soon. Lily bulbs from storage, French Candidum, Freccias. See our advertisement elsewhere in this issue. Dutch bulbs are scarce in all varieties. Write for quotations. James Vick's Sons, Rochester, N. Y.

Bulbs, Cold storage Giganteum, 7 to 9-in. (300 to case), \$21.00 per case; 8 to 10-in. (250 to case), \$25.00 per case; 9 to 10-in., (200 to case), \$30 per case. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs, French; ready for immediate delivery. For varieties and prices see display advertisement elsewhere in this issue. Dutch bulbs are scarce in all varieties. Write for quotations. James Vick's Sons, Rochester, N. Y.

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Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

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Daisies. Pellis, Montrosa, pink or white, also Longfellow and Snowball. Fine strong plants, \$2.50 per 1,000, \$6.75 per 3,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

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Delphinium Per.—Light and dark blue, extra strong transp., seedlings sown in May, \$3 per 100. Cash. HEITMAN-OSTREICHER CO., 5610 North Ave., Milwaukee, Wis.

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FERNS. Boston, Roosevelt; Whitman, Scholzell, Whitman Compacts and Teddy, Jr., out of 2½-in. pots, \$5.00 per 100; 3-in., \$10.00 per 100, Roosevelt, 4-in., \$20.00 per 100; Teddy Jr., 5-in., \$25 per 100. THE REESER PLANT CO., Springfield, O.

Ferns, Boston, 7-in., special price of 75c each. 5-in., 25c; 6-in., 50c; 8-in., \$1.00; 9-in., \$1.50 each. Whitman, 5-in., 25c; 6-in., 50c; 7-in., 75c; 8-in., \$1.00; 9-in., \$1.50 each. The George Wittbold Co., 745 Buckingham Place, Chicago.

FERNS.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Foehlmann Bros. Co., Morton Grove, Ill.

FERNS. Boston, heavy plants from 5-in. pots, \$4.50 per dozen, \$35 per 100. Extra heavy 6-in., \$6.00 per dozen. THE WAGNER PARK NURSERIES CO., Sidney, O.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns, Boston, 2½-in., heavy, \$6 per 100; \$55 per 1,000. Whitman, 2½-in., \$8 per 100; \$85 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

Ferns, Boston and Scotti, 6-in., \$3.00 per doz., \$25.00 per 100; 4-in., \$15.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Boston Ferns, strong runners, \$12.00 per 1,000. 2½-in., \$5.00 per 100. GEORGE C. DREW, Hyannis, Mass.

Ferns for fern dishes, good assortment, 2½-in. at \$3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

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Freesia Purity Mammoth, ¾-in. and up. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

GERANIUMS.

Geraniums, 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, Ricard, Poltevine, strong plants, 2½-in., \$3.00 per 100; 3-in. rooted cuttings, \$15.00 per 1,000. GEORGE C. DREW, Hyannis, Mass.

Geraniums, rooted cuttings, S. A. Nutt and Buchner, \$15.00 per 1,000; Ricard and Poltevine, \$17.50 per 1,000. Albert M. Herr, Lancaster, Pa.

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Clean, healthy, young stock, absolutely free from disease, 40 leading commercial varieties; prompt shipment after Nov. 1st. Reasonable prices; send for wholesale list. T. H. FULLER, Gladiolus Specialist, 649 Marshall St., Battle Creek, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GREENS.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. Caldwell The Woodsman Co., Evergreen, Ala.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. E. A. Beaver, Evergreen, Ala.

HARDY PERENNIALS.

Hardy perennials of our own growing and in excellent condition at attractive prices. Write for quotation. James Vick's Sons, Rochester, N. Y.

HYDRANGEAS.

French Hydrangeas. Finest colors and best varieties. For number of flowers and prices see display advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

IVIES.

English Ivy. Strong field-grown, \$5.00 per 100. GEORGE C. DREW, Hyannis, Mass.

JERUSALEM CHERRIES.

Jerusalem Cherries (Cleveland). 4-in., fine stock, \$15.00 per 100. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

KENTIAS.

Kentia Forsteriana and Belmoreana. For sizes and prices see display advertisement elsewhere in this issue. Poehlmann Bros. Co., Morton Grove, Ill.

Kentias. Belmoreana and Forsteriana, 2 1/4-in., \$1.25 per dozen; 5-in., made-up, \$9.00 per dozen. The George Wittbold Co., 745 Buckingham Place, Chicago.

Kentia Belmoreana, 6-in., \$1.00 each; 5-in., 75c each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

MISCELLANEOUS STOCK.**STRONG FIELD GROWN PLANTS.**

Per 100	
Anchusa Dropmore Variety Opel	\$6.00
Stokesia Cyanea	6.00
Buddleia Veitchiana, 1/2	10.00
Calceanthus Floridus, 2/3	12.00
Deutzia Pride of Rochester, 1/4	12.00
Vitex Agnus Castus, 1/2	12.00
Caryopteris Mastacanthus, 2 yr	10.00
Spiraea Revesli, Fl. Pl., 2/3	12.00
California Privet, Bushy, 1/4	3.00
WOOD STUBBS & CO.	
219-221 E. Jefferson St.	Louisville, Ky.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, 4-in., 50c each; 5-in., 75c to \$1.00 each; 6-in., \$1.50 each; 7-in., \$2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

Pansy plants, strong and stocky. "Superb Strain," \$3.00 per 1000; \$3.25 per 3000. Cash. Prompt shipment. These plants and strains will please you. BRILL CELERY GARDENS, Kalamazoo, Mich.

Pansy plants for greenhouse planting, extra large, strong, transplanted plants in bloom. "Superb Strain," \$1.00 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Pansy plants: strong plants, \$3.50 per 1,000. GEORGE C. DREW, Hyannis, Mass.

PEONIES.

Peonies. 30 acres. Can supply your wants. Write for Catalogue. Gilbert H. Wild, Sarcoxie, Mo.

PRIMULAS.

PRIMULA OBONICA. Five different colors, good, strong plants out of 3-inch pots at \$10.00 per 100, \$75.00 per 1000. Cash with order. J. H. FIESSER, North Bergen, N. J.

Primula Malacoides, 2 1/4-in. at \$4.00; 3-in. at \$5.00; 4-in. at \$12.50 per 100. Fine bushy plants. HENRY SMITH, Grand Rapids, Mich.

Baby Primula Malacoides, 3-in., \$10; 4-in., \$15; 5-in., \$25; 6-in., \$50 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ROSES.**EXTRA FINE 2 1/4-INCH ROSE PLANTS.**

	100	1,000
White Killarney	\$4.00	\$35.00
Sunburst	5.00	45.00
George Elgar	4.00	
AMERICAN BEAUTY BENCH PLANTS.		
	\$12.00 per 100;	\$100.00 per 1,000.

WIETOR BROS.

162 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2061.

BEES' WELCH GROWN ROSES.

The necessity for reducing output of roses, etc., in order to increase National Food Production, renders it impracticable and unnecessary to advertise as largely as usual. Regular buyers have had a printed offer sent to them; there are a few copies still available for applicants. Please let us have your orders and applications early, so that we may have ample time to give you prompt delivery. Thank you!

BEES', Ltd., Liverpool, Eng.
175-181 Mill St.,

Roses. Own root, 2 1/4-in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst. \$7.50 per 100, \$70.00 per 1,000. Milady and Richmond, \$7.00 per 100, \$65 per 1,000. 3 1/4-in. stock \$35 per 1,000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

Field grown, two-year-old, hardy own-root stock. See display advertisement in issue of November 2, page 733. Western Rose Co., Pasadena, Calif.

New and standard roses for all uses; get list. Leedle Co., expert rose growers, Springfield, O.

SEEDS.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn in contract. Edgar F. Hurf, Sweden, N. J.

SEEDS.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Fredricktown, N. J.

Seed. Pansy. New crop Florists' Mixture, tr. pkt., \$1.00; 1/4 oz., \$2.00; oz., \$7.00. A. Henderson & Co., 211 N. State St., Chicago.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, watermelon. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Elliott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, nigella, verberna in variety. Waldo Robert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Flower and vegetable. Renowned specialties. Sale to seed merchants only. JOS. PAQUET, seed grower, Nice, France.

Seeds: specialties: Beets, mangoes, carrots, cabbages, celeriacs, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 228-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seed. Sweet pea. All the new and standard varieties. Send for descriptive price list. C. U. Liggitt, 325 Bulletin Bldg., Philadelphia.

Seeds. Vegetable, clover and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Southern Wild Smilax. Standard case, \$2.25. Long needle pines, 3 to 4 ft. doz., \$1.00; per 100, \$7.50. Gray Moss, 15 lb. bag, \$1.50. Fancy stock, fresh goods and quick service. J. A. CURRY & CO., Drewry, Ala.

SNAPDRAGONS.

Snapdragon—Kamsburgs Pink and Silver Pink, White and Yellow, 2½-in. pots. Fine bushy plants at \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Snapdragons. Silver Pink, Nelrose, White, Yellow, pinched, branched, \$5.00 per 100. GEORGE C. DREW, Hyannis, Mass.

SWEET WILLIAM.

Sweet Williams. Strong seedlings, field-grown; will bloom next spring. \$5.00 per 100. F. P. GEORGE C. DREW, Hyannis, Mass.

VEGETABLE PLANTS.

Cabbage, celery and Triple Curled parsley plants. Field-grown, 50c per 100, \$3.00 per 1,000, prepaid, \$2.00 per 1,000, not prepaid. F. M. Patterington, Scipioville, N. Y.

VINCAS.

VINCAS. Vinca variegata, good heavy field grown clumps, \$5.00 per 100; \$45.00 per 1,000; Vinca layers, \$1.50 per 100; \$12.50 per 1,000. THE REESER PLANT CO., Springfield, O.

Vinca Variegated, 2½-in., \$2.50 per 100. Rooted cuttings, \$1.00 per 100. GEORGE C. DREW, Hyannis, Mass.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bug Filling Machine Co., Fitchburg, Mass.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

MISCELLANEOUS.

Japanese Kyogi chip mats, 24x36 inches, \$3 per doz. assorted; \$17.50 per 100, solid colors, \$20 per 100 for checkered (two colors) mats.—Takeuchi Bros., 444 Bush St., San Francisco, Calif.

Patriotic cards, 100, 85c; 200, \$1.50; 500, \$3.00; 1,000, \$5.00. Write for samples. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Radlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Euch-binder Bros., 518 Milwaukee Ave., Chicago.

Rollers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastics for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 109-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moulner Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Jakes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

POTS AND PANS.

Florists' red pots, all sizes; moss arctic ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphs Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES. Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE, 264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

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STAKES.

Bamboo cane stakes, 6 ft., \$21 per bale, 6-9 ft. \$7 per bale; 9-12 ft., \$8.50 per bale. McHutchison & Co., 95 Chambers St., New York.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Ameling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Erne & Company, Chicago.
Fezy, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Goldstein & Futterman, New York.
Grossberg-Tyler-Finnermann Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Kyle & Foerster, Chicago.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The, Leo, Philadelphia, Pa.
Pappas, Nicholas G. & Co., New York.
Philadelphia Wholesale Florists' Exchange.
Plesson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pfyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Tanner, O. A. & L., Chicago.
Totty Co., Chas. H., Madison, N. J.
Trenndly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Witthold, Geo., Co., Chicago.
Zeeb & Mann, Chicago.

BOOKS FOR FLORISTS.

The following books should be in every florist's and gardener's library. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price, \$2.00.
Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50 cents.
The Garden Month by Month.—By Mabel Carbot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, \$4.50.
The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, \$1.50.
The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 255 pages and 44 illustrations. Cloth. Price, \$6.00.
Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, \$1.50.
Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without it. This latest edition. 271 pages and 22 illustrations. Price, \$1.10.
Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, \$1.10.
How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 16 plans and maps. Price, \$2.00.
Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants. Illustrated. 325 pages. Price, \$1.50.
Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 232 pages, freely illustrated. Price, \$1.50.
Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, \$1.75.
Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages, 60 illustrations. Price, \$1.50.
The American Flower Garden.—By Nellie Blanchard. Well bound. 368 pages and 92 illustrations. Price \$3.55.
Lawns and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, \$1.10.
Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.
The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, \$1.25.
Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, \$6.
The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, \$2.
Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 644 pages. Price, \$10.00.
Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, \$1.60.
Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, \$1.50.
Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, \$1.60.
Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, \$1.21.
House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, \$1.20.
Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, \$2.00.
The Book of Water Gardening.—By Peter Bleas. 200 pages. 130 illustrations. Price, \$2.50.
Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, \$1.75.
Landscape Gardening.—By Sam'l Maynard. 338 pages. 165 illustrations. Price, \$1.50.
Chrysanthemum Manual.—By Elmer D. Smith. Profusely illustrated. Price, 50 cents.
Mushroom Growing.—By B. M. Duggar. 260 pages, fully illustrated. Price, \$1.50.
The Goldfish.—By Hugo Mulert. 160 pages, handsomely illustrated. Price, \$2.
How to Grow Roses.—By Robert Pyle. 121 pages. Illustrated. Price, \$1.00.

AMERICAN FLORIST CO.

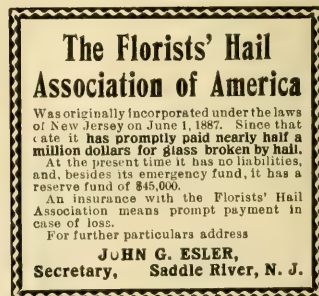
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Mention the American Florist when writing



Mention the American Florist when writing



Mention the American Florist when writing

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

No More Soot Troubles Z-I-N-C-O WHAT IT IS

Soot Destroyer is a harmless combination of chemicals. When this powder is spread lightly over a good hot fire the gas fumes resulting turn the soot into a light ash easily carried off by the draft, reaches places never touched by the operation of cleaning. It follows the draft and burns the soot thoroughly, prevents the discharge of large volumes of soot into the atmosphere, to cause complaints and become a criminal nuisance to yourself and your neighbors. It is very inexpensive to buy—simple and easy to use. The average cost per week is but a few cents. It is a fine flue saver as boiler surfaces are always exposed to the heating units. A clean boiler steams very easily and is a great labor saver. It does an A-1 job, without any effort on your part. All largest plants in 41 states. Join these up-to-the-minute types of boilers—all types of stokers—and all kinds of

WHAT IT DOES

Z-I-N-C-O

Soot Destroyer will put pep into your boilers—make them deliver. It will keep them young and make old boilers beat like new. It will reduce ash and dirt. It will increase your draft.



"Ain't it a Grand and Glorious Feeling?"

WHAT IT DOES

Z-I-N-C-O

It destroys the worst cases of soot and soot scale, increases the efficiency of your boilers with less fuel, does this work quickly—easily and cheaply. Does all this for a few cents per week—with no extras.

Note

The makers of Z-I-N-C-O have agreed to supply us with a number of small packages of this unusual article. The quantity is limited. The price is \$3.00. If you have soot troubles, order one at once.

KROESCHELL BROS. CO., 452 W. Erie Street, Chicago

Fort Wayne, Ind.

AMPLE SUPPLY TO MEET DEMAND.

The thermometer fell to 30 degrees above zero here, last week, and put an end to all kinds of outdoor flowers. The demand has continued without abatement all during the week, with a heavier call during the latter part than since the beginning of the epidemic. Business has been normal apart from this demand, with flowers for the sick and counter trade the main standbys. The supply of flowers is now adequate to meet all demands, on account of the heavy crops of chrysanthemums that are coming in. Chrysanthemum plants are appearing in the flower shops in large numbers, and are selling on sight. Carnations are showing much improvement in quality since the advent of colder weather, and longer stemmed flowers are being offered. The rose crop is excellent for this time of the year, Hoosier Beauty and Columbia making an especially fine showing.

NOTES.

The recent ruling in regard to allowing florists a 100 per cent supply of coal was joyfully received in this city, and many of the florists, who had obtained only 50 per cent, are making arrangements to obtain their full supply. In view of the recent heavy call for flowers, the growers are more anxious to produce stock in larger quantities for this winter's trade.

W. J. & M. S. Vesey are cutting larger crops of chrysanthemums and roses than ever before at this season. This firm will have greenhouse lettuce ready for the market within a few days, and are expecting a fine crop of tomatoes for Thanksgiving.

Some fine Wm. Turner, Chadwick, Poehmann, and Halliday chrysanthemums are being sent to this market from the greenhouses of the New Haven Floral Co. at New Haven, Ind. Their chrysanthemum cut is very heavy at present.

Out-of-town funeral work, including a number of casket covers, was in exceptionally good demand at Lanterrier's last week. Counter trade has been very good at this establishment.

Mrs. Lillian Underhill, sister of Fred Lemon, the florist of Richmond, Ind., and also sister-in-law to Judge W. J. Vesey, is very low at her home here, suffering with a stroke of paralysis.

The Freese Floral Co. sent out a large number of designs the past week, and report hospital trade heavier than it has been for weeks.

H. K.



Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor.

The Peters & Reed Pottery Co.,

SO. ZANESVILLE, OHIO.

"Moss Aztec" Ware

WM. M. WARRIN,

16 W. 23rd St., New York.

CAMBRIDGE

NEW YORK



World's Oldest and Largest Manufacturers of

FLOWER POTS

A. H. HEWS & CO., INC.

Cambridge, Mass.



LOGAN POTS

ARE BEST BY TEST

Write us for Catalog and Discounts.
The Logan Pottery Co.,
LOGAN, OHIO



NIKOTEEN

For Spraying.

APHIS PUNK

For Fumigating.

Ask Your Dealer for It.
NICOTINE MFG. CO.
ST. LOUIS.

Trade Directory

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Manual

By Elmer D. Smith



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Vol. LI.

CHICAGO AND NEW YORK, NOVEMBER 16, 1918.

No. 1589

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OFFICERS — C. H. TOTTY, Madison, N. J.,
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J. J. Hess, Omaha, Neb., treasurer.

The thirty-fifth annual convention will be
held at Detroit, Mich., August, 1919. Thirty-sixth
annual convention at Cleveland, O., 1920.

FOR THE BOYS "OVER THERE."

November 11-18 the people of the
United States will be asked to raise
\$170,500,000 in the ational War Work
campaign conducted by the Young
Men's Christian Association, the
Young Women's Christian Association
the National Catholic War Council, the
Jewish Relief Board, the War Camp
Community Service, the American
Library Association and the Salvation
Army, to carry on the great work of
supplying our fighting forces with
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rooms, etc.—in fact, "a bit of home
within the camp," and much appre-
ciated comforts on the firing line.

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JUST THINK WHAT THEY GIVE

CHRYSANTHEMUM SOCIETY OF AMERICA.

Annual Meeting and Exhibition Held at New York, November, 6-8, 1918.

OFFICERS ELECTED:

Wm. W. Vert, Greenwich, Conn., Pres.
Wm. Turner, Oceanic, N. J., Vice-Pres.

Charles W. Johnson, Chicago, Sec'y.
John N. May, Summit, N. J., Treas.

Exhibition Better Than Anticipated.

The exhibition of the Chrysanthemum Society of America held in conjunction with the American Institute of the City of New York at the Engineering building, November 6-8, may be summarized as excellent so far as the quality of the stock was concerned, but in the number of entries there was a large decrease from former years. However, with so many of the private estates having closed their greenhouses, it may be said that the show was better than might have been expected.

Considering the all-important war conditions that affected the whole world within the past four years, and with particular reference to what the people of this country have cheerfully done and endured, it was not to be presumed that a flower show, held at this time, would bring out as many exhibitors as the shows that were held in times of peace. Yet there is no cause for regrets. It should rather be a matter for congratulation that a faithful few could overcome obstacles and "keep the home fires burning," to the end that the public's interest in flowers and the florist business in general should not wane and grow cold.

As previously intimated, the number of exhibitors was smaller than in previous years, but a large amount of excellent stock was shown, much of it from private estates. Of such exhibitors and prize winners, noteworthy were: Mrs. Payne Whitney, Manhasset, N. Y. (Geo. Ferguson, gr.); Percy Chubb, Glen Cove, N. Y. (Robert Jones, gr.); Mrs. E. S. Bayer, Mt. Kisco, N. Y. (Alexander Thomson, gr.); Walter J. Jennings, Cold Spring Harbor, N. Y.

(Frank W. Sergeant, gr.); Major L. L. Dunham, Madison, N. J. (Ernest Wild, gr.); Miss M. T. Cockcroft, Saugatuck, Conn. (Adam Peterson, gr.); Mrs. H. McK. Twombly, Covent Station, N. J. (Robert Tyson, gr.); James Fraser, Woodbury, N. Y., and R. E. Jones, Elberon, N. J., all of whom made good exhibits in chrysanthemums.

President Totty, of the Society of American Florists, in his unofficial and commercial role of grower and disseminator of fine chrysanthemums, roses and other stock, has always been a good scout to help out the shows, and this year he made a grand effort. In addition to a number of prize-winning varieties, he added greatly to the attractiveness of the show by filling in vacant places with a great variety of pompons and singles. He also took the C. S. A. silver cup for the best seedling chrysanthemum, not disseminated; first prize for 24 blooms, one variety, long stems, and first for 24 blooms in 24 distinct varieties, one bloom of each, 10-inch stems. He had on exhibition 10 vases of new single chrysanthemums, which were examined by the committee on examination of new stocks. He made a fine display of his new and pink rose, Premier, a seedling of Mrs. Russell, which experts believe will prove superior to Russell.

John Condon, a commercial grower of Brooklyn, N. Y. (Fred Wilshire, grower), had good exhibits, taking first prize for 10 blooms of white chrysanthemums, long stems, and second for 24 blooms, one variety, long stems.

John C. Pratt, Glen Cove, N. Y. (J. W. Everett, gr.), took first prize for 20 vases of pompons. W. J. Sealy, Portchester, N. Y., took first for 10 vases of pompons.

In looking over the various exhibits of large blooms, in variety, in the prize-winning classes, one notes old and familiar names. William Turner, for instance, has been going to shows for a number of years, and always comes out a prize winner. Other noteworthy favorites seen at this show were: Bob Pulling, Louisa Pockett, Pockett's Crimson, Beatrice May, Mrs. J. Gibson, Mrs. Firestone, Yellow Turner, Francis Jolliffe, Mrs. R. C. Pulling, E. Scoville, Mrs. Gilbert Drabble, F. S. Vallis, Wm. Rigby, Mary Mason, Wm. Woodmason, Nag-ir-roc, Earl Kitchner, Mendon and Elberon.

A pink sport of white Turner was shown by Mrs. L. Leslie Davis (Frank Colt, sr.), which attracted considerable attention, but as it was taken away from the show on the first evening, one could scarcely form a fair opinion of its merits.

Only a few vases of roses, carnations and violets were exhibited by private estates, and Chas. H. Totty was the only commercial grower that exhibited roses.

The arrangement and details were cleverly managed by W. A. Eagleson, secretary of the American Institute, and W. C. Rickards.

The judges were John G. McCnoll, Eugene Dailedouze, Peter Duff, William Turner and Alexander MacKenzie. The awards follow:

The Business Session.

The annual meeting was held in the assembly room on the afternoon of November 6. President William W. Vert opened the meeting and in the absence of Secretary C. W. Johnson, Arthur Herrington, of Madison, N. J., acted as secretary pro tem. On behalf of the American Institute, Mr. Herrington, who is one of the board of managers of the Institute, in well chosen remarks, welcomed the members of the society. He stated, owing to adverse conditions, that are so well known as resulting from the war that had operated to make the present show not up to those of former years, the American Institute invited the Chrysanthemum Society of America to meet with it again in New York in 1919. President Vert then read his address and the reports of the secretary and the treasurer were received and accepted after they had been audited by a special committee consisting of Eugene Dailedouze and Charles H. Totty. A discussion of the president's address followed and his suggestion that medals be offered in competition at the shows of local societies was generally approved but action thereon deferred. There was also a discussion relating to the lack of interest in the society that is at times shown by exhibitors at the shows. They enjoy the privileges of the exhibitions without joining the society and aside from their own exhibits, appear to take little interest otherwise. It was decided that exhibitors, hereafter, who are not members of the society, shall be charged an entry fee of \$2. The invitation of the American Institute to meet in joint exhibition again next year was, on motion, accepted.

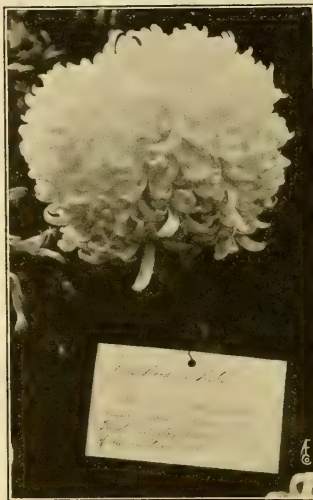
Election of Officers.

The election of officers resulted as follows: William W. Vert, Greenwich, Conn., president; William Turner, Oceanic, N. J., vice-president; Charles W. Johnson, Morgan Park, Chicago, secretary; John N. May, Summit, N. J., treasurer. Excepting Vice-President Turner all the officers were re-elected.

President Vert's Address.

Another year has rolled around and we are once more assembled for our seventeenth annual meeting. This year, the list of exhibitions throughout the country will be very much reduced, due to the fact that most of the large private estates are closed, and therefore, the number of growers of exhibition flowers is much smaller than in previous years. It is to be hoped before another year has passed the fuel administrator will permit the large private greenhouses to have coal, as they have been accustomed to have, so horticulture may once more be carried on in its accustomed plane.

As you are all probably aware, the society last year voted to meet with the



Chrysanthemum Mrs. Woodrow Wilson.
A Snow-White Seedling, One of the Features at
the Exhibition of the United States Department
of Agriculture, Washington, D. C.

Pittsburgh Gardeners' and Florists' Club and the Western Pennsylvania Horticultural Society. These two societies, in conjunction with the Sewickley Horticultural Society, were anxious to make the 1918 convention a success, and I have no doubt they would have done so. It is a matter of regret that owing to local conditions they were unable to carry out their contract and asked to be released from their arrangement. The American Institute of the City of New York, on being asked if they would again take up the invitation they forwarded last fall, stated it would and were glad to do so, and to it our grateful thanks are due for placing these rooms and exhibition hall at our disposal. This is the reason we are here today.

While the large exhibitions may not be so numerous throughout the country this fall, still the fact remains there is a great liking among the average citizens for the chrysanthemum. This is shown by the quantities of blooms growing everywhere in the gardens. The present fall, so far, has been wonderfully favorable for the chrysanthemum outdoors, the singles, early-flowering and pompons being equally fine. Under such favorable conditions, it is

a matter of surprise that we do not have scores of amateur growers who would be glad to join this society and contribute their dues to help out the finances.

The chrysanthemum season is so short, it seems hard to hold the interest of the new members from year to year, and if any of our older members have suggestions to offer along these lines, we shall be only too glad to hear from them.

Before closing, I would suggest that the medals of the C. S. A. be offered to the horticultural societies throughout the country, where it is shown that such exhibitions are of sufficient importance to warrant this, which I believe has been done previously, when asked. This would give every member an opportunity to compete for these medals at their local exhibitions or clubs. However, I consider this should be restricted to C. S. A. members.

Secretary Johnson's Report.

Your secretary begs to report his work for the past year as follows:

At the annual meeting held in Cleveland, O., November 8, 1917, the invitation of the Pittsburgh Gardeners' and Florists' Club, The Sewickley Horticultural Society and the Western Pennsylvania Horticultural Society to hold the C. S. A. 1918 meeting and exhibition in conjunction with their 1918 flower show was accepted. After arranging for a number of special prizes for the exhibition, your secretary received a letter from the secretary of the Pittsburgh Gardeners' and Florists' Club stating that owing to the unsettled conditions of the country it was thought best not to hold a flower show until the conditions became normal again. Then they would be pleased to again extend the C. S. A. an invitation to meet at Pittsburgh.

Your secretary took the matter up with President Wm. W. Vert, who made arrangements with the American Institute for the 1918 meeting and exhibition. A second letter to the firms and individuals offering the special prizes brought a responsive sanction for all the prizes to be transferred to the present exhibition. Your secretary appreciates on behalf of the society, the kindness of those whose generosity makes the list of special prizes possible.

As instructed at the last annual meeting, your secretary had 20,000 applications for membership forms printed and sent to the leading chrysanthemum growers for insertion in their 1918 catalogue. So far the gain in new members has scarcely paid for the outlay.

The general outlook for the chrysanthemum is very satisfactory. Not for many years has the demand for cut blooms been as heavy as this season. The pompons and single varieties are also being called for in larger quantities.

The routine work of the secretary's office, consisting of sending out statements to the members, recording the varieties disseminated, getting out the report of the sixteenth annual meeting, and the solicitation of special premiums, was attended to in due season. Your secretary wishes to acknowledge the kindness of Elmer D. Smith in furnishing him with a complete list of varieties disseminated in 1917, which was a great help in getting up the annual report.

The trade papers very generously published all notices sent to them from time to time during the year, for which we owe to them a vote of thanks.



Wm. W. Vert, Greenwich, Conn.
President Chrysanthemum Society of America.

Treasurer May's Report.

1917		
Nov. 3	To balance on hand	\$259.00
23	Received from secretary	52.00
Dec. 7	Received from secretary	10.00
15	Received from secretary	40.00
20	Received from secretary	4.00
1918		
Jan. 18	Received from secretary	4.00
23	Received from secretary	8.00
Feb. 13	Received from secretary	4.00
21	Received from secretary	2.00
May 3	Received from secretary	4.00
July 3	Received from secretary	2.00
Oct. 15	Received from secretary	50.00
16	Received from J. N. May	
	dues	2.00
	Received from secretary	18.00
Nov. 30	Received from secretary	4.00
	account	7.08
4	Received from secretary	12.00
	Amount placed on interest in The Summit Trust Co. at 3 1/4%	200.00
	Disbursements.	\$682.08
1917		
Dec. 31	The Kappa Sigma Print Shop	\$14.00
1918		
Jan. 1	Secretary's salary, etc.	54.60
Feb. 21	The Kappa Sigma Print Shop	11.25
Mar. 12	J. H. McFarland Co.	2.85
May 22	The Kappa Sigma Print Shop	57.95
Oct. 22	Reed & Barton, two cups	48.95
31	C. W. Johnson, secretary expenses	10.50
31	The Kappa Sigma Print Shop	5.75
Nov. 4	J. N. May, Bill, expense account	2.28
4	Special account at interest	200.00
	To Balance on hand in open account	\$406.63
		273.45
		\$680.08

The Awards.

Cut Chrysanthemums—Growers Only.

Twenty-four blooms, one variety, long stems—Chas. H. Totty Co., first; John Condon, Brooklyn, N. Y., second.

Twenty-four blooms in 24 distinct varieties, one bloom of each, 10-inch stems—C. H. Totty Co., first.

Private Gardeners Only.

Twenty-four blooms, one variety, long stems—Percy Chubb, Glen Cove, N. Y., (Robt. Jones, Gr.), first.

Twenty-four blooms, 24 distinct varieties, one bloom of each, 10-inch stems—James Fraser, Woodbury, N. Y., first; Mrs. E. S. Bayer, Mt. Kisco, N. Y., second. Special award—Major L. L. Denham, Madison, N. J. (Ernest Wild, Gr.).

Twelve varieties, one bloom of each, 10-inch stems—Walter J. Jennings, Cold Springs Harbor, N. J., (Frank W. Sargent, Gr.), first; Mrs. E. S. Bayer, second.

Six varieties, one bloom of each, 10-inch stems—Percy Chubb, first; W. J. Jennings, second. Special—Mrs. E. S. Bayer, Miss M. T. Cockcroft and D. E. Oppenheimer.

Open to All.

Eighteen blooms in six varieties, three flowers of each—Mrs. E. S. Bayer, first.

Eighteen blooms in three varieties, six flowers of each—Percy Chubb, first; Mrs. E. S. Bayer, second.

Ten blooms, any white variety—Fred Wilshire, first.

Ten blooms, any pink—Percy Chubb, first; Mrs. E. S. Bayer, second.

Ten blooms, any yellow—Percy Chubb, first.

Ten blooms, any crimson—Mrs. Payne Whitney, (Geo. Ferguson, Gr.), first.

Ten blooms, any bronze—James Fraser, first; Percy Chubb, second.

Ten blooms, any variety—Percy Chubb, first.

Six blooms, any white—W. J. Jennings, first.

Six blooms, any pink—Mrs. Cockcroft, first.

Six blooms, any yellow—Miss Cockcroft, first.

Six blooms, any crimson—Miss Cockcroft, first.

Six blooms, any bronze—James Fraser, first.

Six blooms, Jap incurved, any yellow—Mrs. Whitney, first.

Six blooms, Jap incurved, any pink—Percy Chubb, first; Mrs. Bayer, second.

Six blooms, Jap incurved, any crimson—Mrs. Whitney, first.

Six blooms, Jap reflexed, any crimson—Percy Chubb, first.

Six blooms, Jap anemone, any white—R. E. Jones, Elberon, N. J., first; Miss Cockcroft, second. Special—Mrs. H. McK. Twombly, Convent Station, N. J. (Robt. Tyson, Gr.).

Six blooms, Jap anemone, any yellow—Mrs. Whitney, first; Percy Chubb, second. Special—R. E. Jones and Mrs. Twombly.

Six blooms, Jap anemone, any pink variety—Mrs. Twombly, first; Percy Chubb, second.

Cut Roses—Private Gardeners.

Best 15 blooms, any other color than pink, white, yellow and crimson—Mrs. G. Meyer, Mt. Kisco, N. Y., first; D. E. Oppenheimer, Yonkers, N. Y., second.

Carnations.

Best three varieties, 12 blooms each—Mrs. Whitney, first.

Best vase, one variety, 12 blooms—Mrs. C. Bradley, first.

Violets.

Best vase of 100 blooms, double—Major Dunham, first; Mrs. Whitney, second. Special—Peter Hauck, Jr.

Special prizes were awarded by the Chrysanthemum Society of America as follows:

C. S. A. silver cup for the best seedling chrysanthemum not disseminated, six blooms, one variety, on long stems—Chas. H. Totty, Madison, N. J.

C. S. A. silver cup for the best six vases pompons, six varieties, 12 sprays, not less than 18 inches long to a vase—Mrs. Payne Whitney.

President's cup for the best ten blooms chrysanthemums, one variety, any color, on long stems—Mrs. E. S. Bayer.

Charles H. Totty Co.'s prizes for six blooms chrysanthemums, variety Mrs. H. S. Firestone, first, \$15; second, \$10—Mrs. H. McK. Twombly, first.

Chas. H. Totty Co.'s prizes for vase of 12 assorted blooms, Japanese anemone chrysanthems, gold, silver and bronze medals—Mrs. Twombly, first; Mrs. H. McK. Twombly, second.

Elmer D. Smith & Co.'s prizes for four vases disbudded pompons, four varieties, 12 blooms each—Mrs. Payne Whitney, first; Mrs. H. McK. Twombly, second.

Hitehings & Co.'s cup for best six vases, single chrysanthemums, six varieties, 12 sprays, not less than 18 inches long to a vase—Mrs. Payne Whitney.

Stump & Walter Co.'s silver cup for best 12 blooms, 12 varieties chrysanthemums on short stems—Mrs. E. S. Bayer.

The following special prizes were awarded by the American Institute:

To A. N. Pierson, Inc., Cromwell, Conn., for pompon chrysanthemums.

To G. E. M. Stump, New York, for collection of palms.

To Charles H. Totty Co., for displays of roses, anemone-flowered chrysanthemums, hardy chrysanthemums, collection of singles, collection of pompons, collection of heavy and plume varieties and collection of short stem sorts.

Report of Examining Committees.

Boston, Mass., October 26.—Radio, pink with yellow center anemone, scored 90 points, exhibited by S. R. Cowey, Walpole, N. H.—November 2. Monadnock, yellow anemone, scored 90 points, exhibited by S. R. Cowey, Walpole, N. H.

Cincinnati, O., November 2.—Sun Glow, yellow incurved, scored 86 points commercial; Artisan, bluish white Jap, and Cheyenne, amber, shaded pink, Japanese reflex, scored 82 and 83 points exhibition respectively; Pomona, white, lemon center anemone, scored 89



John N. May, Summit, N. J.
Treasurer Chrysanthemum Society of America.

Six blooms, Jap anemone, any bronze—Mrs. Whitney, first; Percy Chubb, second. Special—R. E. Jones and Mrs. Twombly.

Vase of single varieties, 10 sprays, white—Mrs. Whitney, first; Percy Chubb, second.

Vase of single varieties, 10 sprays, pink—C. H. Totty Co., first; Major L. L. Dunham, second.

Vase of single varieties, 10 sprays, yellow—Percy Chubb, first.

Chrysanthemums—New Varieties.

Six blooms, any pink—C. H. Totty Co., first. Vase of anemone flowered—C. H. Totty Co., first; Peter Hauck, East Orange, N. J., (Max Schneider, Gr.) second.

Vase of hairy or plume varieties—C. H. Totty Co., first; R. E. Jones, second.

Vase of singles—Mrs. Whitney, first; Theo. B. Hoyt, Stamford, Conn., (Jas. Foster, Gr.), second.

Best collection of 20 vases—J. T. Pratt, Glen Cove, N. Y., (J. W. Everitt, Gr.), first.

Best collection of pompons, 10 vases—W. J. Sealy, Portchester, N. Y., first.

Chrysanthemum Plants.

One specimen bush, white—Peter Hauck, Jr., first.

One specimen standard, white—Peter Hauck, Jr., first.

One specimen standard pink, not less than 28 inch stem—Peter Hauck, Jr., first.

Twelve plants in variety, grown to single stem in pots, not to exceed six inches—Percy Chubb, first; Major Dunham, second.

Twelve bush plants as grown for market, in pots, not to exceed eight inches—Mrs. Whitney, first.

Cut Roses—Commercial Growers.

Charles H. Totty Co., special prizes for Premier and Columbia.



Charles W. Johnson, Chicago.
Secretary Chrysanthemum Society of America.

points; all exhibited by Elmer D. Smith & Co., Adrian, Mich.

Chicago, November 2.—Sun Glow, yellow incurved, scored 92 points commercial; Cheyenne, bronze Jap, scored 92 points commercial; Artisan, bluish white Jap, scored 91 points commercial; Seedling white, Jap, scored 83 points commercial; Cometa, pink pompon, scored 95 points; all exhibited by Elmer D. Smith & Co., Adrian, Mich.

New York, November 6, — Mrs. Charles Cleary, bronze red single, scored 90 points; Lily Neville, white single, scored 94 points; Cloriana, bronze single, scored 89 points; Mildred Presby, pink single, scored 95 points; all exhibited by Chas. H. Totty Co., Madison, N. J. No. 3, red single, scored 78 points and No. 4, bronze single, scored 89 points, exhibited by Wm. Whitton, Flagler estate, Greenwich, Conn. Mrs. J. Leslie Davis, pink Jap incurved, scored 88 points exhibition, exhibited by Mrs. J. Leslie Davis, Hav-
erford, Pa.

Dep't of Agri. Chrysanthemum Display.

For the first time in the 16 years since it was established, the annual chrysanthemum show of the United States department of agriculture at Washington, D. C., has been held under lock and key. Owing to the ban laid upon public meetings by the health authorities in their campaign against the influenza epidemic, the superintendent of the bureau of plant industry greenhouses, has been unable to throw the department's chrysanthemum exhibit open to the public, and thus thousands of Washington people who have been accustomed to seeing the show year after year have been forced to forego viewing one of the most attractive floral exhibitions ever staged by the department. Only a limited number of persons in official circles have been privileged to see the massed display, though many will have opportunity to see individual blooms from the collection, since by direction of the secretary of agriculture, the superintendent is systematically cutting hundreds of magnificent seedlings and sending them to the sick and wounded soldiers in the military hospitals in and about the capital.

A dozen or more new varieties are featured in this year's show. Among these, the center of attraction is a great, snow-white seedling that has been named for Mrs. Woodrow Wilson. This bloom has many of the characteristics of the well established favorite, Queen Mary, and the Mrs. Woodrow Wilson bids fair to become a standard commercial variety.

As was the case with last year's show, when the General Pershing was among the leading attractions, the military note is very much in the ascendancy in the nomenclature of the specimens on exhibition. Marshal Foch leads the military delegation, a very striking Japanese seedling of a deep wine color. Lieutenant-General Liggett, named in honor of the American officer who led in the offensive that wiped out the St. Mihiel salient, is an enormous bloom, red with gold reverse, the largest produced by the department greenhouses this season. Another red and gold seedling has been named for Admiral Sims, sailors from English, French, and American ships participating in the christening. Beautiful examples of the General Pershing and the General Kuhn, of last year's creation, and of the older Marshal Joffre, were

among the blooms on view that bore the names of military or naval heroes.

Three magnificent blooms, each red with gold reverse, but each differing from the others in detail, represented the rank and file of the American army in the display. They were named for Corporal James S. Enright, and Privates James Bethel Gresham and Merle D. Hay, the immortal three who were the first of many thousand American soldiers to give their lives for freedom on French soil.

Among other new varieties of more or less special interest may be mentioned the Mme. Jusserand, a peach-blossom pink named in honor of the wife of the French ambassador; the Mrs. Asbury F. Lever, iridescent pink, in honor of the wife of the chairman of the house committee of agriculture; the Helen Houston, pompon seedling, in honor of the daughter of the secretary of agriculture; the Mrs. Helen P. Taylor, white pompon, tinged with pink, in honor of the wife of the chief of the bureau of plant industry; the Mrs. Karl F. Kellerman, brick red with gold reverse, in honor of the wife of the assistant chief of the bureau, and the Mrs. Holbrook Blinn, variegated pink pompon, in honor of the wife of the well-known actor, now touring with Blanche Bates in the war play, "Get Together."

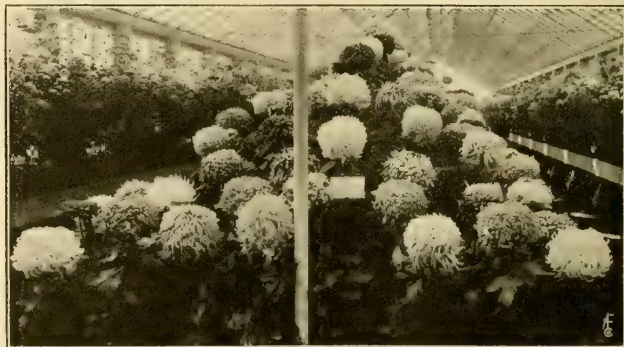
Horticultural Society of New York.

FALL EXHIBITION.

The above named society held an exhibition of chrysanthemums and other stock in the American Museum of Natural History, November 7-10. In the past this society has been noted for good autumn shows. Under present conditions it was not to be expected that displays, equal to former years, could be made. With private estates shutting down their greenhouses, and commercial ranges curtailing and economizing, it takes perseverance to arrange for a show. Although the exhibits of cut stock fell off in comparison with former years, there were good features in both cut flowers and plants. Lager & Hurrell, Summit, N. J., Joseph

150 varieties of *Tradescantia fluminensis*, *Zebina pendula* and *Saxifraga sarmentosa*, all of which are commonly known as "Wandering Jew," for which he was awarded a silver medal, and a silver medal for a specimen plant of *Fourcroya Watsoni*; also a special prize for other foliage plants. Theodore R. Hoyt, Stamford, Conn. (Jas. Foster, gr.), was awarded a special prize for a specimen plant of *Cypripedium* (sedeni), bearing nearly 50 flowers. In addition to a gold medal for a collection of *Cypripedium* insignis *Landeria*, Joseph A. Manda was awarded a silver medal for a new hybrid *cypripedium* named *Sergeant Manda*, in honor of his son who is in the American army in France. Lager & Hurrell were awarded a silver medal for specimen plants of new orchids. An exhibit that attracted much attention, particularly from the ladies, was that of dehydrated fruit and vegetables, by Mrs. Geo. D. Pratt, Glen Cove, N. Y., awarded a silver medal.

In several past years there was keen competition in the exhibition of large bush, standard and pillar chrysanthemum plants, particularly between John Canning, superintendent for Adolph Lewisoohn and W. H. Waite, when he was superintendent for Samuel Untermeyer, of Greystone, N. Y. Neither of those estates exhibited this year, but Robert Marshall, gardener for J. R. De Lamar, Glen Cove, N. Y., saved the day, so to speak, with a fine collection of large plants; 11 in all. There were in color, white, yellow, pink and bronze and they were trained as bushes, standards, pillars and pagodas. For a pagoda, the yellow chrysanthemum, Mrs. R. H. Pearson, being grown, he was awarded a gold medal. As there was no competition, he took first prize on most of the others. The varieties in this selection were, in addition to Mrs. R. H. Pearson, Lady Lydia, white; Wells' Lake Pink, Miss Elva Scoville, white, and Greystone, bronze. This collection filled the large circular room near the entrance to the museum. The Julius Roehrs Company, Rutherford, N. J., was awarded a special prize for a collection of rare orchids.



CHRYSANTHEMUM EXHIBITION OF DEPARTMENT OF AGRICULTURE.

A Group of Fine Blooms.

A. Manda, West Orange, N. J., and the Julius Roehrs Company, Rutherford, N. J., all made excellent exhibits of orchids.

W. A. Manda, South Orange, N. J., made an interesting exhibit of foliage plants, noteworthy being a collection of

Mrs. F. Allen, Pelham, Manor, N. Y., for a collection of dahlias arranged with foliage was awarded a special prize, as was Mrs. H. W. Chapin, Flushing, N. Y., for hardy chrysanthemums, and E. H. Wells, Montclair, N. J., for single pink seedling chrysanthemum.

A. N. Pierson, Inc., Cromwell, Conn., staged a splendid exhibit of hardy chrysanthemums.

John Scheepers & Co., New York, exhibited a collection of their winter flowering begonias, which won a special prize. Bobbink & Atkins, Rutherford, N. J., had the main show room finely decorated with many large palms. John Scheepers & Co. also exhibited a vase of *Pancratium ovatum*, which attracted attention.

In addition to previously mentioned awards on orchids, Lager & Harrell took first prize for a collection, not less than 25 varieties, covering 50 square feet of table space. This was a very handsome exhibit.

Mrs. Payne Whitney exhibited a vase of *Salvia leucantha*, handsome flowers that are seldom seen in exhibitions.

The judging was in the capable hands of Alex. Robertson, W. H. Waite, Robert Angus and Wm. Robertson. A. J. Manda, who is now with his brother, W. A. Manda, at South Orange, N. J., superintended the exhibition.

THE AWARDS.

Chrysanthemums.

Collection of pompons, 25 varieties—C. H. Totty Co., Madison, N. J., first.

Twenty-five varieties large flowers, one of each variety—C. H. Totty Co., first.

Six white—Percy Chubb, Glen Eyrie, N. Y., first; J. B. Deimar, second.

Six pink—Percy Chubb, first.

Six yellow—Percy Chubb, first.

Six any other color—Percy Chubb, first; J. R. De Lamar, second.

Twelve vases in 12 varieties, three blooms of each—Percy Chubb, first.

Six vases in six varieties, three blooms of each—Percy Chubb, first.

Collection of twelve varieties, one of each—Percy Chubb, first.

Collection of six varieties, one of each—D. E. Oppenheimer, Yonkers, N. Y., (A. MacDonald Gr.), first.

Collection of singles, 12 varieties—Mrs. Payne Whitney, (Geo. Ferguson Gr.), first.

Collection of pompons, twelve varieties—Mrs. Payne Whitney, first.

Collection of anemones, twelve varieties—Mrs. Payne Whitney, first.

Dinner table decoration of chrysanthemums, (pompons)—Mrs. Payne Whitney, first. No other entry.

Roses.

Fifty light or flesh pink—C. H. Totty Co., first, with Columbia.

New variety not in commerce—C. H. Totty Co., first (silver medal), with Premier.

Eighteen red—Mrs. Louisa Skidmore, Great Neck, N. Y., (Louis Platin Gr.), first; Mrs. J. Hood Wright, New York, (Chas. Thomas Gr.), second.

Eighteen dark pink—Mrs. Skidmore, first.

Eighteen light pink—Mrs. Skidmore, first; Mrs. J. Hood Wright, second.

Eighteen any other color—Mrs. Skidmore, first; D. E. Oppenheimer, second.

Carnations.

Eighteen white—Sidney and Austin Colgate, Orange, N. J. (Wm. Reid Gr.), first; J. B. Cobb, Stamford, Conn., (A. Allins Gr.), second.

Eighteen Eucharist shade—J. B. Cobb, first; Mrs. Payne Whitney, second.

Eighteen Winsor shade—Mrs. Whitney, first.

Eighteen Lawson shade—J. B. Cobb, first.

Eighteen scarlet—J. B. Cobb, first.

Eighteen crimson—Mrs. Whitney, first.

Eighteen yellow—Mrs. Whitney, first.

Eighteen variegated—J. B. Cobb, first; Mrs. Whitney, second.

Sensitive.

Be kind to the hypocondriac plant!

Its nervous and ladylike qualms,

Its delicate frailty you surely must grant,

For it faints at all songs except psalms.

Speak low near a maidenhair fern! You will note

It trembles with slight if you about—

It gurgles best when you've got a sore throat.

And is pleased by the very devout.

Be firm with a rubber plant! Put it away

When your friends come to make you a call.

It is dreadful to find how a secret will stray

When you thought no one knew it at all.

Be gay near begonias! Their gorgeous array

Betokens a sensitive blush.

To secure best results, a story risque

Will bring the desirable flush.

Then be good to the plants! For a great botanist

Says their sensitiveness is intense;

They are shocked if a girl should chance to be

kissed.

And will die at a moral offense.

—Shea Hodge, in N. Y. Times.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

Now that the situation has become normal, it is time to make the most of one's own trade and exploit it to the limit. Every customer on the books is a more or less valued patron, whose business should be encouraged and invited in every possible way. Every

Make a good display of house plants. This is their season. As the city homes are being opened up, there will be a demand for all this class of stock. Table ferns and their receptacles should be kept well displayed, as many a fine account has been established from satisfactory work in the filling of these small commissions. Where there is a greenhouse in connection with the store, six, seven and eight-inch pans can be filled with ferns all of a kind, such as the holly and other hardy varieties. These will soon get set and can often be



GROUP OF CHRYSANTHEMUM CELEBRITIES.

At the Exhibition of the United States Department of Agriculture, Washington, D. C.

week there should be a "special" of some kind, not necessarily at a reduced price, but something seasonable that is a little unusual, such as white tubs with the bands gilded, filled with several one color chrysanthemums out of six-inch pots. Arrange with a grower and furnish him with a dozen or so of such tubs, that are to be filled with hardy ivies and trained to trellises. When stood in the greenhouse for a couple of weeks, all the leaves turn one way, and there is then an inviting plant for the vestibule.

Another seasonable and popular plant for house culture at this time is the Paper White narcissus. These bulbs are scarce this season, and one has to speak quick to get anything like a supply. They are easily grown in the house in pebbles in low dishes. Quite a number of "out-of-date" ferneries have been worked off for this purpose. Selected bulbs of hyacinths can be grown in water in the house with excellent results. A small display of this character will interest customers who would otherwise forget that this is the season to start them.

The later varieties of chrysanthemums are now in full supply; a window display of from one to three flowers, with rather stout stems, a vase to a kind, all labeled, will attract attention. Some enterprising storekeepers find a display of these fall beauties, when they are at their height, is a good drawing card and productive of considerable business. The number of pompon varieties is increasing each year; they have established their importance and are deservedly popular.

transferred as a whole to a table dish of the same size, saving time and giving greater satisfaction.

Make up a plant basket or two. These present a very artistic appearance, particularly when decorated, with a few choice flowers in glass tubes, concealed in the foliage. Finish with a suitable bow of ribbon. Examples of this kind, besides being decorative, put a stamp of superiority on the store that is well worth while. One or two well made corsages in stock, ready to wear, are frequently just the thing a hurried customer is looking for. They also give an idea to the young man who does not know just what he wants. Well made corsages of violets sell, when the indifferent bunches as they come from the grower, will remain in the case. Small green galax leaves are a great help in keeping the violet leaves in place.

Do not forget that Christmas is coming, and that all the preliminary work possible should occupy spare moments. Everything in the supply line should be on hand, or if not, ordered at once. Delays are dangerous. Preparedness is the watchword in these days of labor shortage. How about the supply of boxes, tags and other like essentials? If there is not enough to see you safely over the holidays, and leave a comfortable surplus, get busy at once, as goods are no longer delivered on a week's notice.

With something over \$5,000 lacking to take the publicity fund over the top, there are thousands who if they only gave one dollar each, would make an amount that should easily take it across. Sit down right now and write

a check for \$5 and mail it immediately to John Young, 1170 Broadway, New York, or better still, add \$2 and get the beautiful sign, "Say It With Flowers." It will be worth a dollar a week to have it in your window.

A Victory Window.

Every retail florist all over this broad land should feature for a week, at least, a "Victory" window. There is no better way to celebrate this great event than to "Say It With Flowers," and at the same time show something original in decorative effect. Flags will, of course, enter largely in every arrangement. A good background consists of a coupe of fair-sized flags, the fields meeting in the center. These are festooned across the back of the window and projecting from the center should be a cluster of the flags of the allies.

A large crescent magnolia wreath with palms, a red, white and blue shield of appropriate size, in the full part of the crescent, and the addition of small flags of the allies, will make an appropriate center. A broad, red, white and blue ribbon across the center of the wreath, with the word "Victory," in gilt letters, gives an added significance.

A victory basket, made of any red, white and blue flowers, and decorated with a victory ribbon, if large enough, will make a good center, as will also a flag of immortelles. Pictures of Pershing and the allied generals can be arranged to advantage.

A draped flag over a pedestal, on which stands a bust of Gen. Pershing, while leaning against the pedestal in front should be a choice magnolia wreath with palm leaves and victory ribbon. This will be sure to attract attention.

Tumbler or small vase baskets, filled with red, white and blue flowers, or with roses, all of one color, and tied with tricolor ribbon, will be both decorative and salable. There will also be a demand for corsages of violets, with red and white roses tied with tricolor ribbon. Featuring these in the windows will interest and attract customers, which business is likely to lead to other sales.

The above are but a few suggestions. In 100 well decorated windows of this character there will be found no two alike. There is no question, however, but that they will attract great attention at this time, and be well worth the effort and material expended on them.

Gardenias in the Flower Case.

Gardenias are best kept and ready for sale in a metal or wooden box, enclosed with a lid, or in a drawer of smaller construction in the flower case. Pasteboard boxes will answer but soon become soft from the water. A folded sheet of tissue of several thicknesses covers the bottom, which is sprinkled; on this are laid the sprays from which all cotton or other protective material has been removed. These must not be crowded together, but should have room to show each flower to good advantage. They are then sprinkled. Some florists are afraid to wet the flowers for fear of spotting them. They will not spot if treated in this way—will not wilt or shrivel, keeping a good appearance for several days. Some remove the lower foliage, place a half dozen in a jar of water and cover them with wax paper; there is much more danger of their getting bruised in this way, and frequently they become soft and wilted.

Opportunity—Lost or Found?

This will be best answered when we arrive at our board meeting to be held in Buffalo some time in January to determine our policy for the year in regard to our national publicity campaign, and it will be tested by the spirit manifested at the meeting.

Whether the enthusiasm is to wax or lack, will have an important bearing upon those of the committee present as to whether the florists of the country are ready to back the financial and publicity committees by continuing to a greater impetus in our publicity work.

If we go with a desire to do better than ever, we will be embracing the opportunity that is now before us—that of doing things in a broad, wholesome way, and of making those who are with us, and those who will follow, feel that there are still bigger things in store for the florists than ever before, providing they have confidence, and back it up with their dollars, to help build this campaign to the proper proportion to which it is justly entitled. That it will grow bigger, there is no doubt, but now is the time to establish this bond of personal relationship in business by keeping the family of contributors active in the results they will ultimately receive.

So this campaign of "Say It With Flowers" is really a test whether your opportunity is to be lost or found in its further acceptance.

HENRY PENN,
Chairman National Pub. Campaign.

F. T. D. Contest Suggestions.

So much Florists' Telegraph Delivery food has been jammed into those who attended the Cleveland meeting in the two days' session that it will take just as long to digest it all, as it takes a normal person to overcome an overloaded stomach.

In digging through some of the papers from this meeting. I came across the file with the various suggestions sent in for competition, and as I have made a study of F. T. D. work for the past eight years, I feel in justice to all those who have participated in this contest, and without casting any reflection on the committee whose duty it was to judge this contest, that a good deal of valuable information and suggestions for the benefit of the F. T. D. is among the correspondence of those who were not the prize winners. I feel it, therefore, my duty to personally thank all the participants in this contest, and have only one wish, that is, to know who the different parties are. Sooner or later, one or the other participants will find that part of his suggestion will be adopted in one way or the other to carry on our F. T. D. work, while I hardly think the suggestions of the prize winner can ever be carried out and be practical for several reasons:

1st. The F. T. D. has never and should never be allowed or have to bow down to as low an arrangement as buying in their membership. Retailers who cannot see their benefit, will never make good members if their membership is forced upon them.

2nd. If a traveling man enlists a new member in a town where we are not represented, he perhaps has been the last of 10 or 12 who has tried to make this certain retailer see the benefit of belonging to this organization. This same retailer has filled perhaps a

number of orders for our members, and every one of our members has brought some pressure at one time or another to make him join the F. T. D. and yet, according to the prize winner's suggestion, the traveling man that happens to come along just at the time when this retailer is ready to join would have all the credit to himself for which perhaps 25 or 30 others have worked hard. The F. T. D., as an organization, does not care who gets retailers to join our membership, as long as we get them, and get them without buying them in.

3rd. The traveling man is liable to get retailers to join who cannot qualify according to rules and regulations and endless correspondence would result.

4th. The traveling men are our co-workers and will gain indirectly through our building up larger fields of business, and most of them that I know, would not consent to accept any pay, if perchance they could be the medium of enlightening a retailer in a small town, whereby he can find and build up a nice little extra business by joining the F. T. D.

Perhaps I could dig up a few more good reasons, but let that be enough. The good points sent in with the suggestions are valuable to our organization, and I only hope that some of the trade papers will consent at one time or another to publish some of these suggestions. I shall be glad and hope to have the permission of those who have sent them in to send them to the editors of our various trade papers.

Hoping that some of the contestants will read this article and will let me have the duplicate copies with their name, I shall appreciate this very much and will be glad to know the different parties.

Yours for a better retail florist trade.
ALBERT POCHOLON.

Providence, R. I.

SUPPLY INCREASES AND PRICES FALL.

The closing week of October brought with it some warm weather, which sent along great quantities of greenhouse stock. As a result the supply increased and the demand not being as heavy prices dropped somewhat. Chrysanthemums are still holding their own, but roses and carnations have weakened, some stock selling as low as two cents. Violets are arriving and sell at sight. Pansies of good size are plentiful. Lilies continue scarce. Asparagus is selling well and the same is true of pot plants.

NOTES.

There were several good Halloween displays in this city, among the best being one arranged by T. J. Johnston & Co., vegetables, cornstalks and chrysanthemums being used.

Ernst Carl, the Lowell avenue florist, was knocked down last week by a horse and wagon and severely bruised. He is getting along nicely, however.

Local growers have not planted half of their usual quantity of chrysanthemums this year and it looks like a shortage for Thanksgiving.

John F. Wood has opened a small store on Empire street for the chrysanthemum season.

Mrs. Mary F. Pollock has removed her store from No. 14 to No. 50 Beacon avenue.

H. A. T.

DES MOINES, IA.—The Mid-west Horticultural Exposition, which was to have been held in this city, November 5-8, has been postponed to December 10-13, on account of the state quarantine on influenza conditions.

New York Florists' Club.

The New York Florists' Club met in its rooms in the Grand Opera House building on the night of November 11, President Schenck in the chair. Considering that the entire city was establishing a world-record in celebrating the signing of the armistice, there was a good attendance at the meeting.

President Totty, of the Society of American Florists, who had attended the hearing given by the federal board at Washington, recently, on the importation of nursery stock, spoke on that subject. He stated that J. D. Eisele, of Henry A. Dreer, Philadelphia, Pa., who spoke for the importers, brought out many good points in favor of importation, but summing up, the federal board had stated that they had the power and would use it in their own time.

Patrick O'Mara made felicitous remarks, indulging in reminiscences of his 50 years' connection with horticulture in this city and vicinity. If he can remember back for 50 years, he must be some older, but does not look it.

Appropriate resolutions were read relating to the death of Louis Schmutz, Jr., of Brooklyn, and A. V. D. Snyder, of Ridgewood, N. J., both having been club members, and on the death of C. B. Weathered, Jr., son of C. B. Weathered, formerly president of the club. The young man was "killed in action", in France. A letter was read from A. T. De La Mare, conveying the thanks of William Dick and wife, of Scotland, parents of the late J. Harrison Dick, for resolutions adopted at the May meeting and of the club, and for kindness shown J. Harrison Dick's widow.

A letter was read from W. J. Stewart, thanking the club for its remembrance during his recent illness. A letter of good will from J. A. Shaw was read, written from Toronto, Canada, where he had made a stop en route to California. A letter was read from F. E. Gunnison, fuel administrator of Kings county, N. Y. (Brooklyn), conveying the recent orders of the New York state fuel administration. It follows: "No greenhouse, either private or commercial, is to be allowed to burn for any purpose, any domestic size anthracite (coal). Whenever any greenhouse has on hand any domestic size anthracite, please require them to report same to you with the understanding that, provided they have no other coal on hand, they be allowed to use sufficient of such domestic size anthracite to tide them over until they can arrange to substitute bituminous or steam size anthracite coal." The communication was dated November 5.

A letter was read from Geo. de B. Greene, chairman of the advisory trades committee on Fourth Liberty Loan, conveying his thanks, and those of Benjamin Strong, chairman of the section, for the "remarkable work" of the club's committee in the Loan drive.

EXHIBITS.

Charles H. Totty, Madison, N. J., again exhibited a vase of his new pink rose, Premier. The more that one sees of this rose, the more favorable is the impression gained of it. Thus, so early in the season, it is making four-foot stems; the buds are large and firm, the foliage, luxurious. This scored 91 points, and was awarded a preliminary certificate.

H. J. Anderson, representing A. N. Pierson, Inc., Cromwell, Conn., exhibited for his firm, an excellent collection of single and pompon chrysanthemums, noteworthy being Mrs. Elizabeth Firestone. Other varieties were: Barbara Davis, a large commercial, pink flower; Western Beauty, rose-pink pompon; Quinola, yellow pompon; Delphine Dodge, light pink pompon; Donald, pompon; Hilda, Canning, pompon; Little Gem, pompon; Eugene Langulot; Jane

Ingalls; Dusky Maid; Golden West, pompon; Lucille Noble, pompon; Yellow anemone seedling; Peggy Bulkley, single; Seedling No. 5; Seedling from Western Beauty; Seedling No. 237, crimson; Romaine Warren, pink; Frank Wilcox; Kattwood, awarded a silver medal for the collection.

Roman J. Irwin exhibited a yellow sport of chrysanthemum, William Turner, grown by R. L. Dunn, St. Catharines, Ont. This scored 85 points, and was awarded a preliminary certificate.

OFFICERS NOMINATED.

The nominating committee presented the following names for officers of the club for 1919, to be voted on at the December meeting: For president—Chas. Schenck, (present incumbent), John Canning and Philip F. Kessler. For vice-president—P. W. Popp, (present incumbent), Emil Schloss and J. G. Esler. For treasurer—William C. Rickards, (present incumbent), Thos B. DeForest and A. T. Bunyard. For trustees, three to be elected—P. J. Smith, E. C. Vick, W. R. Pierson, Max. Schling, Percy B. Rigby, and A. T. De La Mare. The nominating committee consisted of Walter B. Sheridan, Eugene Dailledouze and W. A. Manda.

Clarence Ankers, Rockville Center, N. Y., was proposed for membership, and Arthur J. Radia, New York, was elected a member of the club. The death of Ralph M. Ward was announced.

Chairman P. F. Kessler, of the house committee, provided excellent refreshments, the turkey and cranberries in particular.

Captain Moreau, of United States Army, stationed at Camp Mills, came to the meeting with his friend, A. F. Miller, and made pleasing remarks. He has been in charge of the horticultural features at the camp. A. F. Miller, C. H. Totty and other florists, contributed plants during the growing season.

A. F. F.

Cincinnati.

MARKET HOLDS FAIRLY FIRM.

Business is holding up well, and under the circumstances, cleans up the market fairly well. The supply is large and is fully able to satisfy all immediate demands upon it. Chrysanthemums are in a heavy supply and among others includes many choice blooms. The pompon supply is excellent. Roses are fairly plentiful, while carnations are in a fair allotment. Gas are again in the market. The Easter lily supply has let up somewhat during the past week and at the time of this writing but few are available. Sweet peas are becoming more plentiful than they were during the past fortnight. Single violets meet with a fair market.

Lily of the valley sells slowly.

NOTES.

Robert Rahaley, Tom Brown, J. J. Stahelin, all of Detroit, Mich., were the guests of Jos. Hill at Richmond, Ind., last week. They motored to this city with Mr. Hill, and C. E. Critchell entertained them.

E. G. Gillett is now doing "Another Bit" by working for the "War Chest" for this district.

Wm. Mayhew has been accepted for the artillery officers' training camp.

Visitors: Mrs. Watts and daughter, Meridian, Miss.; Mrs. Robert Buck and Mr. Jansen, Washington C. H., Ohio, and Julius Dilloff, New York.

H.

PITTSFIELD, ME.—Crell & Walker have bought the range of Loder, the Florist, and are stocking same.

CANTON, O.—Vail Bros. have purchased the range of the Zettler Co. and removed it to their establishment at Broad and 12th streets.

OBITUARY.

Resolutions on Late Admiral Ward.

The executive committee of the American Rose Society has passed the following resolutions on the death of the late Admiral Aaron Ward:

Whereas, since the last session of the executive committee of the American Rose Society, our friend and counselor, Admiral Aaron Ward, has passed into the "Great Beyond," and

Whereas, we feel keenly the loss of his wise counsel in the work of the society, where his keen love of roses and his thorough knowledge of their culture, both in this country and abroad, made his membership in this committee and in the society of inestimable value; therefore, be it

Resolved, that we express to Mrs. Ward and family our sense of loss, our deep sympathy for them in their bereavement, and our appreciation of the rare quality of the character of Admiral Ward; and be it further

Resolved, that a copy of these resolutions be sent Mrs. Ward, a copy spread on the minutes of the society, and copies inserted in the horticultural press.

Charles R. Miller.

Charles R. Miller, who had been in the employ of Walter F. Sheridan, wholesale florist of 133 West 23rd street, New York, for the past 20 years, died November 9, at his home in Flushing, after a very short illness of pneumonia, age 49 years. He had been in poor health for more than a year, but had kept at work up to a day or two previous to his death. He was born and reared in New York. Previous to going with Mr. Sheridan, he had worked for Charles Thorley, also for Thomas Young, Jr. He was well known in the trade of New York as a quiet and unassuming man. He is survived by a widow and five children. A. F. F.

Albertus N. Clark.

Albertus N. Clark, one of the oldest seedsmen of Connecticut, died at his home in Milford, October 31, age 74 years. Directly after his discharge from the army, in 1864, Mr. Clark went into the seed business and for 50 consecutive years solicited orders from his customers and grew on his own farm a large part of the seeds to sell them, his specialty being sweet corn. A little over two years ago, on account of failing health, he sold his farm and retired from active business. He is survived by his wife, a son, Harry W. Clark, of Milford, and a daughter, Mrs. A. N. Walker, of Hinsdale, Ill.

Henry Gaethje, Jr.

Henry Gaethje, Jr., well-known florist of Rock Island, Ill., died at his home in that city, November 7, of pneumonia, age 34 years. He had been ill but one week. The deceased was born in Moline but moved to Rock Island at a very early age, where he attended the public schools and later became associated in the florist business with his father. He is survived by a widow and two sons, his parents, one sister and one brother.

Du Bruz English.

Du Bruz English, well known to the seed trade of the United States as one of the largest growers of vegetables for market with hundreds of acres under cultivation, died at his home, Mt. Olive, N. C., November 4, of pneumonia, following an illness of 10 days. The deceased was also one of the largest shippers of holly in this country and his death will be regretted by a wide circle of friends.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada, \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted no trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO

"In God's name, cheerily on, courageous friends,
To reap the harvest of perpetual peace.
By this one bloody trial of sharp war."

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IN Holland, perhaps the ex-kaizer of Germany may find a new keizer's kroom.

EUROPEAN papers record the death of Pierre Guillot, the well known rosarian, in his sixty-third year.

A DUTCH house writes: "Flowers should sell at high prices next spring. Workers earn high wages, and under those conditions flowers sold well all over Europe."

ADVICES from Washington are to the effect that the embargo on building materials has been lifted. This, we understand, applies to greenhouse building as well as other lines.

POINSETTIAS with three branches are increasing in favor for pots and pans and this method of growing permits of a great saving in the number of plants employed. This saving in plants should likewise apply under bench culture in the production of bracts for cutting.

National Publicity for Flowers.

Judging from the clippings of advertisements coming into our promotion bureau, the trade is not using our slogan, "Say It With Flowers," to nearly the extent expected. A little thought to the fact that this slogan is featured in all our magazine advertisements should determine the advisability of using it as widely as possible—in all advertising, or stationery, boxes, parcels, and wherever it can be intruded. While it is not absolutely necessary that the line conforms to the design of the one used in all bureau publicity printers, of course, being able to provide a bold setting for any purpose, still as the public is now quite accustomed to seeing it in our own style, it would be better to get a line electrotype from the bureau, or have one made especially. We can supply electrotypes of lines 1½-in., 2-in., 6-in., and 9-in. long, carrying all these sizes in stock for immediate despatch on receipt of orders.

In addition to the magazine advertising already arranged for November and December, the programme for January and February embraces a list of 27 national magazines, which are to carry a series of advertisements featuring the slogan in connection with special days and seasons. In 18 of these magazines, an advertisement will appear twice, and nine of them three times. The combined circulation of these magazines is roughly estimated to be in the neighborhood of 10,000,000 copies, and it must be remembered that this field is to be gone over twice, and 40 per cent of it three times. With all this publicity, our slogan as a trade mark will have a value almost incalculable, and florists may and ought to use it as much as possible.

The list of magazines is as follows: Atlantic, Red Book, American Magazine, Century, Cosmopolitan, Everybody's, Harper's Magazine, Hearst's Magazine, Metropolitan, Munsey's Magazine, Popular Science Monthly, Review of Reviews, Scribner's Magazine, Vanity Fair, Vogue, Harper's Bazaar, World's Work, Sunset, Argosy Combination, Collier's Weekly, Christian Science Monitor, Independent, Leslie's Weekly, Life, Literary Digest, Outlook, and Scientific American.

It is now almost a year since our publicity campaign started with an appeal for subscriptions. We aimed to raise a fund of \$50,000, but if our object is to be attained, we must raise about \$5,000 more before the close of the year. Shall we do it? If the florists who have not yet subscribed will give our project the consideration it deserves, we shall. As has been said many times before, this is not work for the benefit of any florist; it is for all in the trade, collectively. One man cannot get more than another, our policy of using journals of national circulation insuring against this. The larger the city, the larger the number of florists, of course, so the benefit is most equitably distributed. And it may be said, without fear of contradiction, that the campaign for the year 1918 has resulted in a complete stabilization of business despite most adverse conditions. It has increased the demand for flowers very considerably; it has built up business for special flower days, and has caused the public very largely to look upon flowers and plants in a new light, as subjects highly suitable for gifts.

As "drives" for the attainment of important objects are the fashion to-

day, why not start one by yourself, sending in a subscription to the fund, if you have not already done so? In your own community you have brother florists; why not make a little drive and send in a community subscription? You would feel the better for it.

Remember, all subscriptions are published. JOHN YOUNG, Sec'y.

Trade Paper's Proper Place.

There is too much good reading in the trade paper to pass over it hastily. Take it home with you and read it while sitting in your easy chair. Spend the evening after reading your daily paper in thinking over your profession with the help of your trade papers. Too many florists, especially the busy retailer, receives his trade paper with his mail, gives it one glance and that ends it.

Now, instead of that, a wise owl said to me one day: "Do not look at your trade paper during your business hours; take it home, and give it a little more time than usual." Ever since that I thought I learned a lesson; I did take it home, and to my surprise, I can state that many a pleasant evening I have spent by digging deeply into the resources of our trade papers, and many a dollar I have made by studying these papers and gaining more knowledge of my profession. In the advertisements, as well as the write-ups, there is a key that can make you ring up sales a great deal more often than you have any idea of. Since that time I have been taking my trade papers home, and feel very much disappointed when they do not show up promptly. Try it and convince yourself. ALBERT POCHOLON.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

Grand Rapids, Mich., November 16.—Grand Rapids Florists and Gardeners' Club. Office of member, Edward Freyling, secretary, 1059 Wealthy avenue, Grand Rapids.

Montreal, Que., November 18, 8 p. m.—Montreal Gardeners and Florists' Club, 140 Mansfield street, Montreal. Secretary, 238 Marquette street, Montreal.

Orange, N. J., November 18, 8 p. m.—New Jersey Floricultural Society, 10 S. W. A. St. J. H. George W. Strang, secretary, 84 Jackson street, Orange.

St. Louis, Mo., November 19, 8 p. m.—Retail Florists' Association of St. Louis. No regular place of meeting. Charles Young, secretary, 1406 Olive street, St. Louis.

Boston, Mass., November 19, 7:30 p. m.—Gardeners and Florists' Club of Boston, Horticultural Hall, Wm. N. Craig, secretary, Faulkner Farm, Brookline.

Minneapolis, Minn., November 19.—Minnesota State Florists' Association. Place decided upon by executive committee.

Pittsburgh, Pa., November 19, noon.—Retail Florists' Association of Pittsburgh. Place of meeting, the Severn Avenue Hotel. Orville Crissman, secretary, Diamond Bank building, Pittsburgh.

Portland, Oregon, November 19.—Portland Floral Society, Masonic Temple. F. A. Van Kirk, secretary, 64 East 50th street, Portland.

Toronto, Ont., November 19, 8 p. m.—Gardeners and Florists' Association, St. George's Hall, Elm street. George Douglas, secretary, 309 Merton street, Toronto.

Lancaster, Pa., November 21, 8 p. m.—Lancaster County Florists' Association. Chamber of Commerce. Albert M. Herr, secretary, Lancaster.

Tacoma, Wash., November 21.—Tacoma Florists Association. Macabee Hall, Eleventh and C streets. P. H. Athlison, secretary, South 50th and East F streets, Tacoma.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

November 19-22, Chicago—Illinois First Great Apple Show. W. M. Augustine, Normal, Ill., executive secretary.

December 10-13, Des Moines, Ia.—Mid-West Horticultural Exhibition. J. S. Wilson, Des Moines, chairman of committee on flowers; Francis Sestler, Des Moines, vegetables.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv. For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By first-class gardener; married, one child; will consider commercial place; prefer small private place where house or quarters are furnished; best references. Address

Key 943, care American Florist.

HELP WANTED.

Experienced man and designer, practical and of good habits; good wages to right man.

F. H. RIEGELMEIER,
1830 Carson St., S. S., Pittsburgh, Pa.

FOR SALE.

Florist Delivery Car. Panel top. Good as new. Ford. Car is now in Chicago. Write quick.

Key 936, care American Florist.

SITUATION WANTED

Manager of five years' experience specialty of bumper crop productions of carnations, tomatoes, etc. Will make your greenhouses pay.

RAYMOND BLAKEMORE
28 Springhurst Ave., TORONTO, CANADA

HELP WANTED

Man experienced as seedsmen to take charge of a wholesale seed warehouse, and also to do some selling, for an old established firm of seed growers and wholesale merchants. In applying, state age, whether married or single, describe experience in detail and salary expected. Address

Key 941, care American Florist.

For Sale

Splendid Greenhouse Site

Seven acres, south slope, R. R. on north end. Electric power can be had. South end soil extra good for outside planting. Price \$500 per acre.

J. D. Vandercook, Owner, Lombard, Ill.

STOREMAN

All man willing to do general work in retail store. Must come well recommended.

W. W. ADAMS

1169 N. State Street, CHICAGO

FOR SALE.

Owing to death of proprietor, a good paying store on the south side of Chicago will be sold at a bargain on easy terms to responsible party. Chance of a lifetime for man or woman to get an established paying business at such attractive terms. Investigate now.

Key 942, care American Florist.

Help Wanted

Good packer for Chicago Wholesale House. Address

Key 939,
care American Florist.

Help Wanted

Young packer for a Chicago florist establishment. Beginner with a little experience preferred. Address

Key 940,
care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 1/4 x 5 1/4 inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

HELP WANTED

Several good foremen for places near Chicago. State full particulars in first letter. Address

Key 938, care American Florist.

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

Milwaukee, Wis.

MARKET CONDITIONS UNCHANGED.

There is not much of a change to report as to market conditions and business for the week ending October 9. There is a good supply of most stock and the demand is still brisk enough to keep up a healthy condition. Chrysanthemums in all shades, form and sizes are now available and used to good advantage in making up as well as window displays. Excellent stock was the rule up to now. The demand for roses and carnations is still ahead of the supply. Greens are not over plentiful and command good prices. Some stevia is coming in, but it is not open any too far.

CLUB MEETING.

The mass meeting of the trade, called for November 7 by the florists' club, was very slimly attended, due no doubt to the previous peace report, which caused a half-holiday, plus a noisy commotion. As it was chrysanthemum night, and growers were requested to bring one flower of each variety in bloom, there was a fair display of all large, as well as spray varieties. Nic. Zweifel read a well prepared paper on the cultivation of chrysanthemums from the time the cutting is made till the flowers are ready for the market. One of the main points emphasized was to discard old varieties, which had outlived their days, and grow something more up to date. In discussing the paper, the trouble with the different kinds of insects and their eradication proved quite interesting.

The committee, consisting of Wm. Zimmermann, Fred Holton and C. C. Pollworth, who worked out all the Liberty Loans were on hand to explain the present campaign of raising the "Heap the Hat" fund. Due to the slim attendance, they did not begin actual work at that time.

James Livingstone exhibited a large single seedling of a rich yellow shade, in form similar to the Mrs. Sanders daisy, which made a hit. The C. C. Pollworth Co. had a white seedling, similar in form and size to that of Mr. Livingstone's. They also exhibited well grown flowers of all commercial varieties now in bloom. Others who had well finished blooms were: Holton & Hunkel Co., Gust Pohl, Kamp & Spinti, Otto Seytlicher & Sons and the Heitman-Oestreicher Co.

Out-of-town visitors at the meeting were Herm Staeps, Elm Grove, and Otto Sylvester, Sr., Oconomowoc.

NOTES.

The best news, bar none, was the peace report, which reached here November 11, at 2:45 a. m. Needless to say the town went wild, and it was impossible to get anybody to work, so it resulted in a holiday. Those that opened shop in the morning, did not stay longer than noon. It is with a sigh of relief that after more than four years of bloodshed, it has come to an end for humanity's sake.

Mr. Albert, foreman for J. J. Soper, Rockford, Ill., was in town for a couple of days purchasing plants for the coming Christmas trade.

E. O.

Albany, N. Y.

CLUB MEETING.

Nominations for the annual election to be held on December 5, and an exhibition of chrysanthemums, were the principal features at the November meeting of the florists' club. The members who will run for office on the two tickets at the December election are: Regular ticket—For president, William Newport; for vice-president, R. W. Bilson; for secretary-treasurer, Robert Davidson; for trustees, two years, George E. Nagengast, Jr., H. E. Eberhart, and Joseph Traudt. Opposition ticket—For president, James Snyder,

for vice-president, William M. Quinn; for secretary-treasurer, Robert Davidson; for trustees, two years, Philip Ulrich, Joseph Traudt, and Howard L. Menand. Frederick A. Danker, chairman of the show committee, reported on the exhibit of the evening, calling attention to the fact that growers in this vicinity, as well as A. N. Pierson, Inc., Cromwell, Conn., and F. R. Pierson, Tarrytown, N. Y., had responded to requests made for blooms. The displays included many new varieties and colors from the small anemones to the large incurved blooms. One of the most striking of the exhibits was one of William Turner, a large white, incurved variety, grown by Samuel Goldring, employed by George Person of Catskill. It attracted unusual attention on account of its size and beauty. President William Newport named a committee of four retailers to take up the matter of advertising Thanksgiving flowers in the local papers. The committee is made up of Fred A. Danker, Edward P. Tracey, James Lascaris, and Byron C. Holmes. These men will collect a fund from the local retailers and make contracts with the newspapers for some good display publicity. Following the regular meeting, James Snyder was named auctioneer to sell the blooms shown at the exhibit. These were bid in by the retailers, and the sum of \$35 was added to the club treasury.

NOTES.

The annual exhibition of chrysanthemums by the park department was opened in the lake house, Washington park, November 10, and will be continued for one week. Superintendent Philip Bender announced that the exhibit this year will contain 325 varieties, 12 of which will be new. The new varieties include Betsy Ross, Mrs. J. Gibson, William Wait, Madison, November Glow, Naponee, and Joan of Arc.

The retailers report that the business in funeral designs during the month of October broke all records in their recollection. The heavy demand was due to the large number of deaths in the city and vicinity following influenza. The call for designs was insistent and compelled many of the florists to get extra help, where they could, and to work hours overtime.

R. D.

Rochester, N. Y.

HEAVY DEMAND FALLS OFF.

Business has naturally fallen off since the passing of the influenza epidemic, although there is a great amount of funeral work at present. Flowers are much more plentiful and have dropped in price. The chrysanthemum supply is greatly improved, among the leading offerings being Margie, Touset, Turner, Chieftain and Ivory. Carnations are excellent and there are good roses and violets. Pompons are plentiful and of good quality. Snapdragons are still to be had. The peace celebration made a little extra business in the way of transient trade, and only a few of the larger stores closed for the afternoon.

NOTES.

J. B. Keller Sons had a most inviting display during the week, bronze, plush draped pedestals supporting jardinières of bronze, yellow and white pompons. Baskets and other small receptacles occupied the foreground.

Frank Peartree has resigned his position with Geo. T. Boucher and is now manager of the Rosery Flower Shop, in the absence of the owner, Edwin Kendrick, who also conducts a store in Oswego, N. Y.

H. P. Neun is producing some excellent plants of pompons in various colors. These are attractively arranged

in his windows. Crotons are also a feature here.

George Boucher will hold a chrysanthemum show at his store, November 11-16, which promises to be one of the finest displays of its kind ever seen in this city.

The city fuel administrator has notified local florists that they will be permitted an unlimited supply of soft coal during the coming winter.

George Kramer is interesting in remodeling the Hart & Vick range, formerly the Salter Greenhouses at Fairport.

Louis Colletos is showing excellent vases of White and Yellow Turner in the window at his Clinton avenue store. Salter Bros. are making a specialty of helichrysum and gypsophila.

H. E. Wilson is cutting excellent chrysanthemums and pompons.

CHESTER.

Boston.

STOCK GOOD AND PROSPECTS EXCELLENT.

Business is brisk and stock is plentiful and selling at reasonable prices. Flowers never looked so good and prospects are very bright for a good Thanksgiving day's business. Chrysanthemums are very plentiful and they sell at very fair prices. Carnations are strong and good, the best moving at \$3 a hundred. Roses are very cheap as the demand is for chrysanthemums at present. Violets, pansies and sweet peas are excellent and sell for a good figure. Easter and calla lilies are in great demand and bring 12½ and 15 cents each. Single pink and white bouvardia is still popular; which makes up in attractive baskets for social functions.

NOTES.

Herbert Sloane severed his connection with the New England Floral Supply Co., and will devote his entire time to his store in Somerville and his grower at the market.

B. McGinty, salesman at the co-operative market, is receiving daily shipments of Easter lilies, carnations, and roses, which sell easily at good figures.

Harry Ward is receiving large shipments of carnations from the Roper estate, including Benora, Matchless, Pink Delight, and Roper seedlings.

J. M. Ward, of Peabody, is shipping to market a good assortment of cyclamens, yellow and Garza chrysanthemum plants and ferns.

Wm. McAlpine has just returned from a week's hunting trip at Green Harbor, where he was very successful with wild ducks.

B. A. Sydnor & Co. continue with good business and are satisfied with the outlook for the holiday trade.

Abe Gluck, salesman at the market, left for Camp Lee, in the selective draft, November 11.

Welch Bros. Co. reports good business and out-of-town trade never was better.

S. K. G.

Kansas City, Mo.

DEMAND WEAKENS SOMEWHAT.

Business fell off slightly during the past week due principally to the decrease in funeral work, which was a large item during October. Chrysanthemums are here in good quantity and the quality was never better, good prices being the result. Russell, Ophelia and Columbia roses are showing fine form and the same is true of carnations. Pompons made a great showing during the past week. Chrysanthemum plants are also very popular with the trade.

NOTES.

A stray deer visited the establishment of the Peterson Floral Co., November 10, and before the force could recover from their surprise, it broke through a large show window and did considerable other damage.

Boxwood Sprays

A few pounds of our Sprays will make a good-sized wreath.

Good merchantable fancy tips boxwood, clean **Virginia Sprays**; no heavy wood. We want your order this fall. **Satisfaction guaranteed.**

YES—WE SHIP EVERYWHERE IN U. S. A.

We offer both varieties—**Box-Bush** (dwarf) or **Box-Tree**. Your choice at same price.

WIRE

	No. 18	19	20	21	22	23	24	26
Per 12-lb. stone.....	\$1.20	\$1.30	\$1.35	\$1.40	\$1.45	\$1.50	\$1.55	\$1.65
Per 12-lb. box.....	2.00	2.10	2.20	2.30	2.40	2.50	2.60	3.00

MAIL YOUR ORDER TODAY

We receive Daily Shipments direct from the Southern Plantations.

SERVICE:—Selling a customer is not so difficult, nor so important, as satisfying him. Disposing of goods and getting the money does not always end a transaction. Service is the deciding factor and time determines the quality of service. That is why it is safe and real economy to do business with an institution that handles only what is actually good. Then there is no disappointment and service is assured.

LET US SERVE YOU

The most completely equipped Florists' Supply and Cut Flower Establishment in America.

NOTICE

Boxwood if placed in water improves with age.

Let us supply you before express congestions occur. :: ::

Pittsburgh Cut Flower Company

116-118 Seventh Street,

(Established 20 Years)

PITTSBURGH, PA.

H. Kusik & Co. are handling a large supply of chrysanthemums and roses of fine quality. The wire work department is six weeks behind on orders.

W. J. Barnes reports business holding up well with the heaviest demand for chrysanthemums ever experienced in the month of October.

The Oakwood Floral Co. has an extra large crop of roses, especially Ophelia, which is holding up in fine shape.

A. F. Barbe is cutting excellent chrysanthemums, carnations and Ophelia roses.

T. J. Noll & Co. report excellent business, both local and out-of-town.

E. J. B.

St. Louis.

LARGE SUPPLY LOWERS PRICES.

The market hit the high places the past week, but towards the end of the week, on account of a closing order, the bottom dropped out of prices. Supply of stock has been heavy. Chrysanthemums have been the leaders, mostly of a superior quality. Pompons are in big supply and sell well. Roses of all kinds have been plentiful and sell at good figures. Carnations are improving but the supply is limited. Sweet peas are also in limited supply, but bring a big price. Violets still need cool weather to make them right. The supply was short the past week. Lilies are very scarce. In greens the market is well taken care of.

NOTES.

The city health department, November 9, put into effect a rigid closing order, affecting all retail establishments, and this caused quite a bit of demoralization. A later amendment allowed flower stores to be open to fill their phone orders.



A HOLLY WREATH

Red and Green

FOR HOLIDAY CIRCULARS AND ADVERTISING.

Plates for printing this fine Holly Wreath in two colors—green leaves and red berries and ribbon—\$3.50 per set of two plates. Larger size, 3½x4 inches, \$5.75 per set of two plates.

Plate shown here for one color, \$2.00. The large size, one color, \$3.25.

Cash with order.

American Florist Co.

440 S. Dearborn St., CHICAGO.

The peace demonstration on Monday morning caused all flower stores to close after they had their orders cleaned up, as it was impossible to hold anyone on the job. Aside from this, business was practically suspended.

Phil Goebel and Al Kopf are cutting a splendid lot of Major Bonnafon. They say that they will have a fairly big cut for Thanksgiving, but that will clean them out. J. J. W.

Nassau County Horticultural Society.

The Nassau County Horticultural Society added another success to its creditable floral and vegetable displays October 31-November 1, when the fourteenth annual chrysanthemum show was held at Pembroke hall, Glen Cove,

N. Y. The exhibition was divided into 41 classes, these covering chrysanthemum plants, cut chrysanthemums, single and hardy chrysanthemums, roses, carnations, violets, decorative work, vegetables and plants. The chief exhibitors and prize winners in the chrysanthemum classes were Captain J. R. DeLamar, Percy Chubb, Mrs. Arthur Gibb, Mrs. Charles F. Cartledge, and Mrs. Payne Whitney. Percy Chubb, Captain DeLamar and Mrs. Whitney shared alike in the total number of awards—twelve each. The Chubb exhibits as in previous years captured the largest number of first prizes—10 in all, and two seconds, another evidence of the skill of Robert Jones. Mrs. Whitney won six firsts and six seconds, while Captain DeLamar received five firsts and seven seconds.

FOR THANKSGIVING

Finest 'Mums and Pompons

BEAUTIES, CATTLEYAS and ROSES

Russell, Richmond, Hoosier Beauty,
Milady, Brilliant, Ward, White Killarney, Ophelia
Stevia, Carnations, Snaps, Valley, Dry Gypsophila
Mexican Ivy, Plumosus, Sprenger, Adiantum, Galax, Ferns, Smilax

PLANTS

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 2½-in. pot, \$12 per 100.
Kentia Belmoreana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 4-in. pot, \$8 per doz.
Kentia Belmoreana, 4-in. pot, \$8 per doz.
Kentia Forsteriana, 5-in. pot, \$12 per doz.
Kentia Belmoreana, 5-in. pot, \$12 per doz.
Kentia Forsteriana, 6-in. pot, \$2 each.

Kentia Forsteriana, made up, 5-in. pot, \$1 to \$1.25 each.
Livistona Rotundifolia, 4-in., \$6 per doz.
Livistona Rotundifolia, 5-in., \$9 per doz.
Livistona Rotundifolia, 6-in., \$1.25 each.
Phoenix Roebelenii, 5-in. pot, \$1 each.
Pandanus Veitchii, 4-in. 50c each.
Pandanus Veitchii, 5-inch, 75c to \$1.00 each.
Pandanus Veitchii, 6-inch, \$1.50 each.
Pandanus Veitchii, 7-inch, \$2.00 each.

Begonia Chatelaine, 3-in. \$10.00 per 100.
Dracaena Massangeana, 4-in. pot, \$50 per 100.
Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.
Crotons, 4-in., \$4.80 per doz.
Crotons, 5-in., \$9 per doz.
Crotons, 6-in., \$1 to \$1.50 each.
Baby Primula Malacoides, 3-in., \$10 per 100.
Baby Primula Malacoides, 4-in., \$15 per 100.
Baby Primula Malacoides, 5-in., \$25 per 100.
Baby Primula Malacoides, 6-in., \$50 per 100.
Rubber Plants, 5-in., 75c each.

POT CHRYSANTHEMUMS

Magnificent Stock — Delivery Now.

6-inch.....50c and 75c each | 8-inch.....\$1.50 to \$2.00 each
7-inch.....\$1.00 to \$1.25 each | 9-inch.....3.00 to 6.00 each

2½-in. Own Root Rose Stock

Aaron Ward	} \$ 7.50 per 100; 70.00 per 1000.
Killarney Brilliant	
White Killarney	
Milady	} \$ 7.00 per 100; 65.00 per 1000.
Richmond	

3½-in. Own Root Rose Stock

White Killarney	} \$ 11.00 per 100; 105.00 per 1000.
Ophelia	
Aaron Ward	
Sunburst	
Killarney Brilliant	} \$ 10.50 per 100; 100.00 per 1000.
Milady	
Richmond	

POEHLMAN

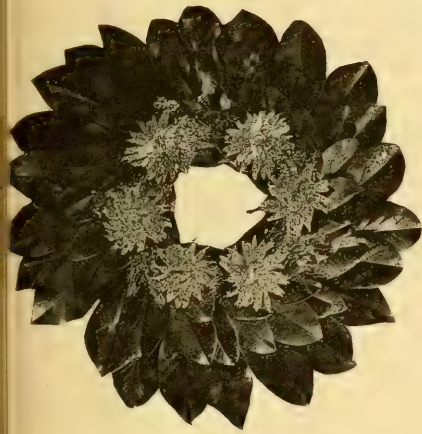
72-74 E. Randolph St.,

Florists! Attention!

MAKE UP YOUR XMAS STOCK NOW

We have stocked a supply of plain and decorated Wreaths of Magnolia, Lycopodium and a combination of Grasses and Waxed Flowers. The most satisfactory method of buying these, we suggest a sample dozen or so. We have also an assortment of Flowers, Gypsophila, Grasses and Lycopodium for decorating the plain Magnolia Wreaths as per illustration. The assortment enough for 50 wreaths is \$10.00.

We will certainly please the most critical florist with our line of Baskets. We handle the lines of many well known manufacturers as well as our own. Try a \$10.00 to \$25.00 assortment and be convinced.



No. 52.

18 inch.....	each, \$1.50
21 inch.....	each, 1.75
24 inch.....	each, 2.50
27 inch.....	each, 3.00

Magnolia Leaves, Cycas Leaves,

Wheat Sheaves, Ruscus,

Oak Sprays (Long or Short.)

Crepe Paper

All Colors.....\$40.00 per 100 Rolls

Let Us Estimate on Your
Fall Orders

LYCOPODIUM WREATHS

Made of prepared Lycopodium.

12 inch.....	per 100, \$20.00
14 inch.....	per 100, 22.00
16 inch.....	per 100, 25.00

Will keep indefinitely.

18 inch.....	per 100, \$35.00
21 inch.....	per 100, 45.00
24 inch.....	per 100, 60.00

N BROS. CO.
Long Distance Phone, **CHICAGO, ILL.**
Randolph 35.

Big Crop of Roses

FOR THANKSGIVING

Best Leading Varieties. We Are Now Cutting a Large Quantity.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Hoosier Beauty, Ophelia, White Killarney and Sunburst.

Our 'Mums are all cut. Order Pompons instead, 50c to 75c per bunch.

CURRENT PRICE LIST

AMERICAN BEAUTY—	Per doz.
According to length of stem.....	\$1.50 to \$7.50
RUSSELL and COLUMBIA—Best in this market.	Per doz.
Good, extra long	\$3.00
Good lengths	2.50
Good, medium	\$1.50 to 2.00
Good, short75 to 1.00
HOOSIER BEAUTY, OPHELIA, SUNBURST, WHITE KILLARNEY—SHAWYER	
Long stems	\$10.00 to \$12.00
Good, medium	7.00 to 8.00
Good short	5.00 to 6.00

ROSES, Our Selection	Per 100
LILY OF THE VALLEY, per 100.....	\$5.00 to \$6.00
POMPONS, per bunch.....	.50 to .75

GREENS.

ASPARAGUS & SPRENGER, per 100.....	\$2.00 to \$3.00
Asparagus Sprays in large lots at very low prices.	
GALAX, green and bronze, per 1,000.....	2.00
NEW FANCY FERNS, per 1,000.....	4.00
ALL OTHER SEASONABLE STOCK AT MARKET PRICES	

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

EVERYONE HAPPY OVER PEACE NEWS.

The most welcome news ever received here was that of November 11 announcing the signing of the armistice, which sent the whole city wild. Business was practically at a standstill everywhere and nearly all the wholesale and retail stores closed for the day at about noon, when nobody cared whether they did any more business or not. It was almost impossible to get express shipments to the depots from the wholesale houses, owing to the fact that the drivers refused to work and joined in the big celebration. Some difficulty was experienced in getting the packages aboard the trains after they reached the stations, owing to the absence of many of the regular employees who joined the drivers in celebrating the day. The wild celebration that had raged since the early morning hours of Monday ended in hysteria in the early hours of Tuesday. Before midnight good-natured rowdism had become general. Thousands of men and women had their hats knocked from their heads and trampled to pieces beneath the feet of the hilarious multitude. The celebration last Thursday was a drop in the bucket to that of Monday, November 11 which will be remembered forever. Over a million hilarious people jammed their way through the loop. Among whom were a great many florists in both the retail and wholesale trade who acted like a bunch of school kids just let loose for a vacation. The surprising part of the whole affair was that everyone was on the job the next day bright and early, none the worse for wear after the strenuous experience they went through. Business is pretty good at this writing, especially in the shipping line, and while there is plenty

YOUR



PROTECTION

—GROWER—RETAILERS—

We look to a greater number of advance orders from distant **RETAIL FLORISTS** who have greenhouses and have reduced their greenhouse production. Such retailers will have to depend upon a wholesale market to some or a greater extent for their supply in their shortcomings.

Buy in Chicago and from—

Kennicott Bros. Co.

Wholesale Cut Flowers
Dealers, Since 1881.

NOW THAT THE War Is Over Your Business Will Boom

Take time by the forelock and make the best of your opportunity by being prepared to handle the increased business.

Place your order with us. We will be strong on all Thanksgiving stock.

Z E C H M A N N

30 East Randolph St., Chicago

Long Distance Phones { Central 3283
Central 3284

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631

CHICAGO

ORDER YOUR

Thanksgiving Flowers from Us

From present indication our supply will be equal to the demand but it is advisable to order early. Select what you want from the list below. You can safely leave the question of price to us—We always treat our customers right.

Russell	Milady	Killarney	Killarney Brilliant
White Killarney	Richmond	Ophelia	
Ward	Sunburst	Carnations	
Lilies	Orchids	Chrysanthemums	
Pompons	Double and single Violets	Daisies	
Valley	Calendulas	Plumosus	
Sprengeri	Ferns	Stevia	Smilax
Galax	Boxwood	Mexican Ivy	

If It's in The Chicago Market—We Have It.

of stock to go around, some expect to experience a clean-up now that the gigantic war is about at an end. The outlook for Thanksgiving is bright, and with favorable weather a good clean-up in all lines should be the result. Some growers say that chrysanthemums will not be as plentiful as last year, owing to the warm weather of the past few weeks, but the supply of pompons will be fairly large. Roses in all varieties should clean up early and so ought carnations, which do not promise to be in any great over-supply. Violets, orchids, lily of the valley, gardenias, stevia, sweet peas, lilies, callas, calendulas, daisies, snapdragons and Paper White narcissus will be among the offerings, together with mignonette and a few other items not already mentioned. From present indications the supply of stock in general will not be as heavy as last year, so the wise buyer will do well to order early so as to av-

oid disappointment. Look over the advertisements in this week's issue of THE AMERICAN FLORIST and place your order immediately. The Thanksgiving demand should be a "bumdinger" this year, so be prepared to handle all the business that may come your way. Play safe and order right now. Today. Prices will not be any cheaper than those advertised now, but are likely to advance before the big day draws near.

NOTES.

Allie Zech, of Zech & Mann, is busy as a bee this week on the National War Work campaign conducted by the Young Men's Christian Association, the Young Women's Christian Association, the National Catholic War Council, the Jewish Relief Board, the War Camp Community Service, the American Library Association, and the Salvation Army, to carry on the great work of

supplying our fighting forces with entertainment, recreation, reading rooms, etc.—in fact, "a bit of home within the camp," and much appreciated comforts on the firing line. He is chairman of the florists' division, a job he accepted the last minute owing to the absence of volunteers for the worthy cause. The trade is expected to donate at least \$12,500 for this worthy cause, so everyone might as well dig now and help make up this quota. Mr. Zech is entitled to the support of everyone on this occasion and those who have not already come across through the florists' division should do so immediately. The trade has never fallen down yet and it cannot possibly afford to do so now.

John Hoerber, son of John Hoerber, one of the proprietors of Hoerber Bros.' wholesale business, was gassed in France recently and is now recovering in one of the base hospitals.

'MUMS

Largest Crops in the West and Just Right For Thanksgiving

Orders now being booked. Get yours in early. All the leading varieties in large quantities. Per doz.: Fancy, \$4.00; Good, \$2.00 to \$3.00.

Also a Large Supply of Choice Pompons at 75c to \$1.00 per bunch.

Unquestionably the finest and greatest individual collection of varieties grown and offered in Chicago and the west.

Good Supply of ROSES

White and Pink Killarney--Richmond--Sunburst--Killarney Brilliant--Ophelia
IN GOOD SUPPLY. QUALITY A1.

We Have All the
Standard and
Best New

CARNATIONS

And Can Supply
the Best Grade
in Quantity

We can fill your order better than any other house in this market and stand ready to prove it. Order here.

Thanksgiving Price List--

Subject to Change
Without Notice.

MRS. CHAS. RUSSELL.		Per 100
Extra Fancy	\$15.00	
Fancy	\$8.00 to 12.00	
Good	5.00 to 7.00	
RICHMOND, KILLARNEY BRILLIANT.		Per 100
White--KILLARNEY--Pink,	\$8.00	
Extra Special	7.00	
Select	6.00	
Fancy	5.00	
Medium	4.00	
Short	4.00	

SUNBURST AND OPHELIA.		Per 100
Extra Special	\$8.00	
Select	7.00	
Fancy	6.00	
Good	5.00	
Short	4.00	
MINIATURE ROSES.		Per 100
Baby Doll	\$2.00 to \$3.00	
Elgar	2.00 to 3.00	
ROSES, OUR SELECTION	4.00	
CARNATIONS.	\$5.00	

MISCELLANEOUS.		Per 100
Chrysanthemums, per dozen	\$2.00 to \$4.00	
Pompons, per bunch75 to 1.00	
Valley	6.00 to 8.00	
Lillies	15.00	
Ferns, per 1,000	5.00	
Smilax, per doz. strings	2.50	
Adiantum	1.00	
Galax (bronze and green), per 1,000 ..	1.50	
Asparagus Sprengeri, bunch50	
Asparagus Plumosus, bunch50	
Boxwood, per lb.35	

Other Green Goods Market Rates.

WIETOR BROS.

30 East Randolph St.,

L. D. Phone
Randolph 2081

CHICAGO

PERCY JONES, Inc., the
House My Friend Bill says
the Van 100% Service has
made famous

PERCY JONES
INC.
WHOLESALE COMMERCIAL FLORISTS
66 East Randolph Street
CHICAGO

PERCY JONES, Inc.,
—where customers always
receive the benefit of
market changes regardless
of prices quoted.

NOT THE OLDEST; NOR THE LARGEST; JUST THE BEST.

Chiffons
Toothpicks
Annealed Wire
Florists' Thread
Magnolias
Greening Pins
Ferns
Boxwood
Galax
Leucothoe
Etc.

My Friend Bill
Says:

Van's 100% Service

Means earnest, sincere, untiring effort devoted to your interests—service such as you have only believed possible to obtain from a member of your own firm—intelligently rendered by one who makes a thorough study of your wants.

Poehlmann Bros. Co. will have a good supply of stock of all kinds for Thanksgiving, particularly roses, of which it is now cutting exceptionally fancy stock. A dove of peace is perched on the flag pole extending over the sidewalk in East Randolph street, from the supply department, which is the work of T. E. Waters, who could not resist the opportunity of demonstrating his patriotism over the welcome tidings received this week from the war-torn battlefields of Europe.

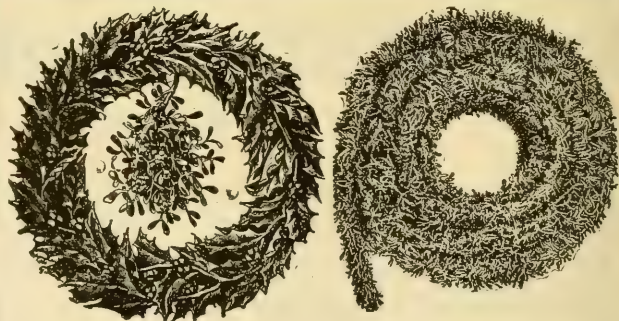
John Michelsen, of the E. C. Amling Co., and Henry Meyer, visited the growers at Richmond, Ind., this week. They found the E. G. Hill Co.'s new rose, Premier, in the best of condition and looking as promising as ever. This variety will be grown quite extensively by the Amling Co.'s growers next season.

A. T. Pyfer & Co. are handling a good supply of all seasonable stock and are now booking orders for Thanksgiving. Mr. Pyfer is looking for a shortage of carnations on the occasion notwithstanding that his firm will be pretty well fixed on this item.

Kennicott Bros. Co. report a brisk demand for Bonnafton, which it is featuring in quantity as in other years. The shipping trade is heavy at this establishment and is showing a steady increase right along.

Frank C. Goodman, of Mason City, Ia., was here this week buying stock for his fall trade. He reports business as good and is enthusiastic over the outlook for the coming winter.

Vaughan's Seed Store, while still awaiting belated Dutch shipments, has moved a good many wholesale lots by putting in 14 hours a day. They report stocks nearly exhausted.



Bouquet Green in Bulk in Stock.

Green Wreathing, Boxwood, Laurel, Mistletoe, Magnolia Leaves, Japanese Roping, Cycas Leaves, Winter Berries, Immortelles, Ruscus and like Supplies.

CHICAGO Vaughan's Seed Store, NEW YORK

Mention the American Florist when writing

Percy Jones, Inc., is strong on green goods of all kinds, including fancy ferns, boxwood and leucothoe. Business has been very good at this establish-

ment the past season, and there is no sign of any let-up in sight.

Christmas wreaths have appeared in the big store windows.



'MUMS AND POMPONS

Record Crops of Chrysanthemums and Pompoms in all the leading seasonable varieties and all colors, particularly White, Pink and Yellow.

ROSES--CARNATIONS

By far the Finest Supply in the Chicago Market. You will make no mistake if you place your orders for these two items with us.

**BEAUTIES-VIOLETS-SWEET PEAS
DAISIES-LILIES-CALENDULAS
ORCHIDS-VALLEY-GREENS-ETC.**

Our Thanksgiving Supply This Year Will Be The Largest, Finest and Most Complete Ever. Remember, You Will Make No Mistake If You Place Your Thanksgiving Orders With Us.

THANKSGIVING PRICE LIST—

In Effect
November 23

AMERICAN BEAUTIES. Per doz.		ROSES—Continued Per 100		CARNATIONS. Per 100	
Extra long stems.....	\$5.00 to \$6.00	Ophelia, special.....	\$10.00 to \$12.00	Fancy.....	\$4.00 to \$6.00
Stems 48 inches.....	4.00	" select.....	8.00	ORCHIDS. Per doz.	
Stems 30 to 36 inches.....	3.00	" medium.....	\$5.00 to 6.00	Cattleyas.....	\$12.00
Stems 24 inches.....	2.50	" short.....	4.00	EASTER LILIES. Per 100	
Stems 18 to 20 inches.....	2.00	White Killarney, special.....	\$10.00 to \$12.00	Select.....	\$15.00
Stems 12 inches.....	1.50	" " select.....	8.00	MISCELLANEOUS. Per 100	
Short stems.....	1.00, 6.00	" " medium.....	\$5.00 to 6.00	Chrysanthemums, per doz.....	\$2.00 to \$5.00
MRS. CHAS. RUSSELL. Per 100		" " short.....	4.00	Pompoms, per bunch.....	.35 to .75
Special.....	\$25.00	Killarney, special.....	\$10.00 to \$12.00	Gypsophila, per bunch.....	.75 to 1.00
Select.....	\$15.00 to 20.00	" select.....	8.00	Valley.....	6.00
Medium.....	8.00 to 12.00	" medium.....	\$5 to 6.00	Violets.....	.50 to .75
Short.....	6.00	" short.....	4.00	Daisies.....	1.00 to 2.00
ROSES.		Mrs. Ward, special.....	\$10.00 to \$12.00	Calendulas.....	2.00 to 4.00
Richmond, special.....	\$10.00 to \$12.00	" select.....	8.00	Sweet Peas.....	1.00 to 1.50
" select.....	8.00	" medium.....	\$5.00 to 6.00	DECORATIVE.	
" medium.....	\$5.00 to 6.00	Sunburst, special.....	\$10.00 to \$12.00	Plumous strings.....	\$0.50 to \$0.75
" short.....	4.00	" select.....	8.00	Plumous.....	per bunch .35 to .50
Milady, special.....	\$10.00 to \$12.00	" medium.....	\$5.00 to 6.00	Sprengeri.....	per bunch .35 to .50
" select.....	8.00	" short.....	4.00	Adiantum, fancy long, per 100.....	1.00
" medium.....	\$5.00 to 6.00	Ceele Brunner.....	2.00 to 4.00	Smilax.....	per doz. 2.50
" short.....	4.00	Elgar.....	2.00 to 4.00	Ferns.....	per 1,000 5.00
Killarney, Brilliant, special.....	\$10.00 to \$12.00	Baby Doll.....	2.00 to 4.00	Galax.....	per 1,000 1.50
" select.....	8.00	ROSES, OUR SELECTION..... 5.00		Mexican Ivy.....	per 1,000 5.00
" medium.....	\$5.00 to 6.00	Extra special roses billed accordingly.		Leucothoe sprays.....	\$1.00
" short.....	4.00			Boxwood.....	per bunch .35 to .50

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571—AUTOMATIC 48-734—CENTRAL 2572
161 North Wabash Ave., Chicago

POMPONS

Large quantity of fine Quinola, Golden Wedding, Mrs. Frank Wilcox and Helen Newberry.

Great variety of single anemone-flowered
Pompons in all the desirable colors,

\$35.00 to \$50.00 per 100 bunches

**Beauties, 'Mums, Roses,
Carnations, Violets.**



You will find what you want here; so write for
Special Thanksgiving Price List—Ready Now.



E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally
Located Wholesale Cut Flower House in Chicago.

169-75 N. Wabash Ave., L. D. Phones: **CHICAGO**
Central 1977-1978

Everything in Flowers
For Thanksgiving

KYLE & FOERSTER

WHOLESALE FLORISTS

160 N. Wabash Ave., CHICAGO

Long Distance Phone. Randolph 6784

Draft boards have been ordered to stop classifying men under 19 or over 36 years, and to withhold questionnaires for such registrants not already sent out. It was said officially at the provost marshal general's office that registrants of 18 and from 37 to 46 years old who have received questionnaires need not fill them out.

Joseph Foerster, of Kyle & Foerster,

and family joined in the big peace celebration that started on the north side near where he lived early Monday morning, November 11. After closing the store he took in the sights in the loop in the evening but admitted that he was all in when he quit for the day.

The A. L. Randall Co. will have a large quantity of pompons to offer for Thanksgiving in addition to its usual

line including stevia, which has made its appearance at this establishment.

Mrs. Speed, second daughter of W. N. Rudd, is confined to a hospital in London, Eng., with influenza. The patient is progressing favorably, the crisis having passed.

George Asmus left November 12 for Buffalo, N. Y., to attend his sister's funeral.



The Stock In All Of Our Greenhouses Is As Usual In Excellent Condition Again This Season.

HEAVY SUPPLY

ROSES FOR THANKSGIVING

SUPREME QUALITY

RUSSELL, RICHMOND, MILADY, OPHELIA, MY MARYLAND, KILLARNEY, WHITE KILLARNEY, BRILLIANT, SUNBURST and CHAMP WEILAND.

CARNATIONS

Heavy supply of choice stock in all the best new and standard varieties.
Our Quality Carnations are recognized as the best in the Chicago market.

'MUMS--POMPONS

Largest quantity of both that we have ever had for Thanksgiving.
Place your order with us and obtain the best for the least money.

Fancy Sweet Peas, Lilies, Lily of the Valley and Complete Line of Greens.

We Close at 5 P. M. Week Days and Sundays at Noon.

Buy Direct From the Grower.

THANKSGIVING PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100
Specials		\$20.00 to \$25.00
Select		15.00
Medium		10.00 to 12.00
Short		6.00 to 8.00
RICHMOND		
Select		\$10.00 to \$12.00
Medium		6.00 to 8.00
Short		4.00 to 5.00
MILADY		
Select		\$10.00 to \$12.00
Medium		6.00 to 8.00
Short		4.00 to 5.00
Killarney		
White Killarney		
Killarney Brilliant	Select	Per 100 \$10.00
My Maryland	Medium	\$6.00 to 8.00
Champ Weiland	Short	4.00 to 5.00
Sunburst	Select	\$10.00
Ophelia	Medium	\$6.00 to 8.00
	Short	4.00 to 5.00

ROSES, OUR SELECTION		Per 100
Carnations		\$ 5.00
Harrisii		15.00
Chrysanthemums, per dozen		3.00 to 5.00
Pompons, per bunch		.35 to .75
Sweet Peas		.75 to 1.50
Valley		6.00
Adiantum		1.00 to 1.50
Asparagus, per bunch		.50c to 75c
Boxwood		per bunch, 35c
Ferns		per 1,000, \$5.00
Galax, bronze and green, per 1,000		1.50
Leucothoe Sprays		1.00
Smilax		per doz. strings, \$3.00

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

Patriotic Cards

100...\$0.85 200...\$1.50
500... 3.00 1000... 5.00

Write for samples.

The John Henry Co., LANSING,
MICH.

Mention the American Florist when writing

Cancellation of all draft calls and inductions November 11 practically has nullified the famous "work-or-fight" order promulgated last summer and under which thousands of men flocked to essential industry on pain of immediate induction, though local boards have been ordered to continue classifying after physical examination men between 19 and 36. The work-or-fight order falls by reason of the fact that the only penalty attached was that of being placed in class 1. With calls stopped the government has no power to penalize the nonessential employment. The cessation of the draft calls found the work of classifying all registrants under the 18 to 45 year extended limits more than 60 per cent complete in the United States and entirely complete in some states and localities. The stopping of the calls does not relieve any delinquent who has failed to obey draft orders from the penalties which are attached under the law. A single order from the general staff would suffice to start another stream of men flowing into the cantonments and bring the work-or-fight and all other war-time requirements back into force.

The recent opening of the chrysanthemum show at the Garfield park conservatory marked one of the finest floral displays seen there since the head gardener A. Koch took charge about seven years ago. There were 356 varieties, in all nearly 5,000 specimens, representing the numerous types from the largest bush plants to single flowering specimens. At the entrance was a special exhibit of new hybrid winter-flowering tuberous begonias. Every plant and flower in the large enclosure reflected the careful culture that has gained for Mr. Koch an enviable reputation throughout the country.

Albert Fuchs, formerly well-known as a florist on the north side, and at present a wealthy real estate operator, who some time ago came under federal observation for offering a reward to anyone who could prove German officers were guilty of ordering or committing atrocities, celebrated the recent peace festivities. At the request of his neighbors, and with the assistance of two policemen, who helped him keep a good peace, Albert carried the American flag placed in his hands, and marched up and down, with occasional reminders not to lag.

All lighting restrictions, except where current is generated by domestic sizes of anthracite, were lifted November 12 by Fuel Administrator Garfield until midnight November 18 to permit free illumination for the united war work campaign.

Frank Kral had several large orders for the funeral of ex-alderman Miller this week, which were on display at his store for some time previous to the burial, together with many other pieces sent by rival concerns.

Erne & Co. are looking forward to a brisk Thanksgiving business and will be prepared to handle all the trade that may come their way. Chrysanthemums are a leader here this week.

Peter Reinberg and a party of friends left this week for Bogus Island on a hunting trip. Business at the store is exceptionally good with a brisk out-of-town demand.

**Quality
Speaks
Louder
Than
Prices**

**PINK
WHITE
and
YELLOW**

**Prices
as
Low
as
Others**

Chrysanthemums

Pompons Are Arriving in Limited Quantities

BEST QUALITY TO BE HAD

Columbia, Russell, Milady, Ophelia, Sunburst,
Montrose, Double White Killarney,
Double Pink Killarney, Champ
Wieland, Ward, the Miniature
Nesbit and Cecile Brunner.

None better on the Chicago Market.

CARNATIONS

from new crop. The stems are a little short, but they are good.

CHOICE STOCK OF

Valley, Easter Lilies, Violets
and all other Seasonable Stock.

Don't Forget Us on Greens

If you want good stock and good treatment, buy of

**Chicago's most up-to-date and best located
Wholesale Cut Flower House**

We are in constant touch with market conditions,
and when a decline takes place, you can rely upon
orders sent us receiving such benefits.

You can increase your profits and business by sending all
orders direct to

J. A. BUDLONG

184 North Wabash Avenue, Chicago

VALLEY, ROSES
and CARNATIONS
A Specialty.....

WHOLESALE
GROWER OF

Cut Flowers

SHIPPING ORDERS GIVEN CAREFUL ATTENTION

We are open until 8 p. m. on Saturday, but closed all day Sunday

PEACE

**Spells a greater demand for
Flowers for Thanksgiving.**

We are ready with

CHRYSANTHEMUMS

Extra fine stock with good clean foliage.
Our Bonnaffon will be a good leader to feature.

POMPONS

All colors—Exceptionally choice varieties.

Garza

White and Yellow.
Always popular.

Beu

Good supply of stock.
Extra fine this season.

We carry the choicest line of Green Goods procurable.

The Best is Always the Cheapest.

Ferns.

\$4.00 to \$5.00 per 1000.

Choice Boxwood.

25c per bunch.

Galax.

\$2.00 per 1000.

Plumosus.

Home grown 35c to 50c.
Southern, 60 sprays in bch.
75c to \$1.50.

Sprengeri.

35c to 50c. Medium and
long. Exceptional quality.

Leucoethoe.

\$1.00 per 100.
\$8.50 per 1000.

SUPPLIES.

Prepared Oak Sprays.

Long, 10 lbs., \$3.00; in 5-lb. cartons, \$2.00

Prepared Lycopodium.

Green, 35c per lb.; 10 lbs., \$2.75.

Also Green and Bronze Magnolia Leaves, Tinted Ruscus, Corsage Shields,
Fancy Prepared Wreaths in all sizes and everything else in supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers, Greens and Supplies

30 E. Randolph St., CHICAGO



THANKSGIVING PRICE LIST

ROSES		Mrs. Chas. Russell—		Per 100		MISCELLANEOUS		Per 100	
American Beauty—	Per doz.	Good	\$ 8.00	\$10.00	\$12.00	Daisies	\$ 1.00 to \$ 2.00	
Extra long stems.....	\$6.00	Extra Fancy	15.00	20.00	25.00	Calendulas	2.00 to 3.00	
Stems 30 to 36 inches.....	5.00	Specials billed accordingly.				Sweet Peas	1.00 to 1.50	
Stems 24 inches.....	4.00	CARNATIONS, choice		5.00		Lilies	15.00	
Stems 18 inches.....	3.00	Special fancy	\$4.00 to	8.00		Violets, double75 to 1.00	
Stems 12 inches.....	2.00					Asparagus, per bunch.....	35c to 50c each		
Ophelia, Sunburst, Killarney, White Killarney, Killarney Brilliant and Richmond.	Per 100	CHRYSANTHEMUMS				Sprengerl, per bunch.....	25c to 35c each		
Long	\$10.00 to \$12.00	Select	\$4.00 to \$5.00 per doz.			Orchids	\$12.00 per doz.	
Medium	6.00 to 8.00	Medium	2.00 to 3.00 per doz.			Valley	6.00	
Short	5.00	Short	1.00 to 1.50 per doz.			Stevia	35c to 50c per bunch	
		Pompons, per bunch.....	35c, 50c			Snapdragons	50c to 75c per bunch	
						Leucothoe, \$1.00 per 100; \$7.50 per 1,000			
						Hawwood, 35c per bunch; 100 lb. lots, 30c			
						Ferns	\$5.00 per 1000	
						Galax	\$1.50 per 1,000	

A. T. PYFER & CO.

—WHOLESALE FLORISTS—

164 N. Wabash Ave.,

LONG DISTANCE TELEPHONE,
CENTRAL 3373

CHICAGO

THE Florists' Supply House of America

Why Wait? Order These Christmas Staples Now.

Cycas Leaves, Crepe Flowers, Dahlias, Roses, Chrysanthemums, Carnations, in color and form look as natural as the real flowers. Chiffons, all widths and colors. Oak Boughs and Cartons of Oak and Magnolia Leaves. Fine Cycas, Red and Green Ruscus, Chenille Roping, in all colors.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

Branch Factory: 709 First Ave., New York.

Bassett & Washburn will not have many chrysanthemums to offer for Thanksgiving this year, owing to the fact that they have already cut practically their entire crop. Mr. Washburn says that their chrysanthemums brought higher prices than ever before this season, owing to the exceedingly brisk demand, which cleaned them up as fast as they could be cut.

A. L. Vaughan, of A. L. Vaughan & Co., is back from a business trip to Des Moines, Ia. The outlook for a brisk Thanksgiving business is very bright at this establishment, and from present indications it will have plenty of stock to meet the demand.

Wietor Bros. will be in good crop with chrysanthemums and pompons for Thanksgiving, which they are growing on a large scale again this

season. Roses will also be in large supply with them and some good cuts of carnations are in sight.

Miss L. A. Tonner, of O. A. & L. A. Tonner, is in Baxton, Ga., on business connected with her pecan groves located there. This firm will be strong on Bonaffon for Thanksgiving, as well as pompons, particularly Garza and Mrs. Frank Ben.

The Chicago Flower Growers' Association offered the first Paper White narcissus to reach this market this season, November 9. Fancy mignonette is included among the complete line of offerings at this establishment.

J. A. Budlong is cutting roses in quantity which will be in good crop with them for Thanksgiving. Particularly fine Columbia and Mrs. Chas. Russell are included in the shipments not

to mention splendid looking Champ Weiland.

Ed. Vilter is the latest addition to the force at the Chicago Flower Growers' Association store.

George Zarbock has taken a position in Zech & Mann's shipping department.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Randolph, November 7, when the nomination of officers for the ensuing year resulted as follows: For president, A. J. Zech and George Wieland; vice-president, Walter Amling; secretary, A. T. Pyfer; treasurer, Otto H. Amling; director, Fred Lautenschlager.

THANKSGIVING FLOWERS

Chrysanthemums, Pompons, Roses, Carnations, Violets,
Lillies, Valley, Daisies, Beauties, Sweet Peas, Greens, Etc.

THANKSGIVING PRICE LIST

AMERICAN BEAUTY Per doz.
Extra long stems.....\$5.00 to \$7.50
Stems 30 to 36 inches.....4.00
Stems 24 inches.....3.00
Stems 18 inches.....2.00
Stems 12 inches.....1.50
Short Stems.....100, \$0.00 to \$8.00

ROSES
MRS. CHAS. RUSSELL Per 100
Special.....\$20.00 to \$25.00
Select.....12.00 to 15.00
Medium.....8.00 to 10.00
Short.....5.00 to 6.00
Richmond, special.....10.00 to 12.00
" select.....6.00 to 8.00
" short.....4.00 to 5.00
Milady, special.....10.00 to 12.00
" select.....6.00 to 8.00
" short.....4.00 to 5.00
Killarney Brilliant, special.....10.00 to 12.00
" select.....6.00 to 8.00
" short.....4.00 to 5.00

ROSES Per 100
Ophelia, special.....\$10.00 to \$12.00
" select.....6.00 to 8.00
" short.....4.00 to 5.00
Hoosier Beauty, ex. spec'l.....15.00
" special.....10.00 to 12.00
" select.....6.00 to 8.00
" short.....5.00
White Killarney, special.....10.00 to 12.00
" select.....6.00 to 8.00
" short.....4.00 to 5.00
Killarney, special.....10.00 to 12.00
" select.....8.00 to 9.00
" short.....4.00 to 5.00
Mrs. Ward, special.....10.00 to 12.00
" select.....6.00 to 8.00
" short.....4.00 to 5.00
Cecile Brunner.....2.00 to 3.00

ROSES, OUR SELECTION 4.00
Extra special roses billed accordingly.

CARNATIONS Per 100
Grand Common.....\$4.00
L. size and fancy.....\$ 5.00 to 6.00

CHRYSANTHEMUMS Per doz.
Medium.....\$ 2.00 to \$ 2.50
Fancy.....3.00 to 5.00
Pompons.....per bunch .35 to .75
MISCELLANEOUS Per 100
Violets.....\$ 0.75 to \$ 1.00
Valley.....6.00
Easter Lillies.....15.00
Daisies.....1.50 to 3.00
Sweet Peas.....1.00 to 1.50
Orchids.....2.00 to 4.00
Snapdragons.....per bunch .50 to .75

ORCHIDS \$12.00
Cattleyas.....

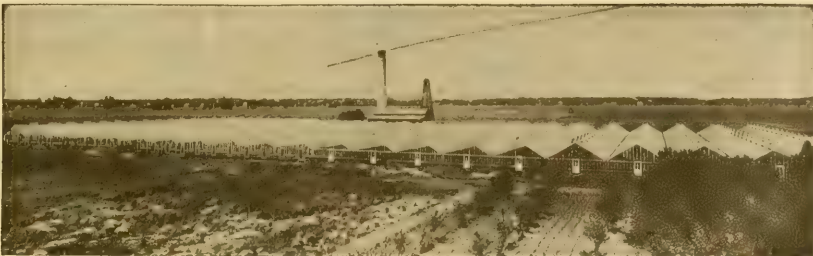
GREENS
Asp. plumosus sprays, each \$ 0.25 to \$ 0.50
Sprengeri.....per bunch .50 to .75
Adiantum.....per 100 1.00
Smilax, choice.....per doz. 2.50
Fancy ferns.....per 1,000 5.00
Galax leaves.....per 1,000 1.50
Boxwood.....per bunch .50c

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578.

CHICAGO, ILL.



Fine Thanksgiving Crops

ROSES AND 'MUMS

Both you and your customers will be pleased with our stock. Can also supply whatever else you may need.

Hoerber Bros.

Wholesale Growers of Cut Flowers

162 N. Wabash Ave.,

Long Distance Phone
Randolph 2758

CHICAGO

Thanksgiving Specials

Pompons

All varieties.
35c to 75c per bunch.

Carnations

Good supply of all the leading varieties.
\$4.00 to \$5.00 per 100.

Calendulas

Ball's celebrated pinched stock. Positively best obtainable.
Big value at \$4.00 to \$6.00 per 100.

Violets

Single and Double.
75c to \$1.00 per 100.

Stevia

Good supply of fancy stock.
\$2.00 per 100.

A. L. RANDALL CO.

Wholesale Cut Flowers and Florists' Supplies.

Wabash Ave. and Lake St., - - CHICAGO, ILL.

Alfred Berlin, River Forest, was elected to membership and the following applications were read: Grant Wiffin, Henry D. Neve and X. Wotjewicz, Des Plaines.

A letter from Elliott H. Goodwin, general secretary of the Chamber of Commerce, was read, which requested the florists to form a war service executive committee of the United States to deal with the government on questions of fuel supply, etc., and, with this idea in mind, preparatory to a general meeting of representatives of the industry to be held in Washington at a later date, appoint one or two representatives of the entire local trade to represent it then at a date to be announced later. August Poehlmann was selected by the club to represent and George Asmus, who expects to be present, was requested to act for him if he was unable to attend. A copy of this letter was sent by the Chamber to two florists in each city so that the proper representation may be had at the Washington meeting.

Arthur A. Craig read a very interesting paper on the suggestions to a committee on a working plan to overcome our business grievances, which fully cover the object and the cause. Otto H. Amling read a valuable article on costs. Both subjects were so interesting that they will be given further consideration at the December meeting and the writers received a rising vote of thanks for the splendid manner in which they handled them. J. C. Vaughan also received a rising vote of thanks for the interest he took in the coal situation for the trade which had considerable bearing on the recent 100 per cent fuel order issued.

November 11-18 the people of the United States will be asked to raise \$170,500,000 in the National War Work

RAEDLEIN BASKET CO., 713 Milwaukee Avenue CHICAGO, ILL.



- | | | |
|----|--|---------|
| | No. 1. | |
| 25 | Tumbler Baskets, in all colors, complete with metal liners..... | \$8.50 |
| | No. 2. | |
| 12 | Cut Flower Baskets, 9 to 11 inches deep, 24 to 32 inches over all, in all colors and complete with metal liners..... | \$9.00 |
| | No. 3. | |
| 15 | Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... | \$15.00 |

Write for Catalog.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

campaign conducted by the Young Men's Christian Association, the Young Women's Christian Association, the National Catholic War Council, the Jewish Relief Board, the War Camp Community Service, the American Library Association and the Salvation Army, to carry on the great work of supplying our fighting forces with entertainment, recreation, reading rooms, etc.—in fact, "a bit of home within the camp," and much appreciated comforts on the firing line. The florists' quota is \$12,500, which must be realized, so everyone might as well make up their minds to contribute all they possibly can immediately, if they have not already done so, for the campaign closes next Monday. Fred Lautenschlager

who so successfully handled the recent Liberty Bond drive for the trade, was unable to accept the chairmanship on this occasion, which is being handled by Alvin J. Zech. Mr. Zech accepted the job at the last minute and requests the support of all so that the trade may subscribe its full quota.

Paul Klingsporn, chairman of the entertainment committee for the visiting florists to the St. Louis convention, presented his final report.

T. E. Waters, chairman of the good-of-the-club committee, had the meeting room decorated with the national colors. It was decided to hold a victory banquet in the near future, which will be in the nature of a Dutch luncheon. The date will be announced soon.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

HOERBER BROS.

Wholesale
Growers of **Cut Flowers**

Telephone: **Randolph 2758**

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, **CHICAGO**

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave. and Lake St.,
CHICAGO, ILL.

**Wholesale Cut Flowers,
Florists' Supplies.**

Mention the American Florist when writing.

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE
CENTRAL 579 **154 N. WABASH AVE. CHICAGO ILLINOIS**

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

SOUTHERN WILD SMILAX

\$3.00 per case.

Natural Log Moss, per bag (100 square feet), \$1.75

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50

**Caldwell The Woodsman Co.
EVERGREEN, ALA.**

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$6.00@87.50
" 48-in.	4.00@ 5.00
" 36-in.	3.00
" 30-in.	2.00
" 24-in.	2.00
" 18-in.	1.50
" Mrs. Chas. Russell	1.00@ 4.00
100	
" Hoosier Beauty	4.00@15.00
" Killarney Brilliant	4.00@12.00
" Columbia	4.00@25.00
" Killarney	4.00@12.00
" White Killarney	4.00@12.00
" Richmond	4.00@12.00
" My Maryland	4.00@12.00
" Mrs. Geo. Sawyer	4.00@15.00
" Milady	4.00@15.00
" Sunburst	4.00@12.00
" Mrs. Aaron Ward	4.00@10.00
" Hadley	4.00@15.00
" Ophelia	4.00@12.00
" Double White Killarney.	4.00@15.00
" Mrs. Moorefield Storey.. ..	4.00@12.00
" Champ Weiland	4.00@12.00
" Stanley	4.00@12.00
" Francis Scott Key	4.00@12.00
" Cecile Brunner	4.00
" George Elgar	4.00
" Baby Doll	4.00
" Nesbit	4.00
" Our Selection	5.00
Carnations	3.00@ 5.00
Cattleyas	per doz. 10.00@12.00
Lilium Harrisii	15.00
Valley	6.00
Chrysanthemums	per doz. 2.00@ 3.00
Pompoms, per bunch.....	.50@ 1.00
Sweet Peas75@ 1.00
Violets50@ .75
Calendulas	3.00@ 4.00
Gardenias	per doz. 3.00
Ferns	per 1000 4.00@ 5.00
Boxwood, per bunch.....	.35


A. T. Pyfer & Co.

WHOLESALE FLORISTS

**164 N. Wabash Avenue
CHICAGO, ILL.**

Long Distance Telephone, Central 3373.

Mention the American Florist when writing.



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

Southern Wild Smilax

Standard Case, \$2.25.

LONG NEEDLE PINES

3 to 4 ft.....doz., \$1.00; per 100, \$7.50

GRAY MOSS

15-lb. bag.....\$1.50

Fancy stock. Fresh goods.

Quick service.

J. A. Curry & Co., Drewry, Ala.

SOUTHERN WILD SMILAX

\$3.00 per case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.50

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

**E. A. BEAVEN, EVERGREEN,
ALABAMA**

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing.

The Supply of Our Beauties

is so large that we are in a position to fill your order on short notice. The flowers are very good, of a good color and size. You make no mistake to depend on us for your Beauties.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

PRICES BETTER THAN NORMAL.

The tone of the market has been better this week. Stock in some lines, notably roses, has shortened up considerably. It is generally the high tide period for the chrysanthemums, but in spite of the predictions that there would be an overproduction, the market has at no time been heavily stocked and prices have averaged about one-third higher than normal for the season. It is predicted by good judges of the market that the crop will hardly last until Thanksgiving day, as all varieties are in fully a week earlier than last year. Carnations are increasing in volume and quality and hold their own as to price. It is even predicted that they will be selling as high as \$8 the coming week. The supply of roses is about half that of last week. Growers, as a rule, try to keep out of the chrysanthemum competition, but the recent hot weather brought them in by the thousands in spite of all they could do to hold them back. American Beauties are not any too plentiful, they being pinched to be in crop for Thanksgiving and the holidays. Easter lilies are about even with the demand. There are also a few callas. Dahlias hang on, flowers from the protected buds. These are not good, however, and even if they were, they would not sell, for as one dealer put it, "the people are now tired of them." Sweet peas are coming strong and they will be a great factor this season. Cattleyas are quite plentiful at buyers' prices in quantity lots. Violets, single and double, are more than equal to the demand. Snapdragon is a favorite and is seen in all the stocks. Stevia will soon be in and will have a good run, as it is always popular. All kinds of green goods are plentiful. There is considerable speculation as to the future of the market from Thanksgiving on. With chrysanthemums out of the way, a steadily decreasing supply of Easter lilies, and a negligible quantity of French and Dutch bulb stock, the standards will then be orchids, roses, carnations, sweet peas, snapdragons, violets, freesia, callendulas, lupins and callas. There will also be a variety of small flowers in bunches, such as pansies, daisies, et-cum-nots, and the like. One prominent wholesaler gave it as his opinion, that if the close of the war made any appreciable gain in the demand over that of last winter, the range of prices would be considerably higher.

November 11.—The week opened with a fair stock of flowers, but a light demand. The good news from the other side caused such excitement that everybody left off to celebrate. All the large stores in every line were closed and a glorious holiday was the result. No such intense patriotic enthusiasm was ever before seen in this city.

NOTES.

C. U. Luggitt, a large dealer in growers' plant stock, reports that since the new coal ruling went into effect there has been a great demand for all kinds of greenhouse forcing plants. Snapdragon is particularly active, but there are very few young plants on the market. Many houses are being planted with candytuft and sweet alyssum, which should make good catch crops. Pansy plants are also in demand for

EDWARD REID

Roses, Chrysanthemums, Carnations, Easter Lilies. All seasonal Flowers.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Nov. 13. Per 100

Roses, Beauty Special	\$30.00	\$50.00
" Fancy	20.00	20.00
" Extra	15.00	20.00
" Ist	10.00	12.00
" Killarney	4.00	12.00
" My Maryland	4.00	12.00
" Sunburst	4.00	12.00
" Ward	3.00	6.00
" Ophelia	4.00	12.00
" Russell	6.00	20.00
" Sawyer	4.00	12.00
Lilies	15.00	20.00
Cattleyas	60.00	75.00
Carnations	2.00	6.00
Chrysanthemums	8.00	35.00
Poinsons	35.00	75.00
Sweet Peas	25.00	.50
Daisies	50.00	1.00
Violets	50.00	1.00
Asparagus Sprengeri	.35	.50
Ferns	per 1,000	2.00
Smilax		20.00
Callendulas	1.00	per 250

BOSTON, Nov. 13. Per 100

Roses, Beauty	20.00	60.00
" Killarney Queen	4.00	6.00
" White and Pink Killarney	8.00	12.00
" Double White Killarney	6.00	12.00
" Killarney Brilliant	2.00	8.00
" Hadley	8.00	20.00
" Mock	6.00	19.00
" Mrs. Chas. Russell	8.00	12.00
" Taft	6.00	12.00
" Milady	6.00	12.00
" Ward and Hillingdon	6.00	12.00
" My Maryland	2.00	8.00
Carnations	4.00	8.00
Easter Lilies	12.00	20.00
Valley	6.00	10.00
Gladioli	4.00	20.00

CINCINNATI, Nov. 13. Per 100

Roses, Killarney	2.00	8.00
" Mrs. Chas. Russell	4.00	12.00
" Ophelia	3.00	8.00
" Richmond	2.00	8.00
" Sunburst	2.00	8.00
Lilium Giganteum	8.00	10.00
Carnations	2.00	5.00
Dahlias	2.00	8.00
Chrysanthemums, per 100	10.00	25.00

this purpose. Rooted geranium cuttings are also selling ahead of the supply, there being none in sight until after the first of the year.

While the local demand is of course a great factor in the flower market, the out-of-town shipping trade, covering a radius of over 1,000 miles, is growing rapidly. One large firm frequently sends out daily over 100 packages by parcel post, many of which reach the maximum limit as to size. This service has been found very efficient, particularly on direct routes. They are all sent special delivery, which are acceptable at all railroad stations a half hour before train time. This appears to be the most direct service possible.

Now that florists are allowed to have 100 per cent of certain grades of coal, there is no doubt that the rose growers will run all their houses, and the production in this line should almost equal

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

FANCY "TWO-TONED" HANDLE BASKETS

(With Metal Liners Included)
These baskets can be had in various colors, as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of \$4.50 (Get our list of other Supplies.)

Geo. H. Angermueller Co., Wholesale Florists
1334 Pine St., St. Louis, Mo.

BERGER BROS.

Roses Orchids, Chrysanthemums, Carnations

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

that of last year. It is estimated that there are not as many carnations by at least 25 per cent as were grown last season. Growers should give this stock their best attention, as all high grade flowers will command top prices during the balance of the season.

Leonard Rueber died in Lansdowne, Pa., October 31, aged 70 years. The deceased was well known to the trade. He was the maker up when Henry A. Dreer sold flowers at retail in connection with the seed business over forty years ago. He was a decorator for Hugh Graham for many years and later went into business for himself at Twentieth street and Fairmount avenue, where he carried on jobbing gardening.

C. POLLOCK & CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and **Florists' Supplies.**
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
and Greens

I. Jacobs, 605 Broadway, Camden, has purchased the Goosetree Greenhouses at Magnolia, N. J. Herman Weber is in charge. The products will be used to supply his Broadway store. Peter Dilhousen, late of Habermehl's, is in charge of the store. It is stated that with only four hands, this establishment turned out over \$9,000 worth of funeral work during the month of October, when the epidemic was at its height.

Jos. N. King, of Norristown, Pa., was in town last week taking a look over the market, of which he is a frequent visitor. His business, that of a retail florist, comes pretty near to being one of the oldest in the state, being established by his father in 1817, running continuously for 71 years, and still going strong. Mr. King is also an accomplished musician and has written several sacred and popular patriotic songs.

The Robert Craig Co. is very busy at this time getting out holiday orders, most customers taking their plants a month ahead of time, maturing them in their own houses, or the storemen having them finished by their local growers. This avoids all delays incident to cold weather and poor express service.

The Leo Niessen Co. reports a much better demand this week than last, and expects a constantly increasing business from this time on. Roses, chrysanthemums and a good supply of carnations were features here.

The Jos. Heacock Co. expresses great satisfaction with the new coal regulations which will allow a 100 per cent production at their Roelfs rose ranges. The plants are just now a bit off crop, but coming strong.

H. Bayersdorfer & Co. are very busy trying to keep ahead of their orders for Christmas goods. Florists are alive to the fact that now is the time to order and avoid a repetition of the delays of last season.

At Joseph G. Neidinger's there is an extra force making up Christmas wreaths and other holiday stock. Mr. Neidinger is in the hospital recovering nicely from the effects of his operation.

Manager Miller, of the Philadelphia Wholesale Florists' Exchange, finds business a great improvement over that of a week ago. Excellent roses are the leading stock.

Edward Reid finds chrysanthemums on the short side. Roses in variety are a feature. Carnations are also a quantity stock. An excellent shipping trade is reported.

Miss Mary Baker is a good scout for Uncle Sam, she already having secured two good sized subscriptions for the fifth Liberty Loan.

K.

INDEPENDENCE, MO.—A hearing will be had on the petition of S. Bryson Ayres for final discharge in bankruptcy in the court of the western district of Missouri, at Kansas City, Mo., December 9, at 10 o'clock a. m.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245.

P. O. Box 206

444-446 Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of
WIRE DESIGNS
Write for Price List

C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florists'" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Nov. 13. Per 100

Roses, Beauty, special	30.00@40.00
" " fancy	20.00@25.00
" Mrs. Chas. Russell	6.00@20.50
" Killarney	3.00@10.00
" Hadley	6.00@15.00
" Sunburst	6.00@15.00
" Wards	3.00@6.00
" Ophelia	2.00@15.00
" Columbia	6.00@15.00
Carnations	4.00@6.00
Cattleyas.....each	\$0.50@0.60
Valley	10.00@12.00
Lilium Rubrum	8.00@12.00
Easter Lilies	15.00@20.00
Snappdragons	4.00@8.00
Calendulas	2.00@6.00
Asparagus.....string or bunch50
Adiantum	1.00@1.50
Smilax25
Asparagus String50@ .75
Asparagus bunches, 12 sprays30@ .75
Chrysanthemums, per dozen	1.50@ 4.00
Dagger and Fancy Ferns, per 1,000	4.00@ 5.00
Violets, single30@ .75
Sweet Peas	1.00@ 2.00

ST. LOUIS, Nov. 13. Per 100

Roses, Hadley	\$3.00@28.00
Killarney	3.00@ 8.00
" White Killarney	3.00@ 8.00
" Hoosier Beauty	3.00@10.00
" Russell	4.00@20.00
" Sunburst	3.00@10.00
" Wards	2.00@ 5.00
" Mrs. Shawyer	2.00@ 4.00
" Ophelia	3.00@12.50
Ferns.....per 1,000	2.50
Carnations	4.00@ 6.00

MILWAUKEE, Nov. 13. Per 100

Roses, Killarney, W. Killarney	\$4.00@12.00
" " "4.00@ 8.00
" Mrs. Chas. Russell	6.00@ 25.00
" Ophelia	6.00@ 12.00
" Columbia	8.00@ 25.00
" Hoosier Beauty	6.00@ 15.00
Carnations, assorted	4.00@ 6.00
Lilies	18.00@ 20.00
Chrysanthemums, per dozen	2.00@ 4.00
Pompons, per bunch50@ 1.00
Flat Ferns, per 10004.00

McCALLUM CO.

Florists' Supplies

PITTSBURGH, PA.

Philadelphia Wholesale Florists' Exchange

Roses, Chrysanthemums, Carnations

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

PITTSBURGH, Nov. 13. Per 100

Roses, Beauty, special	25.00@35.00
" " fancy	20.00@25.00
" " extra	12.00@15.00
" " No. 1	6.00@10.00
" Hadley	4.00@12.00
" Killarney	4.00@12.00
" Sunburst	4.00@12.00
" Mrs. Aaron Ward	4.00@12.00
Cattleyas	60.00@75.00
Easter Lilies25.00
Lilium Giganteum15.00
Carnations	4.00@ 6.00
Chrysanthemums, per doz.	1.50@ 8.00
Pompons, per bunch50@ 1.00
Valley	4.00@12.00
Ferns, per 1,0002.50
Asparagus Spriglet, bunch	35@ 40
New Crop Green Galax, per 1000	\$1.25
New Crop Green Galax1.50
Mexican Ivy75

New York.

BIG SUPPLY CHRYSANTHEMUMS AND ROSES.

There has been but little change in the condition of the market since our last notes were written. Heavy supplies of chrysanthemums and roses continue to arrive. The city's death rate has fallen, and consequently there is a marked decrease in the demand for funeral stock. Although the movement is slow, there seems to be an improvement in the general business of the retail stores, prices on special stock seeming to be a little firmer than they were during the weeks when the epidemic raged. Special Opheila roses are selling up to \$12 per 100, but it is only the best stock that brings that price. Special cattleyas are moving at the rate of \$50 and \$60 per 100; the best carnations at \$5 per 100. Election day has always been considered a poor day for business and this year was no exception. The celebration of the fake peace news in a wild orgy, discreditable to the city, upset business for that day. The two flower shows that were running during the past week were well attended, showing that even amid the tumult of war and politics, the people have not lost their interest in flowers.

November 11.—Nobody expects to do much business today for a genuine peace celebration is on, and it is well worth the loss of a day's business. There was considerable buying this morning, as the retailers must stock up on Monday. There is but little change in prices from our quotations of November 9, excepting in American Beauty roses, which have gone up. The horse show opened today, and although it is not what it used to be, it should to some extent improve the flower market for this week. A number of society weddings are announced for this week, and on account of the peace news, there should be some entertainments calling for flowers. But let us not forget that the sum of at least \$170,500,000 is to be raised for our soldiers and sailors, to add to their comfort and happiness, to help them in their temptations and difficulties, during the period which must elapse until they are safe home again. The purpose for which this money is to be used, and the methods whereby it is to be spent, have been approved by the government. The president of the United States has requested that in this campaign a united effort be made by the Y. M. C. A., the Y. W. C. A., the National Catholic War Council, the Jewish Welfare Board, the Salvation Army, the War Camp Community Service and the American Library Association. We may add that Dr. Garfield has announced that on account of the influenza disabling so many miners, there is serious danger of coal strikes. Business will not snap back all at once to what it was before the war; there is at least a year of economy and watchfulness ahead.

In the meantime, God bless our President, and Pershing, and Foch and Haig, and in the language of Tiny Tim: "God bless us, every one!"

NOTES.

One may well believe that it would help the florist business if more commercial growers would take an interest in their local shows. As these shows, at least in this city, are free to the public, they bring the grower in close touch with thousands of his ultimate customers, for no matter how he disposes of his stock, it eventually reaches the public. Two shows were held in this city during the past week, and to the best of our recollection, putting the two shows mentally together, there were but eight commercial exhibitors. Six of them were from New Jersey, one, A. N. Pierson, Inc., from Cromwell, Conn., and one, Fred Wilshire, grower for John Condon, from Brooklyn. It is not our business, or anybody's business,

From New York Cold Storage

LILY OF THE VALLEY

BEST QUALITY HOLLAND GROWN

In cases of 500 pips.....\$15.00 per case
In cases of 900 pips.....22.50 per case

CHAS. SCHWAKE & CO., Inc.
90 WEST BROADWAY, NEW YORK

to be a heart-searcher to find out the motives of these men for exhibiting; the fact remains that they were there with their stock, and in conjunction with a few gardeners from private estates, saved both shows from being pitiful failures. It is preposterous to assume that within the boundaries of this great city, there was only one grower who could exhibit, or that within a radius of 25 miles of the city, and in this state, there were none. One may believe that an exhibit at a show to which the public is admitted free, is the best sort of publicity for a commercial florist. The New Jersey growers who exhibited, Charles H. Totty, Lager & Hurrell, the Julius Roehrs Co., Bobbink & Atkins, W. A. Manda and Joseph A. Manda, deserve credit. If they won prizes, it was because they were on hand with the stock. Particularly to be commended is W. A. Manda. He is not a grower of cut flowers, but he made a very novel and interesting exhibit of foliage plants. Sunday, November 10, was an ideal autumn day, and there was a large attendance at the show of the Horticultural Society of New York in the American Museum of Natural History.

Mayor Hylan has ousted William F. Grell from the office of park commissioner, and appointed as his successor, Philip Berolzheimer, who is treasurer of the Eagle Pencil Company, and chairman of the board of directors of the Public National Bank. Commissioner Berolzheimer was born in Bavaria, his grandfather being a pioneer pencil maker. After the civil war, and this country had enacted a protective tariff, the Berolzhimers came here and started a pencil factory. The commissioner is said to be enthusiastic about music. In 1917, he was appointed a special deputy park commissioner, with jurisdiction over the music in the parks. When asked what his policy would be, he replied: "How can I tell? The only instructions which I received from the mayor were these: 'I desire you to run the park department as you would run your own business, but under no circumstances neglect the park music. Spend no money that you do not have to, but keep the parks in such shape as to be of greatest use to the people.' That is all that I can say for the present."

David Clarke's Sons, Broadway and 75th street, report business improving. In their large show windows, there is a fine display of flowering and foliage plants. In flowering stock, orchids, chrysanthemums and cyclamens are noteworthy, on a background of large palms, ferns, Ficus pandurata and dracaenas.

Roses may come and roses may go, but H. E. Froment, 148 West 28th street, always has a good supply. When he moved over to No. 148, some of the boys thought he was away from the heart of things, but since the Seventh avenue subway was opened, he gets the "first chance."

Malandre Brothers, Broadway and 72d street, report good business. Their store is always stocked with the best the market affords, and all artistically arranged. A Japanese garden is the feature of their show window, appro-



Mention the American Florist when writing

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK



riately bordered with chrysanthemums.

The Astoria Florist, Broadway near 77th street, has greatly improved his store, having fitted up the roomy basement, in good style, as a plant department. This store is always well stocked with fine cut flowers and plants.

George D. Nicholas, the popular retailer of Seventh avenue and 123d street, had a great rush of funeral work during the epidemic. He takes a hopeful view for the future of the business.

Clarence Slinn, the violet specialist of West 28th street, is receiving regular shipments of violets, but is not particularly well pleased with the condition of the violet market.

One of the busiest retail stores in the city is that of William H. Long, 412 Columbus avenue, which has a steady run of custom, and "there's a reason."

William Kessler, 113 West 28th street, is receiving an exceptionally fine quality of single violets, that sell well.

The Cathedral Florist, Broadway and 110th street, has two stores in that locality and keeps them well stocked.

Harry Hoffmeier, 2339 Broadway, has added fruit as a side line to his florist business.

Visitors: F. C. W. Brown, of J. M. Gasser Co., Cleveland, O.; Thos. Roland, Nahant, Mass.; Wm. Kleinheinz, Philadelphia, Pa. A. F. F.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

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Telephone:
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Telephone Call:
3632-3633 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.

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Goldstein & Futterman

Wholesale Florists

The Right People to Deal With

107 W. 28TH ST., NEW YORK

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Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Nov. 13. Per 100

Roses, Beauty, special.....	40.00@60.00
" extra and fancy.....	25.00@35.00
" No. 1 and No. 2.....	8.00@12.00
" Hadley.....	4.00@20.00
" Hoosier Beauty.....	2.00@ 8.00
" Columbia.....	4.00@15.00
" Francis Scott Key.....	4.00@25.00
" Prima Donna.....	2.00@10.00
" Alice Stanley.....	2.00@ 8.00
" Mrs. Geo. Sawyer.....	2.00@ 8.00
" Double White Killarney.....	3.00@10.00
" Killarney.....	2.00@ 8.00
" Queen.....	2.00@ 8.00
" Brilliant.....	2.00@ 8.00
" Aaron Ward.....	4.00@10.00
" J. L. Mock.....	3.00@10.00
" Opheila.....	3.00@10.00
" Red Rover.....	2.00@15.00
" Mrs. Chas. Russell.....	4.00@15.00
Cattleya orchids, special.....	50.00@60.00
Rubrum.....	3.00@ 5.00
Lilies, Longiflorum and Formosa.....	10.00@15.00
Lily of the Valley.....	8.00@10.00
Adiantum Croweanum and	
Hybridum.....	.50@ .75
Asparagus Plumosus.....	1.50@ 3.00
Smilax.....	1.00@ 2.50
Bouvardia, white.....	3.00@ 4.00
Chrysanthemums, per doz.....	2.00@ 5.00
Carnations.....	2.00@ 4.00
Gardenias, per doz.....	2.00@ 3.00
Violets.....	.35@ .50

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.

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Henshaw Floral Co.

(Incorporated)

Wholesale Commission Florists

127 W. 28th St., NEW YORK

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., Chicago

Telephones 4422 Farragut D. J. Pappas, Pres.
4423**United Cut Flower Co., Inc.**

WHOLESALE

111 W. 28th St., NEW YORK

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PHONE 2335 FARRAGUT
2336**WM. KESSLER,**

WHOLESALE FLORIST

113 W. 28TH STREET.

Bet. Sixth and Seventh Aves. NEW YORK

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N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Desirable mail space to rent for advertising,
every morning.

Open for Cut Flower Sales at 6 o'clock

V. S. DORVAL, Secretary

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The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK**GEO. B. HART**

WHOLESALE FLORISTS

24-30 STONE STREET,

ROCHESTER, NEW YORK.

Mention the American Florist when writing

M. C. FORD

121 WEST 28TH STREET

NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing

D. FEXY

Wholesale Commission Florist

116 West 28th St., New York

Consignments Solicited.

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Acknowledged to be the store exquisite. Famed for art creations in corsages and baskets.

Established 1893

516 Michigan Ave.

F. T. D. Florists

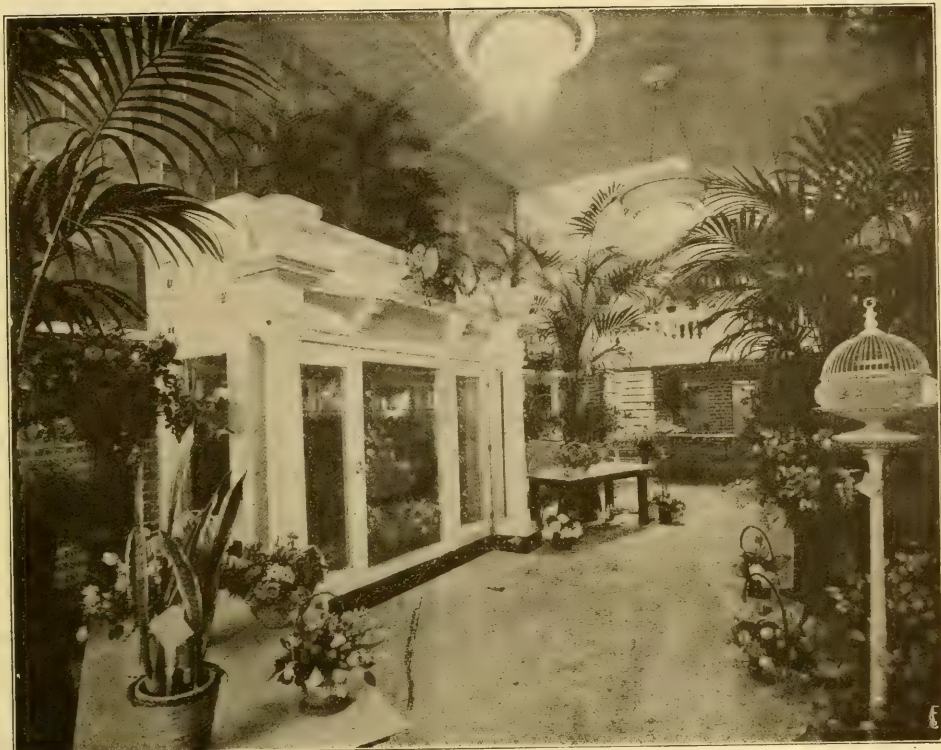
Thanksgiving Greetings

Send your Thanksgiving orders to us
that require filling here and the vicinity of

CHICAGO

Friedman

Advantageously located for Quick Deliveries in Chicago's leading hotel, Congress Annex, on Michigan Boulevard, in the heart of Chicago on its famous street.



SAMUEL MURRAY

The Leading Flower Establishment of
KANSAS CITY

Will arrange and deliver orders for flowers, plants
or design work for the trade in any part of the Middle
West. All Goods and Service Strictly First-Class.

MEMBER OF FLORISTS' TELEGRAPH DELIVERY.

SAMUEL MURRAY

1017 Grand Avenue,

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

"Say it With Flowers"—At the end of 30 days—"Say it With a Check."

Florists Everywhere

MEMBERS OF THE F. T. D. AND OTHERS.

Whenever you receive an order for flowers from another florist fill the order. Give your customers and the other fellow's customers **Service**. Send something even if only a letter, or call up the people who the order goes to and tell them that you have a message from their friends to deliver but at the present you are all out of flowers, but will have some later and will send them.

Do Business in a Businesslike Way.

THE FLORISTS' TELEGRAPH DELIVERY

For Better and More Efficient Floral Service to the Public as well as from Florist to Florist.

New York.

DRAKOS CO.

FLORISTS

2953 Broadway, Opp. Columbia College

Members of Florists' Telegraph Delivery.

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House of Flowers



HENRY WEISSMANN, Manager.
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

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LEADING FLORISTS

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Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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DES MOINES IOWA
ALFRED LOZIER ROSERY

For St. Louis

WIRE

Grimm & Gorly

LEWIS HENDERSON, Florist

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J. W. RODGERS

Elks' Building,
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Telegraph orders for Dayton will receive our immediate and careful attention

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

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For Wisconsin Delivery

OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN WISCONSIN

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

SALT LAKE CITY

Miller Floral Co.

TEN E. BROADWAY.

250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

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Alfred Donaghue

1622 Harney St. Established 1866

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Orders will be carefully cared for by

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Wholesale and Retail Florists of Grand Rapids
Member of Florists' Telegraph Delivery.

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Night and day service in all Central Pennsylvania.

El Paso, Texas

Potter Floral Co.

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NASHVILLE and CHATTANOOGA

MEMBER
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Springfield, Mass.

Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers

422 MAIN STREET

Greenhouses, 437 Bay Street

Mention the American Florist when writing

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Out Flower Merchants

We solicit telegraph orders. Regular trade discount.

229 WEST THIRD STREET.



Los Angeles, Calif.

O. C. SAAKE

FLORIST

We Solicit Telegraph Orders.

Regular Trade Discount.

215 W. FOURTH STREET

GREAT BRITAIN**WILLS & SEGAR**

ROYAL EXOTIC NURSERY,

Onslow Crescent, S. Kensington, London

FLORISTS BY APPOINTMENT

—TO—

H. M. KING GEORGE V and H. M. QUEEN ALEXANDRA

We shall be pleased to carry out commissions
from our American confreres to deliver**Cut Flowers, Floral Baskets, Floral Designs, Etc.**

to American visitors in any part of Great Britain.

Cablegrams—"FLOSCULO PHONE, LONDON."

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 Chicago—Briggs Floral Co.
 Chicago—Central Floral Co., 132 N. State St.
 Chicago—Friedman, 522 S. Michigan Blvd.
 Chicago—C. Frauenfelder, 3343 W. Madison St.
 Chicago—A. Lange, 25 E. Madison St.
 Chicago—Schiller, The Florist, 2221 W. Madison.
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 Nashville, Tenn.—Joy Floral Co.
 Newark, N. J.—Begerow's.
 Newark, N. J.—The Rosary Floral Co.
 Newark, N. J.—Phillips Bros.
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 New Orleans, La.—The Avenue Floral Co.
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 New York—David Clarke's Sons.
 New York—Drakos Co.
 New York—Henry Hart, Inc.
 New York—Kottmiller.
 New York—Leikens.
 New York—Malandrie Bros.
 New York—McKenney, 503 Fifth Ave.
 New York—D. J. Pappas, Inc., 2751 Broadway.
 New York—Thos. F. Galvin, Inc.
 New York—Max Schling, 785 Fifth Ave.
 New York—G. E. M. Stump.
 New York—Young & Nugent.
 Omaha, Neb.—Hess & Swoboda, Farnum St.
 Omaha, Neb.—Alfred Henssage.
 Philadelphia, Pa.—Lewis Henderson.
 Philadelphia, Pa.—Charles H. Grakelow.
 Philadelphia, Pa.—J. J. Habermehl's Sons.
 Philadelphia, Pa.—The London Flower Shop.
 Philadelphia, Pa.—Randolph & McClements.
 Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
 Pittsburgh, Pa.—Mrs. E. A. Williams.
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California Florist, Tacoma, Wash.
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Central Floral Co., 85 Broadway, Detroit, Mich.
Clarke's Sons, David, New York.
Cooke, Geo. H., Conn. Ave. and L. Washington.
Dankner's, Albany, N. Y.
Donaghue, Alfred, Omaha, Neb.
Dard's, 44th and Madison Ave., New York.
Drakes Co., 2353 Broadway, New York.
Duluth Floral Co., Duluth, Minn.
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London Flower Shop, The, Philadelphia, Pa.
Louise Flower Shop, Washington, D. C.
Malandre Bros., New York.
Matthews, the Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
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Trepel, Joseph, Brooklyn, N. Y.
Walker Co., The F., Louisville, Ky.
Weir, F. H., St. Louis, Mo.
Weir, James, Brooklyn, N. Y.
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The Seed Trade

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F. W. Bolgiano, Washington, D. C. President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1919.

WEST HAVEN, CONN.—Watson S. Woodruff is president of the Orange Trust Co., here.

VISITED CHICAGO: A. J. Brown, of the A. J. Brown Seed Co., Grand Rapids, Mich.; Chas. Johnson, Marietta, Pa.

NEW YORK.—Hollanders report that both DeGraaf and Krelage, noted Dutch bulb concerns, are out of business this year.

The death of Albertus N. Clark, veteran seedsman of Milford, Conn., is recorded in our obituary column this week.

WHY not a December or January seed trade meeting annually, or, better, one every six weeks from November 1 on?

LEONARD H. VAUGHAN, of Vaughan's Seed Store, Chicago, is in New York this week attending the seed trade meetings.

SHIPMENTS for Australia will require new conditions for the English customs. Inquiries should be made of T. Hull, South Ferry building, 44 Whitehawk street, New York.

J. CHAS. McCULLOUGH, of Cincinnati, O., is now starting on the fifty-second year of actual work in the seed business and plans to spend most of the winter in Florida as usual.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade November 13 were as follows: Timothy, \$8.00 to \$10.75 per 100 pounds, 25 cents higher than last week.

"HORSE BEANS" is the title of Farmers' Bulletin 969, recently issued by the United States department of agriculture, describing numerous varieties and the advantage of more extensive plantings.

TOLEDO, O.—Clover opened 10 cents lower November 9, closing at \$23.30, a drop of 45 cents during the week. Cash timothy was 5 cents higher, selling at \$6.07½; December, \$5.12½; January, \$5.20, and May \$5.37½.

CHAIRMAN HORACE BOWKER of the Chemical Alliance says that whereas last year the available potash supply for this country aggregated about 32,000 tons, this amount will probably be increased to around 40,000 tons next season.

LAWRENCE, KAN.—In response to the government's call for peach pits to be used in making gas masks, the Barteldes Seed Co., of this city, has donated 52 sacks, which were being held for seed, doubtless one of the largest offerings made in this state.

PHILADELPHIA, PA.—The H. F. Michell Co. has heard from its missing consignments of Dutch bulbs, which it was feared had gone to the bottom. They left England, October 27, in the hold of the S. S. Skipton Castle, which is expected to arrive at an Atlantic port any day.

Union Set Conditions at Chicago.

Union sets in the Chicago district have turned out very much better than was anticipated in the summer and early fall, according to the United States Government Seed Reporter of November 9. During the harvesting season the crop appeared short. Though the acreage planted this year was much larger than last year, it is estimated that the acreage of sets harvested this year was less than that of last year. The yields, however, were better, averaging on the south side of Chicago about five bushels for each pound of seed sown, and on the north side five and a half to six bushels per pound sown. No survey of total production has been made, but dealers estimate that the production for 1918 is about 80 per cent of that for 1917. The sets were harvested under ideal weather conditions and the quality is excellent.

The active shipping season from growers' to distributors' hands is over. The outside demand is quiet and prices have declined about 25 cents per bushel from those prevailing about 30 days ago. Most of the independent growers having a surplus quantity of sets have sold them and, while a few sets are still being offered, they do not find ready sale.

Present quotations for prompt shipment, based on 32 pounds per bushel, are \$2.00 per bushel for yellow; \$2.00 to \$2.20 for red; and \$2.50 to \$2.75 for white. Quotations for January shipment are about \$2.25 for yellow; \$2.40 for red; and \$3.25 to \$3.50 for white.

Western Seedsmen's Association.

The Western Seedsmen's Association held a conference at the Hotel Baltimore, Kansas City, Mo., November 9. President H. A. Johns opened the meeting with an urgent appeal to all seedsmen to help the government increase food production for 1919 and warned all members to avoid all semblance of profiteering during the coming months. He said that no industry had been more loyal to the government than the seed trade and that he was proud to be identified with it. C. M. Jackman, formerly with Vaughan's Seed Store, Chicago and New York, was present and gave a very interesting account of his experiences while confined for many months as a prisoner in Germany. The consensus of opinion among those present was that peace will create a greater demand for foodstuffs than was the case before the war and that with the consequent maintenance of war prices for food, more war gardens will be maintained than ever. An afternoon session was held parti-

cularly for those interested in field seeds. This was presided over by Guy Purcell of W. H. Small & Co., Evansville, Ind.

Those in attendance at the conference included: C. C. Andrews, Kansas City, Mo.; F. W. Barteldes and Otto A. Barteldes, Lawrence, Kan.; A. G. Bather, Minneapolis, Minn.; H. S. Burt, Burlington, Ia.; J. T. Buckbee, Rockford, Ill.; J. R. Condon, Rockford, Ill.; Chester C. Cox, Evansville, Ind.; G. W. Cummings, Sioux City, Ia.; Roy Edwards, Kansas City, Mo.; A. M. Eldridge, Shenandoah, Ia.; W. B. Griswold, Lincoln, Neb.; G. Harnden and W. W. Harnden, Kansas City, Mo.; H. A. Johns, Sioux City, Ia.; C. W. Jackman, Omaha, Neb.; J. W. Kent, Milwaukee, Wis.; M. Kurtzweil, Des Moines, Ia.; E. C. Luck, Kansas City, Mo.; F. W. Mangelsdorf, Atchison, Kan.; C. C. Massie, Minneapolis, Minn.; L. B. McCausland, Wichita, Kan.; H. S. Patrick, Kansas City, Mo.; J. G. Peppard, Kansas City, Mo.; W. W. Pitzer, Shenandoah, Ia.; Guy Purcell, Evansville, Ind.; J. C. Robinson, Waterloo, Neb.; W. P. Stubbs, Louisville, Ky.; Thomas Tobin and T. J. Tobin, Kansas City, Mo.; H. P. Webster, Independence, Ia.; Mel L. Webster, Independence, Ia.; M. J. Whaley, Kansas City, Mo. Max F. Wilhelm, Lawrence, Kan. and H. G. Windheim, Omaha, Neb. M. L. W.

Boddington Bankruptcy Dismissed.

The petition in bankruptcy that was filed October 4 against the Arthur T. Boddington Co., New York, mention of which was previously made in these columns, has been dismissed by Judge Knox. Three creditors are in Germany and one is in Belgium. Notices for these were sent to the alien property custodian.

State Seed Laws.

C. E. Kendel, 2010 Ontario street, Cleveland, O., secretary of American Seed Trade Association, has on hand copies of the uniform state seed laws agreed upon by the Association of Official Seed Analysts, the American Seed Trade Association and the Wholesale Grass Seed Dealers' Association at Detroit, Mich., June 21, 1917.

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Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

HOLLANDERS during the war sold their German friends many trainloads of diseased potatoes for spot cash, according to a well known Dutch nurseryman.

INFORMATION from Washington, D. C., is to the effect that America's present reserve supplies of foodstuffs, except sugar and rice, will average from two to three times as much as stock on hand a year ago.

Petsal, Supplement of Head Lettuce.

Petsal, which can be grown throughout the entire country and at about half the expense of lettuce, is recommended by the United States department of agriculture as a supplement of the latter, but not a substitute for it. It is said to keep better than lettuce, holds up better in transit and pound for pound, probably contains as much valuable substance as an edible. Petsal is one of the staple ingredients of chop suey, but it is not a cabbage and the unfortunate use of the name Chinese cabbage should not create prejudice against it. As a garnish it is preferable to lettuce as it retains its crispness in flavor as well as appearance. It is grown from seed, attains a height of 12 to 14 inches, and when ready to serve resembles the heart of lettuce.

The accompanying illustration shows the two vegetables in a state of equal freshness, ready to serve as salad. It will be observed by comparison that the heart of lettuce shown at the top does not stand up as crispy nor as firmly as Petsal; nor does the former have the inviting and appetizing appearance clearly noticeable in the latter.

Vegetable and Fruit Markets.

From reports received from the bureau of markets, United States department of agriculture, shipments are declining gradually, but less rapidly than last year. In potatoes the price movement was irregular with a prevailing weak tone. The demand at shipping points in the west was slow and fair to good in other sections. Some disposition to hold to high prices was reported in Maine, Colorado and the middle west. Minnesota and Wisconsin No. 1 sacked white stock held fairly steady at \$1.75-\$1.90 per 100 pounds in carlots at Chicago, with a general jobbing range of \$2-\$2.75, including southern points. Minnesota Red River Ohios weakened steadily, closing 10-15 cents lower than last week. Colorado white stock ranged, sacked, at \$1.45-\$1.55 cash trackside. Green Mountains were fairly steady at \$3-\$3.25 per barrel measure in bulk at track. Onion markets continued firm with a slight improvement but no great change in prices. Rochester, N. Y., quoted sacked Yellow Globes at \$1.35-\$1.40 per 100 pounds. Northampton, Mass., has a

strengthening market at \$1.50-\$1.65. Consuming markets continued steady at \$1.25-\$1.75 and reached \$2 in several instances. Cabbage sales were slow and weak. Beans still show a weak tone. Colorado Pinto held unchanged at \$6 per 100 pounds to growers at shipping points and ranged weaker at Denver at \$8.25-\$8.90, California limas weakened at shipping points, being offered at \$10-\$10.25 to growers and ranged \$11.75-\$12 at Chicago. Choice California small whites declined to \$9-\$9.24 to growers and ruled \$11 in New York, Michigan choice hand picked were \$7.50-\$7.75 in producing sections. Celery was fairly steady.



Petsal, Supplement of Head Lettuce.
Top—Heart of Lettuce; Bottom—Petsal, Note the Crisper, More Inviting and Appetizing Appearance of the Latter.

Pittsburgh.

NORMAL CONDITIONS RETURN.

The market has settled down to normal conditions and the supply of stock is increasing daily. Business is holding up well, but prices have dropped, due to the large quantity of stock being received. There is a general cleanup each day, however. The warm weather of the past few weeks has brought on all the mid-season and late varieties of chrysanthemums, which has resulted in an oversupply. The first football game of the season was played here November 9, and caused an extra demand for the yellow varieties. Morgan and Bonaffon were in full crop and met the situation. There is a good supply of long stemmed roses on the market and these move slowly at present. Shorts and medium stock sell better. Carnations are about the only item that continues to hold up in price. The supply is limited and the demand is heavy. Violets are now a regular feature but are slow in moving. Lilies are coming in limited quantities but sufficient to meet the demand. Pompons in all colors are seen in abundance and move very well. American Beauties have slow sales. Novelty roses have no demand at all. Greens are scarce and ferns have advanced to \$4 per 1,000.

CLUB MEETING.

The regular meeting of the florists' club will held November 5 in the North Side Carnegie Hall. "Chrysanthemums" was the subject of the evening, and some very fine specimens were shown, the best ever displayed at any local club meeting. Before taking up the chrysanthemums, it was decided by the members present to continue holding meetings in the present location, and a better attendance

was promised for the coming season. F. B. Frauenfelder, of 3300 Fleming avenue, was proposed for membership by Jas. Moore; also, Wm. Bonsey, H. Etherington, C. L. Meyer, Noah Aldridge, of Finleyville, L. Lighthouse, E. F. Engle, of Rochester, Herbert C. Beckett, of Millvale, and E. W. Smith, of 6923 Bennett street, were proposed by E. J. McCallum.

Turning to the chrysanthemums, the first collection brought to our attention was a vase of a new yellow seedling grown by Manos Curran, of Sewickley, and generally pronounced as the largest blooms ever shown at a club meeting. It is a cross between Turner and Odessa, one of them measuring 11 inches across and 34 inches around. Mr. Curran stated he did not want it passed on for points, as he expected better results next year, and would then be glad to do so. He expects to name it, "Sewickley". He also had quite a collection of seedling pompons, among them a white and a pink, giving promise of good commercial value.

Wm. Thompson's collection was next in order. He showed W. E. Tricker, Rose Pockett, Wm. Rigby, Mary Mason, Nag-ir-roc, Yellow Turner, White Turner, Nerissa, Jas. Frazer, Daily Mail, Drabble, Louisa Pockett, Earl Kitchner, and Wood Mason; also, a fine lot of pompons. Jas. Murphy showed Lady Hopton, Menden, Yellow Turner, Nerissa, White Turner, Daily Mail, Louisa Pockett, Waite, Bob Pulling, Converse, Nag-ir-roc, R. C. Pulling, Odessa, and a collection of pompons. Jas. Stewart had Rose Porter, Odessa, Mrs. Firestone, Louisa Pockett, Wm. Rigby, and Joan of Arc.

Herman Roff showed White and Yellow Turner, Pockett, Odessa, Henry Stevens, Mary Mason, Elberon, Menden, Daily Mail, some pompons and a bush of Garza almost six feet high. Schenley Park had White and Yellow Turner, Nerissa, Daily Mail, R. C. Pulling, Odessa and pompons. Highland Park showed Louisa Pockett, Nerissa, White and Yellow Turner. Their grower was not present, but Mr. Jones of Schenley Park explained that they had been grown under difficulties.

The following awards were voted: First class cultural certificate to Manos Curran for his new yellow seedling. Cultural certificate for collection of chrysanthemums to the following: Wm. Thompson, Jas. Murphy, Jas. Stewart, Herman Roff, and Schenley Park, with a vote of thanks to all exhibitors. The next meeting will be held December 3. Christmas plants, flowers, and novelties will be the subject.

MODIFIED COAL RULING PLEASES.

The florists in this section are all very well pleased with the new ruling of the fuel administration, which allows all growers 100 per cent coal. There is very little difficulty in getting coal in this section and many have had a good supply on hand. Those that did not are all making arrangements to haul their supply at once as there are many small mines in this section that can supply of coal promptly. The outlook for the coming season is very good and with the good news of the past few days, the florist business should be one of the best in many years. M.

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American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Monon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

FARMERS' BULLETIN 995, entitled "Preventing Wood Rot in Pecan Trees, recently issued, describes fungi that are weakening trees in many orchards.

THE United States department of agriculture has issued Farmers' Bulletin, 998, entitled "Culture of the Logan Blackberry and Related Varieties," containing 24 pages and numerous illustrations, with directions for planting, training, pruning and harvesting.

Evergreen Barberries.

It is a satisfaction to be able to report that the four species of evergreen barberries from western China in the collection, Berberis Julianae, B. Sargentiana, B. Gagnepainii and B. verruculosa, are now in good condition, although the leaves of all but the last species were killed and many of those of B. verruculosa were injured. It may be expected therefore that these beautiful plants may continue to live in eastern Massachusetts if suitable positions can be found for them.—Arnold Arboretum Bulletin, November 7, 1918.

National Association of Gardeners.

CONFERENCE AT BOSTON.

The New England gardeners' conference, which was scheduled to be held in Boston, October 8, but was postponed owing to the "flu" epidemic, will be held at Horticultural hall in that city under the auspices of the Boston members of the National Association of Gardeners, Friday evening, November 22. The meeting will be called to order at the early hour of 6:30 o'clock to permit of ample time for a full discussion of the subjects to be presented.

All affiliated with the profession of gardening are invited to attend the conference, which may be counted on to prove of more than passing interest at this time, involving as it will, the discussion of the many problems which will confront the gardening profession during the post-war period.

M. C. EBEL, Secretary.

Gov. Lowden on Illinois Apples.

During the week beginning November 18, there will be held in Chicago, at the Morrison hotel, the Illinois First Great Apple Show, the first comprehensive exhibit ever made of Illinois apples. This show is promoted by the Illinois State Horticultural Society, and is held under the auspices of the State Council of Defense.

I desire to call the attention of our people to the importance of this exhibition. I have advocated this for years. Illinois is one of the great apple producing states in the Union, and yet our other industries have so overshadowed the apple industry that our people generally are surprised to learn that Illinois apples are unsurpassed. While we

are one of the leading states in apple culture, it is estimated that not 20 per cent of our acreage in apple trees receives any intelligent attention. The state is dotted all over with apple orchards, that go unpruned, that are not sprayed, that, therefore, are practically valueless, and which could be made a profitable feature of the farm.

In some of the older states, similar neglected orchards have been bought up by enterprising and practical men, and made a great success. The time has come in Illinois when the thousands upon thousands of acres in unproducing orchards should be reclaimed and made to pay their way. Particularly, at this time, is it culpably careless to neglect this source of supply of wholesome food. If the orchards of Illinois were properly cared for, their production would take the place of tons of food which could be sent to our soldiers, and our allies.

A special feature of the great show to be held in Chicago will be demonstrations of how to properly care for orchards, and no farmer in Illinois, who owns an orchard, can afford to remain away. If the money which has gone out of the state, and been lost in orchard investments elsewhere, had been invested at home, in Illinois orchards, the investors would have realized handsome profits and Illinois would have vastly increased its apple output.

I regard this First Great Apple Show as one of the most notable and valuable efforts for conservation of the year.

Trees Memorials to American Dead.

New York, November 8.—Governors of all states in the union have been asked to co-operate in a plan to plant along transcontinental highways and public roads memorial trees for the nation's dead soldiers and sailors, it was announced today by the American Forestry Association. Charles Lathrop Pack, president of the association, said the idea had been taken up by many towns and cities, and the General Federation of Women's Clubs has before it a proposition to plant memorial trees along the Lincoln highway.

Massachusetts Hort. Society Show.

The autumn exhibition of the Massachusetts Horticultural Society, held in Horticultural hall, Boston, Mass., November 6-7, brought out an excellent showing in plants, flowers, fruits and vegetables. While the entries, due to existing conditions, were not as numerous as in former years, much of the stock showed excellent form and the attendance was very satisfactory.

In the cut flower and plant section, silver medals were awarded to Joseph A. Manda, West Orange, N. J., for *Cypripedium insigne* Sanderae; Albert C. Burrage, for group of orchids and foliage plants, and to E. S. Webster (Peter Arnott, Jr.) for *Begonia Exquisite* and 12 specimen plants of winter-flowering varieties. A certificate of merit was given to F. Dörner & Sons Co., Lafayette, Ind., for Carnation 119, and the same firm received honorable mention for Carnation No. 167. Like honors were also awarded to Miss F. P. Mason for *Chrysanthemum Monadnock*, Nashville, and Radio. The Allenton Conservatories were given a vote of thanks for a fine group display of flowering and foliage plants. H. C. T.

Louisville, Ky.

MARKET HAS FAIR SUPPLY.

Chrysanthemums are plentiful and retail from \$2 to \$6. *Carnations* are coming in very slowly, but the demand is light at present. *Roses* are moving well at prices ranging from \$1.50 to \$5 per dozen according to quality. *Violets* are now coming in and are offered in the retail stores at \$1 per 100.

NOTES.

Mrs. John G. Bertman died November 4 at her home in New Albany. Her husband is the oldest florist in that vicinity, having been in business in one location for more than 50 years.

Andners Rasmussen, the New Albany grower, is cutting fine *chrysanthemums* in quantity and finds a ready sale for the entire crop locally. His roses and carnations are also looking well.

On November 11, this city went wild celebrating "Victory" day. The Jacob Schulz Co. disposed of a large number of large white *chrysanthemums*, tied with red, white and blue ribbon.

The new Nanz & Neuner Co. are now cutting fine Kaiserin and Radiance *Roses*.

Kingsley Walker is taking the officers' training course at Camp Hancock, Ga. H. G. W.

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By ordering your CHRISTMAS STOCK NOW. Arrange with your local grower to keep it for you and deliver at the holidays.

Five Strong Leaders in Flowering Plants

Cyclamen, Poinsettias, Begonias, Heather, Otaheite Oranges.

FOLIAGE PLANTS, in great variety.

CROTONS, magnificently colored. **FERNS**, Norwood; Smithii, Scottii, Teddy, Jr.; **Dracaena Massangeana**, Lord Woolseley, **Pandanus Veitchii**.

In spite of the war conditions our stock is absolutely the best we have ever offered.

ROBERT CRAIG COMPANY, Branch, Norwood, Pa. **4900 Market St., Philadelphia, Pa.**

Fort Wayne, Ind.

INFLUENZA BAN CONTINUED.

The whole city was enveloped in a great celebration over the signing of the armistice between the Allies and the Germans, and the celebration was attended by the sale of hundreds of flowers, as nearly everyone in the parade was wearing a chrysanthemum. The closing ban, which was expected to be raised November 9, was continued by the local board of health on account of the outbreak of a number of new cases. The great influx of funeral work continued throughout last week, with an especially heavy demand the last few days. Outside of this, the call was light, as no flowers were sent to the hospitals. Counter trade was good. The supply of chrysanthemums is very heavy, with many of the late varieties being forced into the market by the mild weather and sunshine of the past week. Pompons are more popular this year than ever before. It is thought, from the present outlook, that there will be a scarcity of chrysanthemums for Thanksgiving, as many of the varieties which are counted upon for this holiday are coming into the market now on account of the warm weather.

CLUB MEETING.

The monthly meeting of the florists' club was held November 8 at the store of the Flick Floral Co. President Wenninghoff was in the chair. It was decided, on account of present conditions, not to hold a flower show this fall. The principal business of the meeting was the matter of the city greenhouses selling their surplus stock through the 5 and 10 cent stores and department stores below market prices. This was taken up with the city commissioners on the park board, a letter being sent to the board asking the stock of the city greenhouses be sold at least at market prices.

NOTES.

Miss Helen Patten, proprietor of the Patten Flower Shop, Toledo, Ohio, is in this city for a week's visit with her mother and other relatives. Miss Patten volunteered her services to the Red Cross some time ago, and is expecting a call for duty at any time. She reports business in Toledo exceptionally active this fall.

The Flick Floral Co. is cutting a heavy crop of chrysanthemums, with some exceptionally fine specimens of Golden Wedding, Eaton and Bonnaillon in evidence. Out-of-town funeral pieces have been in good demand.

— THE —

Storrs & Harrison Co.

PAINESVILLE NURSERIES

Catalogues and Price Lists
Free on Application.

PAINESVILLE, - OHIO

Mention the American Florist when writing

PEONIES, 30 Acres
IRIS, 1 Acre

My prices are right. Write for catalogues.

Gilbert H. Wild
Sarcoixie, - Missouri

VIBURNUM PLICATUM

Also Berberis Thunbergii, Hydrangea
Paniculata, Weigelia, Spiraea, Etc.

Ask for complete list of Oak Brand Shrubs.

The **GONARD & JONES CO**  **WEST GROVE PENN'A.**
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All reasonable varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

A great variety of pompons and a large number of chrysanthemum plants are being sent to the store from the Wenninghoff greenhouses. The call for these is very good. **H. K.**

"MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company

WYNCOTE - - PA.

WRITE FOR PRICES"

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, page 612. Correspondence solicited.

Geraniums

Nutt, strong 2-in., per 100.....\$2.00
Viaud, strong 2-in., per 100..... 2.00
Ricard, strong 2-in., per 100..... 2.00
Dracaena Indivisa, good thrifty stock for growing on 2-in., per 100 2.00

ELMER RAWLINGS, Allegany, N. Y.

GERANIUMS

Rooted Cuttings. Can be sent safely by parcel post, have had one complaint from over 200 shipments.
S. A. Nutt and Buchner, \$15.00 per 1000
Poitvine and Ricard.... 17.50 per 1000

ALBERT M. HERR, LANCASTER, PA.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale
Farm.

Bristol, Pa.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Nashville, Tenn.

TRADE BACK IN NORMAL CHANNELS.

The floral business in this city has about settled down to normal and everything is moving along in the same old groove. Trade is very good, prices continue to be very satisfactory, and on a paying basis in spite of the great advance in the price of labor and the scarcity and high price of coal. Stock is coming in abundantly sufficient for any and all demands. There are no social activities, only Red Cross meetings and war assemblages. Even the society columns of the daily papers are no longer headed "Society," but instead in fine headlines are the words "Woman's Activities." There are very few weddings, and the long string of bridesmaids, each carrying a huge bouquet is a thing of the past. Thomas Joy's "Say it with flowers," on his conspicuous wall sign, meets with no endorsement, for there are very few left to say anything, and the society girls have for the most part gone to work at the powder plant. So there are few weddings, and funeral work continues to hold the balance of trade. Chrysanthemums are very abundant, but little short of a glut—some very handsome ones, and all very beautiful. Roses, too, are coming in great perfection. Mme. Russell, Columbia Ophelia, Killarneys, Hoosier Beauty, Shawyer, and other popular favorites to suit any trade or pocket-book. Carnations are attaining full perfection and are double in quantity what they were a week or two ago. Some of the growers have lily of the valley, and others have lilies, but neither in very great abundance. Violets do not seem to be very plentiful. In fact, some of the growers are not trying them this season at all. Pot chrysanthemums are in good demand, and are selling at reasonable rates. This season has just had its first killing frost, and the weather is still pleasant with good sunshine; days very favorable to the flowers.

NOTES.

Thomas Joy has recovered his automobile which was stolen a few weeks ago. The Joy Floral Company has an abundance of fine flowers, chrysanthemums of every color and description, roses, carnations and some lily of the valley. Trade has been good.

Geny Brothers are bringing in some exceptionally fine stock in lilies, roses, chrysanthemums and carnations, and have a good demand for all kinds of flowers. They have some fine chrysanthemum plants, for which there are good sales.

The McIntyre Floral Company has opened up again in the market house with chrysanthemum plants and boxes of cut flowers, which are sold readily to the floating patronage.

Louis Haury, Jr., has a stall in the market selling Lorraine begonias and ferns.
M. C. D.

Special 7-inch Boston Fern Offer 75c each

Our stock of 7-inch Boston Ferns is exceptionally large, and the plants are fine for immediate sales or for potting on into 8-inch or 9-inch pots. They are pot grown and well established.

OTHER BARGAINS IN FINE POT GROWN BOSTON FERNS

5-inch.....	25 cents each	8-inch.....	\$1.00 each
6-inch.....	50 cents each	9-inch.....	1.50 each

FIVE GOOD BUYS IN WHITMANI FERNS

5-inch...25 cents each	7-inch....75 cents each	9-inch....\$1.50 each
6-inch...50 cents each	8-inch....\$1.00 each	

KENTIAS are scarce, and every florist who has facilities should grow as many of these as possible.

Kentia Belmoreana, 24-inch.....	\$1.25 per dozen
Kentia Forsteriana, 24-inch.....	1.25 per dozen
Kentia Belmoreana, 5 inch, made-up.....	9.00 per dozen
Kentia Forsteriana, 5-inch, made-up.....	9.00 per dozen

We Have 200,000 Small Kentias to Offer.

Get Our Prices on Larger Quantities.

THE GEO. WITTBOLD CO.

745 Buckingham Pl., L. D. Phone, Graceland 1112. Chicago

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

Fall StockWrite for List of
Soft Wooded Plants.**GEO. A. KUHL, Wholesale Grower,**
PEKIN, ILL.

TORONTO, ONT.—J. E. Litton has opened a flower shop in the Allen theater building.

TORONTO, ONT.—Mrs. George Yarnier, wife of the Arcade florist, died of pneumonia, October 22.

BRISTOL, TENN.—P. S. Wise, of the Fairmount Gardens, reports more funeral work in the past three weeks than in the three months preceding, with supply very limited.

ST. LOUIS, MO.—Dr. George T. Moore, of the Missouri Botanical Garden, has been appointed director of the productions division of the United States food administration for St. Louis.

Trade Directory

OF THE

Florists, Seedsmen and Nurserymen

OF THE

United States and CanadaContaining the Names and Addresses of
Florists of the United States and Canada.

PRICE: \$3.00 POSTPAID

American Florist Co.,440 S. Dearborn St.,
CHICAGO.

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$7.50 per 1,000. **VAUGHAN'S SEED STORE**, Chicago and New York.

Asparagus Plumosus, 2½-in., \$3.00 per 100; seedlings, \$1.00 per 100. **GEORGE C. DREW**, Hyannis, Mass.

BEGONIAS.

Begonia Chataleine, 3-in., \$10.00 per 100. **Poehlmann Bros. Co.**, Morton Grove, Ill.

BULBS.

Bulbs, French Paper Whites, Daffodils, Tulips, anemones and expected soon. Lily bulbs from storage, French Candidum, Frezias. See our advertisement elsewhere in this issue. **Vaughan's Seed Store**, Chicago and New York.

Bulbs, Cold storage **Giganteum**, 7 to 9-in., (300 to case), \$21.00 per case; 8 to 10-in., (250 to case), \$25.00 per case; 9 to 10-in., (200 to case), \$30 per case. **A. Henderson & Co.**, 211 N. State St., Chicago.

Bulbs, French; ready for immediate delivery. For varieties and prices see display advertisement elsewhere in this issue. Dutch bulbs are scarce in all varieties. Write for quotations. **James Vick's Sons**, Rochester, N. Y.

Bulbs, Lillium **Giganteum**, cold storage; repacked and in good order. Per 100, \$3.00; per case (300), \$22.00. **Narcissus Paper White**, per 100, \$22.00. **Vaughan's Seed Store**, Chicago and New York.

Bulbs, Cold storage **giganteum**, sound and dormant. 7-9 (300 per case), \$22.50 per case. **S. S. Skidelsky & Co.**, 1004 Lincoln Bldg., Philadelphia, Pa.

Bulbs, Lil. **Giganteum**, 7-9 and 9-10 in. for immediate delivery. Write for prices. **Yokohama Nursery Co., Ltd.**, Woolworth Bldg., New York City.

French Bulbs. For varieties and prices, see advertisement on front cover page of this issue. **American Bulb Co.**, 172 N. Wabash Ave., Chicago.

Bulbs, Lillium **Giganteum**, from cold storage, 7-9 (300 to case). Write for prices. **Chas. Schwabe & Co., Inc.**, 90-92 West Broadway, New York.

CALENDULAS.

700 Calendula—Orange King, fine 2-in. at \$3 per 100. Not pot bound or lanky. Cash, **HEITMAN-OSTREICHER CO.**, 5610 North Ave., Milwaukee, Wis.

Calendulas, 2½-in. pots. Orange King, fine plants, \$4.00 per 100. **HENRY SMITH**, Grand Rapids, Mich.

CARNATIONS.

Carnations. All high grade stock. **F. Dörner & Sons Co.**, Lafayette, Ind.

CROTONS.

Crotons. Fine healthy stock. 4-in., \$4.80 per doz., 5-in., \$9 per doz.; 6-in., \$1 to \$1.50 each. **Poehlmann Bros. Co.**, Morton Grove, Ill.

DAHLIAS.

Dahlias. Best new and standard varieties. **Peacock Dahlia Farms**, Williamstown Jct., N. J.

DAISIES.

Daisies, Bellis **Montrose**, plunk or white, also Longfellow and Snowball. Fine strong plants, \$2.50 per 1,000. \$6.75 per 3,000. **Cash. BRILL CELERY GARDENS**, Kalamazoo, Mich.

DELPHINIUMS.

Delphinium Per—Light and dark blue, extra strong tramping, seedlings sown in May, \$3 per 100. Cash, **HEITMAN-OSTREICHER CO.**, 5610 North Ave., Milwaukee, Wis.

DRACAENAS.

Dracaena Massangeana, 4-in., \$50 per 100; 6-in., 75c to \$1.00 each. **Poehlmann Bros. Co.**, Morton Grove, Ill.

FERNS.

FERNS. Boston, Roosevelt; Whitman, Scholzell, Whitman Compacta and Teddy, Jr., out of 2½-in. pots, \$5.00 per 100; 3-in., \$10.00 per 100. Teddy Jr., 5-in., \$25.00 per 100. The Reeser Plant Co., Springfield, O.

Ferns, Boston, 7-in., special price of 75c each. 5-in., 25c; 6-in., 50c; 8-in., \$1.00; 9-in., \$1.50 each. Whitman, 5-in., 25c; 6-in., 50c; 7-in., 75c; 8-in., \$1.00; 9-in., \$1.50 each. The George Wittbold Co., 745 Buckingham Place, Chicago.

Ferns, Bird's Nest, 6-in., \$1.50 each. Table 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. **Poehlmann Bros. Co.**, Morton Grove, Ill.

FERNS. Boston, heavy plants from 5-in. pots, \$4.50 per dozen, \$35 per 100. Extra heavy 6-in., \$6.00 per dozen. **THE WAGNER PARK NURSERY CO.**, Sidney, O.

FERNS.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. **F. R. Pierson**, Tarrytown, N. Y.

Ferns, Boston, 2½-in., heavy, \$8 per 100; \$55 per 1,000. Whitman, 2½-in., \$6 per 100; \$55 per 1,000. **A. Henderson & Co.**, 211 N. State St., Chicago.

Ferns, Boston and Scotti, 5-in., \$3.00 per doz., \$25.00 per 100; 4-in., \$15.00 per 100. **R. Vincent, Jr. & Sons Co.**, White Marsh, Md.

Boston Ferns, strong runners, \$12.00 per 1,000. 2½-in., \$5.00 per 100. **GEORGE C. DREW**, Hyannis, Mass.

Holly Ferns, **Cyrtomium Rochfordianum**, 2½-in., \$4.00 per 100. **HENRY SMITH**, Grand Rapids, Mich.

Hardy ferns. Illustrated descriptive list mailed. **Ludwig Mosback**, Ferndale, Askov, Minn.

FREZIAS.

Freesia Purity Mammoth, ¾-in. and up. Prices on application. **J. M. Thorburn & Co.**, 53 Barclay St., New York.

GERANIUMS.

Geraniums, 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. **R. Vincent, Jr. & Sons Co.**, White Marsh, Md.

Geraniums, Ricard, Poitevine, strong plants, 2½-in., \$3.00 per 100. Rooted cuttings, \$15.00 per 1,000. **GEORGE C. DREW**, Hyannis, Mass.

Geraniums, rooted cuttings, **S. A. Nutt and Buchner**, \$15.00 per 1,000; Ricard and Poitevine, \$17.50 per 1,000. **Albert M. Herr**, Lancaster, Pa.

GLADIOLI.

GLADIOLI.

Clean, healthy, young stock, absolutely free from disease. 40 leading commercial varieties; prompt shipment after Nov. 1st. Reasonable prices; send for wholesale list. **T. H. FULLER**, Gladiolus Specialist, 649 Marshall St., Battle Creek, Mich.

GREENS.

Greens, Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. **Caldwell The Woodsman Co.**, Evergreen, Ala.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GREENS.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. E. A. Beaver, Evergreen, Ala.

HARDY PERENNIALS.

Hardy perennials of our own growing and in excellent condition at attractive prices. Write for quotation. James Vick's Sons, Rochester, N. Y.

HYDRANGEAS.

French Hydrangeas. Finest colors and best varieties. For number of flowers and prices see display advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

IVIES.

English Ivy. Strong field-grown, \$5.00 per 100. GEORGE C. DREW, Hyannis, Mass.

JERUSALEM CHERRIES.

Jerusalem Cherries (Cleveland), 4-in., fine stock, \$15.00 per 100. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

KENTIAS.

Kentia Forsteriana and Belmoreana. For sizes and prices see display advertisement elsewhere in this issue. Poehlmann Bros. Co., Morton Grove, Ill.

Kentias. Belmoreana and Forsteriana, 2½-in., \$1.25 per dozen; 5-in., made-up, \$9.00 per dozen. The George Wittbold Co., 745 Buckingham Place, Chicago.

Kentia Belmoreana, 6-in., \$1.00 each; 5-in., 75c each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

MISCELLANEOUS STOCK.

STRONG FIELD GROWN PLANTS.

Anchusa Dromore Variety Opel	Per 100	\$6.00
Stokesia Cyanea	6.00
Buddelia Veitchiana, ¾	10.00
Calycanthus Floridus, 2/3	12.00
Deutzia Pride of Rochester, ¾	12.00
Vitex Agnus Castus, ¾	12.00
Caryopteris Mastacanthus, 2 yr	10.00
Spiraea Reevesii, Fl., 2/3	12.00
California Privet, Bushy, ¾	3.00

WOOD STUBBS & CO.
219-221 E. Jefferson St. Louisville, Ky.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelios, Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms. Large Latania and Pandanus Veitchii. Suitable for large halls and hotel decorations, from 10 to 15-in. pots and tubs, \$10.00 each. HENRY SMITH, Grand Rapids, Mich.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, well-colored, 6-in. pots at \$1.00 each; large plants, \$2.00 to \$5.00 each. HENRY SMITH, Grand Rapids, Mich.

Pandanus Veitchii, 4-in., 50c each; 5-in., 75c to \$1.00 each; 6-in., \$1.50 each; 7-in., \$2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

Pansy plants for greenhouse planting, extra large, strong, transplanted plants in bloom, "Superb Strain," \$1.00 per 100. Cash. BEILL CELERY GARDENS, Kalamazoo, Mich.

Pansy plants; strong plants, \$3.50 per 1,000. GEORGE C. DREW, Hyannis, Mass.

PEONIES.

Peonies. 30 acres. Can supply your wants. Write for Catalogue. Gilbert H. Wild, Sarco, Mo.

PRIMULAS.

PRIMULA OBCONICA. Five different colors, good, strong plants out of 3-inch pots at \$10.00 per 100, \$75.00 per 1,000. Cash with order. J. H. PIESSE, North Bergen, N. J.

Primroses. Malacoides, 2½-in. pots, fine plants, \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Baby Primula Malacoides, 3-in., \$10; 4-in., \$15; 5-in., \$25; 6-in., \$50 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ROSES.

EXTRA FINE 2½-INCH ROSE PLANTS.

White Killarney	100	\$4.00	35.00
Sunburst	5.00	45.00	
George Plant	4.00		

AMERICAN BEAUTY BENCH PLANTS.
\$12.00 per 100; \$100.00 per 1,000.

WIETOR BROS.
162 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2081.

Roses. Own root, 2½-in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. Milsady and Richmond, \$7.00 per 100, \$65 per 1,000. ¾-in. stock \$35 per 1,000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

Field grown, two-year-old, hardy own-root stock. See display advertisement in issue of November 2, page 733. Western Rose Co., Pasadena, Calif.

New and standard roses for all uses; get list. Leedle Co., expert rose growers, Springfield, O.

SEEDS.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn in contract. Edgar F. Hurff, Swedesboro, N. J.

SEEDS.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Pansy. New crop Florists' Mixture, tr. pkt., \$1.00; ¼ oz., \$2.00; oz., \$7.00. A. Henderson & Co., 211 N. State St., Chicago.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, wholesale field and garden seeds. J. Boigiano & Son, Light, Pratt and Elliot Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Flower and vegetables. Renowned specialties. Sale to seed merchants only. JOS. PAQUET, seed grower, Nice, France.

Seeds; specialties: Beets, mangoes, carrots, cabbages, celeriac, parsley, papalms, turnips, E. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 220-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seed. Sweet pea. All the new and standard varieties. Send for descriptive price list. O. U. Liggit, 325 Bulletin Bldg., Philadelphia.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Châtel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds: all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Southern Wild Smilax. Standard case, \$2.25. Long needle pines, 3 to 4 ft. doz., \$1.00; per 100, \$7.50. Gray Moss, 15 lb. bag, \$1.50. Fancy stock, fresh goods and quick service. J. A. CURRY & CO., Drewry, Ala.

SNAPDRAGONS.

Snappdragons. Silver Pink, Nelrose, White, Yellow, pinched, branched, \$5.00 per 100. GEORGE C. DREW, Hyannis, Mass.

SWEET WILLIAM.

Sweet Williams. Strong seedlings, field-grown; will bloom next spring. \$5.00 per 100. P. F. GEORGE C. DREW, Hyannis, Mass.

VEGETABLE PLANTS.

Cabbage, celery and Triple Curled parsley plants. Field-grown, 50c per 100, \$3.00 per 1,000, prepaid, \$2.00 per 1,000, not prepaid. F. M. Pattington, Scipioville, N. Y.

VINCAS.

VINCAS. Vinca variegata, good heavy field grown clumps, \$5.00 per 100; \$45.00 per 1,000; THE REESER PLANT CO., Springfield, O.

Vinca Variegated, 2 1/4-in., \$2.50 per 100. Rooted cuttings, \$1.00 per 100. GEORGE C. DREW, Hyannis, Mass.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well fattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., \$5.00. The Excell Laboratories, 115-117 E. South Water St., Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

MISCELLANEOUS.

Japanese Kyogri chip mats, 24x36 inches, \$3 per doz. assorted; \$17.50 per 100, solid colors, \$20 per 100 for checkered (two colors) mats. Takeuchi Bros., 444 Bush St., San Francisco, Calif.

Patriotic cards. 100, 85c; 200, \$1.50; 500, \$3.00; 1,000, \$5.00. Write for samples. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

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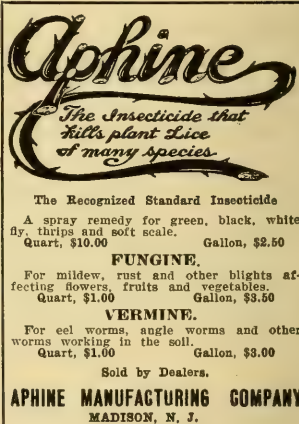
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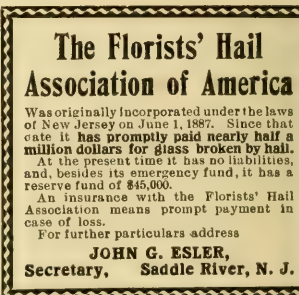
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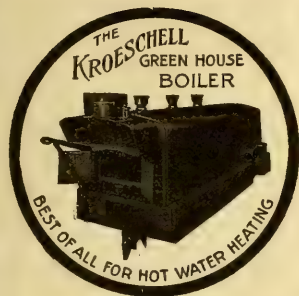


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Vol. LI.

CHICAGO AND NEW YORK, NOVEMBER 23, 1918.

No. 1590

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Thanksgiving.

Of all national feast days appointed by the various presidents of this great country as a day of prayer and thanksgiving, the coming occasion will be the most generally observed of the many that have gone before. The florists are here presented with a great opportunity in this festal holiday, the third in importance of the year, to bring before the people and emphasize the fact that the best way to voice the spirit of thanksgiving is "To Say It With Flowers." Every possible preparation should be made so that all available lines in both cut flowers and plants should be full and complete. The coming and importance of the day should also be featured, not in a perfunctory way, but as a great event, a celebration, in which everybody as a matter of course will participate.

A well-worded circular, emphasizing particularly the national character of the coming event, its great general observance this year, and the important part that flowers should take in the exchange of friendly greetings or as gifts, and in the homes and particularly decorations for the table, should be sent to all customers. A description of the plants and flowers suitable for these purposes which will be important items of the stock, and an invitation to make an early call should result in many advance orders.

All indications point to a scarcity of flowers; the forward season has brought the chrysanthemums in from a week to 10 days sooner than usual. Many late varieties are already cut out, and as they have always played such an important part in the demand at this season, their scarcity will call for the use of other flowers which are never any too plentiful at this time. To help out the situation, there should be a good stock of foliage and flowering

plants; pot chrysanthemums, together with cyclamens and begonias, the advanced plants of which are now quite well flowered, together with Otaheite oranges, Jerusalem cherries and Celestial peppers, there is presented a good variety, in this section. In foliage plants, palms in medium sizes, ferns in variety, dracenas, pandanus, crotons, rubbers, and the aspidistras, will include most of the popular house plants. These should be for the most part selected stock, that is, each item perfect in itself and salable. There is a failing many buyers have of favoring low prices rather than quality; the extra grade is thought good enough, when the special, which costs but a few cents more, has the finish which puts it across in the store, when the ordinary stock receives little or no attention.

The featuring of these offerings is also very important. Each specimen should receive some little mark of attention, such as crepe paper around the pot, bound with a fiber ribbon, which in a blooming plant, is to be the color of the flower. A number of choice specimens can be placed in jardinières or other fancy pot covers to advantage and given prominent locations where they will add materially to the decorative effect of the store. The idea is to make them so attractive that those who had no intention of buying, are captivated, and order the plant sent home or as a gift to a friend.

A few nicely arranged baskets of foliage and flowering plants will attract favorable attention. They add a good finish to any stock, creating a demand and sales, that without their display, would be lacking. Choice blooms of chrysanthemums, while beautiful in themselves, can be made more attractive, if arranged in large vase baskets with high handles decorated with autumn branches and bows of ribbon

the color of a shade that will contrast favorably with that of the flower. Blooms can be sold from these the same as from jars, while frequently the beautiful arrangements is sold as it stands.

It is generally the wind-up of the pompons, for which there is always a good demand from customers of modest means, who feel that it would not be Thanksgiving without a few flowers on the table. It will not take long to fill up a couple of dozen tumblers or small vase baskets with a few pompons and autumn leaves, which will be sure to find buyers at a good profit. There is also generally a strong demand for table ferns at this time, of which there should be a variety of the most popular sorts. Filling fern dishes is looked upon by some as a necessary evil, a part of the work in which there is no profit. Attention to these small details is, however, very essential, as a hit made here, where someone else has fallen down, at times secures a good account, which in the end is found profitable and leads to much other business.

There is frequently a boost to the window box filling, when with company coming, there is a quick order to have these attended to at once, so that a supply of evergreens should be on hand for a quick handling of the job. A display of tub evergreens about the outside front of the store, is decorative, and productive of sales to persons, who, on seeing them, remember that a pair would look well either side their front door, and that the short bushy stock would make a nice center for the empty vases out in the yard.

There is nothing so effective and striking, when it is desired to call particular attention to any event, as an elaborate decoration of the front of the store. It must, if possible, be unique in character, or of such a nature that will surely catch the eye of those who pass on either side of the street. A two-foot wide, bevelled frame, either side the front, and extending across the top at the cornices above the window, covered with cornstalks; the husked ears showing conspicuously, and the sameness relieved with sheaves of wheat at the corners and intervals, will, if edged or finished with cut evergreen, make quite a striking exterior that will at once suggest the day.

The importance of the holiday as a source of business and its possibilities calls for careful planning and preparation, of which the above are but a few suggestions, each business large or small being benefited, depending on the judgment and energy with which the work is carried out.

Decorating the Window.

The Thanksgiving service, coming as it does after the bountiful harvest, when the fruits of the trees and the grains and roots of the fields have been gathered in, makes these products appropriate in the decorative work of featuring the day. As an addition, we have this year the fruits of our victory in the great world's war, which can be exemplified in the display of the flags of all nations who were with us in the conflict.

There are many ways in which this material can be arranged to make an attractive and seasonable window. Cornstalks, with ears partially husked, stood upright at the rear make a good background. Coming from this is a large wicker cornucopia, from which pours on to the floor of the window a

generous volume of fruit and vegetables. At one side of this centerpiece can be placed a large basket of fruit and flowers, tied with a ribbon, on which, in gilt letters is the word "Thanksgiving." Another basket of similar design, with red, white and blue flowers, and tied with tricolor ribbon, bears in gilt letters the inscription, "Victory." This is placed opposite the other basket. Two American flags can be draped with the fields together in the center, high up in the rear over the cornstalk background, from the center of which projects on small staffs, the flags of the Allies. In the front of the window can be placed several well made corsage bouquets tied with tricolor or other ribbons. The above, in a measure conventional, but as such a decoration is appropriate and made but once a year, it will stand repetition with some variation.

Table Decorations.

The important feature of Thanksgiving, aside from the religious service, is the dinner, around which cluster so many pleasant memories of the old folks at home. Other close friends are often invited, so that with company coming, the table must be made to look its very best. The great victory in which so many of the flower of the land have taken part, culminating as it has just at this time, must be emphasized by the use of the national colors with those of the Allies, which can be worked in nicely with the fruits and flowers. A tricolor ribbon pinned to the cloth around the table, just inside the plate line, with a raised pompon of the same at the corners, makes a good setting, inside of which can be arranged the fruits and flowers. A bank of green extending the full length of the table is made of growing ferns, tied or placed in moss on a board; this can be made in several sections, two, if there is to be one tall vase in the center, and three if two vases are used. The vases filled, preferably with long stemmed chrysanthemums, which are carried

above the line of vision, make a good showing. A number of small cornucopias, according to the size of the table, are placed in the bank of ferns and filled alternately with fruit and flowers, projecting their contents in either direction from the center. These flowers and fruits can extend a little onto the cloth, and relieve the straight line of the center piece. Medium-sized United States and Allied flags will then add a patriotic finish.

A pretty center for a smaller table is made with two cornucopias with the small ends of the horns linked around a tall center vase, which is filled with chrysanthemums, while the horns hold fruit and flowers, the overflow of which can be carried along the cloth to any desired distance. The round table, with its tall center vase, will look well with a wreath or heavy garland, worked out with the aid of five small rose bowls, in which are to be placed pompon chrysanthemums, autumn foliage, asparagus or other green. This wreath should come just inside the plate line. The center vase may be surrounded at the bottom with a built up pyramid of fruit, into which is to be placed Old Glory and Allied flag. These latter can also be placed on the chandelier, which should also be touched up with green and autumn leaves.

The Victory Corsage.

As at Easter, no lady likes to attend church, or feels she is correctly attired, without the regulation corsage of flowers. So it is at Thanksgiving, when there is always a good demand for these personal adornments. Frequently, in the cities, where the large colleges meet for their annual football contest, every lady that attends feels she must wear flowers of the college colors, the demand for which is often a considerable part of the trade of the day. Violets are always favorites, being one of the colors of many of the colleges. This year violets, red roses and white carnations, tied with the combination colored ribbons of any college, will be appro-



THANKSGIVING OPEN WORK BASKET OF FLOWERS AND FRUIT.

prate and as highly prized as any worn. Crimson and white chrysanthemums and violets for those who want a more showy bunch will fill the bill as well. Cattleyas and violets, with red and white roses at the tricolor ribbon, will work out very well. For the boutonniere, the red and white carnation and a few violets or similar colored roses and violets, tied with narrow tricolor ribbon, is conventional. These flowers should be wired short so that the stem or handle shall be slender enough to go into the buttonhole of the coat without forcing. The man who can make a boutonniere perfect in this respect is entitled to the A. B. card of the profession.

One Man Shops.

The ambition and hope of most young men working in the business is that they will some day have a shop of their own. However promising this may seem to the uninitiated, but very few reach even a measure of success; statistics say not more than five in every 100. Few men have what is known as business instinct; some are born with it, a few acquire it to a more or less degree, but to the great majority, it is a will of the wisp. Many a good man, who is able and efficient under the guiding hand of his employer, falls down miserably when he takes on the financial load under his own planning and management.

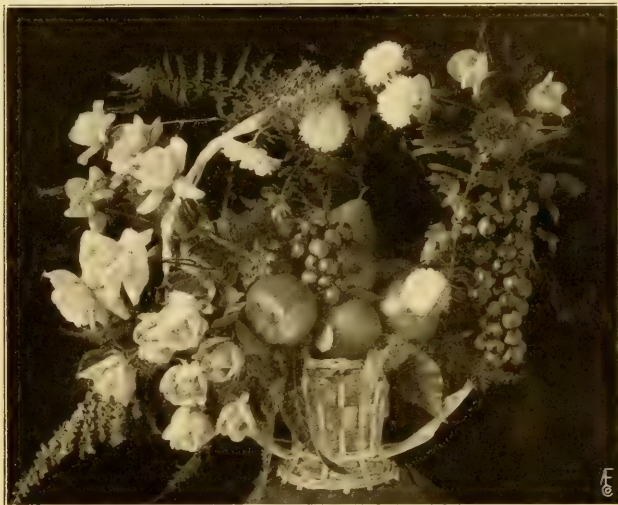
The man who desires to open a flower shop, should have a fundamental or ground work knowledge of the business, gained preferably by his experience in the service of a grower-retailer, where he gets a general idea of plant life, their names, methods of culture, etc. Many successful retail store men have, however, graduated from the school of hard knocks, gaining their experience from selling flowers on the streets. Such men are traders, whose sales are strictly cash. They learn, of necessity, something which it appears is so hard for many store keepers to find out, and that is, just how much profit there is in the day's business, and how they stand at the end of the month. Many men go behind without knowing it, as they are busy all the time and doing so much business, selling at or about 100 per cent gross profit that, of course, they are making money. A great fallacy, as no man, with store rent and all the other expenses that go along with the carrying on of a business, handling such perishable stock as plants and cut flowers, can, unless he makes a complete turnover every day, come out ahead on a two for one basis. The sales price should be at least \$2.50 for every \$1.00 worth at cost of perishable stock. A great trouble with many is, that they are not able to concentrate, that is, give their undivided attention to their business.

The man who starts out for himself, having but a small capital, is, or should be, on the job all the time; he is carving out his own fortune, and he should see that every move made is a step in the right direction, always a bit forward. The first matter of importance is location. He should select a house and store together, as near the business center of a residence district as he can afford in the matter of rent. It should preferably be a small store, with a good show window, as it is much better to have a nicely arranged and well filled small shop, than

a large place that is hard to furnish and keep clean, and never appears to be well stocked. Business may be gradually worked up in a quieter location, but a hustler will get his trade much quicker in the center, where there is life and activity and throngs to be attracted by his display.

The furnishings of the store should be arranged so as to economize room and allow as much display space as possible. Shelves against the wall,

enced help. Frequently such a personally conducted concern, showing a good profit each year, will become too much for one man. Additional help is engaged; probably a move is made to a larger store, a natural growth that with the right management is beneficial. If, however, as is so often the case, the proprietor under the new order of things loses his concentrative energy, becomes interested in matters outside of his business, and begins to



THANKSGIVING BASKET OF FLOWERS AND FRUIT.

with a table or counter underneath of generous width, below which can be closets or shelves for stock or boxes, save much more space than if the counter stood in front of the shelves with a passage behind. Business can be transacted better, in fact, when all portions of the store and stock are accessible without coming from behind a counter. The flower case should be placed in the middle of the store at the rear, far enough front, however, to leave a space behind for a table for mousing or doing other work that may litter up the floor. An office desk, alongside of which may be stood the cash register, is placed on the opposite side from the counter. In front of this is a shelf in which customers will find cards, envelopes and ink. This in time can be partially enclosed with a lattice or railing to give it the dignity of an office. Several small show display tables, stout but plain, which can be moved about to fit in with different arrangements of the store, together with a couple of chairs, about complete the necessary furniture.

The benefit of having store and dwelling together is that the proprietor is always on the job, and that some member of the family can be called in emergencies, or to attend the shop while the active head is unavoidably absent. The one-man business, with its low expenses, if it is kept going vigorously, should show a good profit at the end of the year. There will be no leaks, or losses, such as often experienced from dishonest and inexperi-

enced depend on the employees to look after things during absences that he would not have thought of taking before, then a retrograde movement sets in. Business falls off, the bills pile up, and the result is disaster.

The economically managed small business intelligently handled, will provide a good living, and eventually a competence, to the man who will concentrate his energies and work up a clientele of satisfied customers, on whose trade he can depend. If his location has been well selected, he should, as soon as possible, purchase the property, which can frequently be done in such a way as to cost little more annually than rental, but which in a term of years, gives him absolute ownership. Eventually, real estate of this character, will advance so in value as to become a very material asset.

ALLENTOWN, PA.—The florists of this city and vicinity have organized the Lehigh Valley Florists' Club. John F. Horn has been elected president and Ernest Ashley, secretary-treasurer.

MANISTEE, MICH.—The annual display of chrysanthemums at the Joseph Clarkson greenhouses, always a feature looked forward to by flower lovers of this city, this year surpassed all former efforts as far as beauty and varieties were concerned. Mr. Clarkson has kept the "home fire burning" by boosting the profession despite the strenuous times, and as a result has no complaint to make regarding business.

WITH THE GROWERS

Some Philadelphia Rose Growers.

On the invitation of George and Alfred Burton to visit an important section of the rose growing industry in the vicinity of Philadelphia, Pa., including establishments at Chestnut Hill and in Bucks and Montgomery counties, November 14, a party composed of the following gladly responded: S. S. Pennock, George C. Watson, William Colflesh, John Andre of Doylestown, William Lehr and William E. McKissick of Baltimore, Md., William E. Engler, Arthur A. Niessen, John Burton and Robert Kift. Three large touring cars conveyed the party. John Burton's was driven by his chauffeur, while S. S. Pennock and John Andre handled the others like veterans. The start was made from the Burton establishment at Wyndmoor at 7 a. m., which necessitated rather early rising on the part of some of the party. The day was ideal.

The John Burton range, which is conducted by his son, George, was the first inspected. American Beauty, which is planted on shallow raised benches about a foot above the ground, was seen in splendid condition, filling house after house in this section. No one could wish for a more promising outlook, the plants having been pinched for the most part to come in just before and about the Christmas holidays. Thora, a light cream colored sport of Maryland, which originated here, has been a wonderful producer, and the same is true of a block of the latter, these two varieties being the best money getters on the place. Both were in good crop during October, that month of golden opportunity.

Alfred Burton's establishment, adjoining, is filled with American Beauty and Russell, the latter being grown here to perfection, crops to cut all of the time, both winter and summer, with full productive periods at times of greatest demand. The American Beauty stock is also in fine shape. George Burton's range on Queen street, a few blocks away, contains principally American Beauty. Altogether he has 40,000 plants, all having that splendid, healthy appearance and vigor that is the envy of all growers who see them. Ophelia and Hadley are also important items here.

Adjoining, so that it appears like one place, is the immense range of Myers & Samtman. American Beauty is also a specialty here, where for many years

it has been the leading stock. The entire soil is changed and young stock planted every year. A few beds of last year's plants had been left in, which produce a good fall crop, but they make too much brush and take too long a rest afterwards. The entire work of refilling and planting American Beauty costs about seven cents per plant. The removal of the old soil insures against insects and fungus and a fresh start is thus made with everything in good order. The stock appeared in splendid condition. Ophelia and Sunburst were quantity stocks and there was a good

percentage root. A bright yellow sport of Ophelia also looks promising. An overhead system of watering has been found a great labor saver, especially in summer, as 40,000 square feet of bench space can be well watered in one hour and a half.

John Welsh Young was next visited, and here the proprietor was found busy with the hoe. An attempt had been made to overcome the coal shortage by using wood in connection. This had proved feasible but more work was entailed. Houses that were to have been thrown cold are now, under the new fuel conditions, to be brought into bearing as soon as possible. A house of Ophelia will be ready for a heavy cut shortly.

George Campbell's establishment at Flourtown was as neat as if he had no labor difficulties. Prima Donna is well done here, paying 95 cents per plant last year. Richmond is also a standby. The stock in this large range was full of strong young growths which had been pinched the last of October for the Christmas crop, which last year was 15,000 buds from 4,500 plants. He had managed somehow to get along with half the force of last year. George Savage, at Gwynedd, makes a specialty of snapdragon. His crops this year are later than usual, but look promising. A border of parsley around all the beds, had been found a good side crop. Several long benches of bouvardia were good stock.

The mammoth houses of the Florex Gardens, at North Wales, soon hove into sight. One must see these huge ranges to realize the vast extent of ground covered. The largest is 175x750 feet, occupying nearly three acres. This entire surface is covered with ground beds of roses. The specialties are Prima Donna and September Morn, which are doing well and are in great demand. Ophelia and White Killarney are also largely grown. A bed of the new Columbia made its debut with a return of 35 cents per plant, for the month of October, which period had been the most profitable in the history of the place. A large carnation range was filled with plants that looked most promising. Snapdragon is also most in quantity. Messrs. Mayhew and Geiger are both to be congratulated on the excellent appearance of the stock done in such a large way, the roses alone numbering 135,000 plants.

After enjoying a substantial lunch at the hotel in Hatboro, the next stop was at Stephen Mortenson's, Southampton, where a house of Columbia was conspicuous for its strong and vigorous growth. It had so far paid better than

URGENT.

Plant Imports Danger.

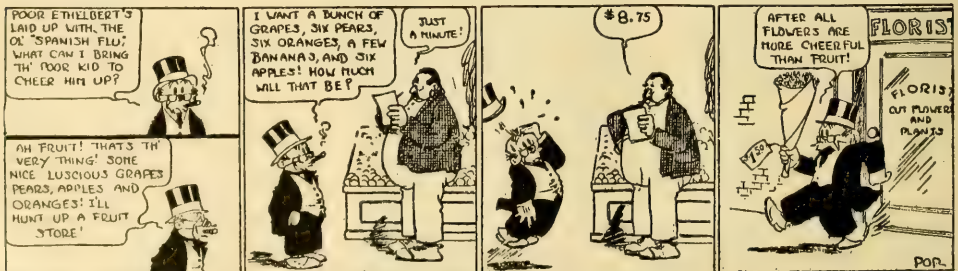
Unless the plant growers and nurserymen of the United States take prompt and vigorous action, it is likely that all imports of palms, azaleas, roses, rhododendrons, box and bay trees, etc., also general nursery stock, from Europe will be shut out under the proposed plan of the federal horticultural board unless the present programme of that body is changed.

What To Do.

Every florist, nurseryman and seedsman should at once telegraph protests to his representatives in Congress, both Senate and House of Representatives, also to Dr. C. I. Marlatt, Chairman Federal Horticultural Board, Washington, D. C.

Do It Today.

block of Hilda, their light pink sport of Maryland, which is the best paying rose on the place. It was this firm that discovered the commercial value of Maryland. Their display of a vase of blooms of great perfection at Chicago at a time when many had condemned this variety, resulted in its adoption as one of the standard and most valued forcing roses. Russell and others are propagated at this establishment with seeming ease. Certain flowering shoots are disbudded at the proper time. This growth continues and when sufficiently ripened and firm, is made into cuttings of which a large



"KEEPING UP WITH THE JONESES."

—From the Washington Star.

Secretary Albert Pochelon, of the Florists' Telegraph Delivery Thinks it Would be Great if the Florists Had More of This Kind of Advertising.



A GROUP OF PROMINENT PHILADELPHIA AND BALTIMORE FLORISTS AT PLANT OF JOS. HEACOCK CO.

The Picture Left to Right:—Geo. C. Watson, Wm. Colfesh, John Andre, Geo. Burton, Arthur A. Niessen, Alfred Burton, Wm. Engler, John Burton, Wm. Lehr, E. A. Harvey, Wm. McKissick, Hugh Elbe, S. S. Pennock.

any rose he had ever grown. Ophelia is a leader, which is splendidly done. Killarney and Killarney Brilliant are seen in large blocks and are considered good money getters.

The Jos. Heacock Co.'s range at Roelefs, was quite a run from the last stop, but well worth the ride. Five thousand Columbia, vigorous and strong, had been giving freely of their buds all fall, and look in splendid condition. The cut averages more specials than any other rose. The Killarneys, both white and pink, are still largely grown. A block of 5,000 Richmond was being groomed for the holidays. This is the home of the Hadley, for it is done better here than in most places. It is given a house to itself and is wonderful in its strength and vigor; although the crop was said to be going off, some plants were seen with six buds on long stems, all about ready to cut.

The Hillside growers were next on the list, but Adolph Farenwald was the only man visited, as it was then too dark to see anything to advantage. Owing to the scarcity of labor, Mr. Farenwald was found shoveling coal. Shawyer is largely grown here, and there is also a good block of Russell. All had wanted to have a look at Teddy Towill's Mrs. Stotesbury, and Victor Groschen's Russells, but it was not to be. After a short run, the party was seated around the hospitable board at the residence of Arthur Burton, where while enjoying a good dinner, they discussed the details of the delightful trip.

TORONTO, ONT.—C. A. Urbach, who has been in the florist business on Bloor street for 25 years, died recently.

DALLAS, TEX.—Owing to the death of Seth Miller, late president of the Green Floral Co., of this city, the property will probably be offered for sale to close the estate.

National Publicity for Flowers.

With the war practically ended, and a reduction in the demand upon the purses of the public for war charities in sight, the so-called patriotic economies which have for some time been in evidence in a majority of the homes of the nation should gradually disappear, and among them the rather general discontinuance of the use of flowers. If, as all who have followed the work of our publicity campaign and have been impressed with the beneficial results obtained through it are glad to admit, the movement of flowers has been greatly accelerated through the publicity gained in times when opposition to their use was everywhere painfully apparent, what should we expect when the people are free to enjoy the possession and use of flowers and plants without being subject to criticism for a supposed extravagance?

That our products are necessary and desirable in the home is a claim which we have vigorously supported in our magazine advertising, and it is the purpose of our committees to keep before the public continuously the suggestion that flowers and plants brighten and cheer homes which otherwise would be all too dreary and colorless. It will also be noticed that we are emphasizing the adaptability of our products for gift purposes, and as mediums for the expression of sentiment under any and all conditions. Our slogan, "Say It with Flowers," has, to use a common expression, "caught on," evidence of this coming to us almost daily. Only yesterday, we received from our Washington representative a cartoon clipped from the Washington Star, depicting a cartoon hero nonplussed at the exorbitant prices a fruit dealer demanded for a hospital gift, and his ultimate decision to use flowers instead. The newspaper mentioned was only one of a large syndicate of papers using this cartoon.

Florists who are not displaying our slogan are making a great mistake. A subscriber in Texas, ordering from our promotion bureau two additional glass signs, says: "We think they are fine and bring more business."

Who shall say that our Christmas advertisement appearing in national magazines of enormous circulation will not induce many who cannot make up their minds as to the nature of their anticipated Christmas offering to "say it with flowers?" And there is no doubt that, were it possible, many recipients of presents more or less useless or unserviceable would willingly exchange them for a handsome basket of flowers. Hardly an occasion could be suggested when flowers might be declared unsuitable for gift purposes.

But it is necessary that the public be made to look upon our products in this light, and there is only one medium for the accomplishment of this—publicity, properly conducted. The magazine advertising the committee has arranged since the beginning of the year has proved conclusively that the results we are after are sure of attainment; not only is it conceded that the funds available have been well expended, but the committee is quite satisfied that it would be to our advantage to double, or even treble our expenditures in the coming year, so great is the benefit sure to result.

It is, however, up to the trade to say whether the necessary fund will be forthcoming. We are still short about \$5,000 to complete our plans for 1918, and are relying upon those who have not yet turned in a contribution to make up this sum. Is it possible that among the 10,000 or more florists who have not subscribed, and who would not miss the small ratio to be expected of them, there is not sufficient interest in our movement to insure the speedy collection of the small sum required? The committees are waiting for an answer. If any information fur-

ther than that which has been supplied is needed, it is cheerfully available on application to the secretary.

The following additional subscriptions are recorded:

Total amount previously reported.....	\$44,708.75
Through P. T. D.:	
Walsh & Son, Maiden, Mass.....	5.00
Davis, Inc., New York, (2nd sub.).....	50.00
Allen's Gls., Hudson, N. Y. (2nd sub.).....	5.00
(A contribution from A. Langhaus, Wheeling, W. Va., recently reported, should have been credited as made through the P. T. D.)	
Through secretary's office:	
Alfred Burton, Chestnut Hill, Pa., (2nd sub.).....	\$ 50.00
Frank P. Sawyer, Clinton, Mass.....	5.00
Houaker, the Florist, Lexington, Ky.....	25.00
John A. Keller Co., Lexington, Ky.....	15.00
Keller, Florist, Lexington, Ky.....	10.00
Rugby Greenhouses, Rugby, N. D.....	5.00
E. C. Pruner, Chicago.....	5.00
Kirchhoff Bros., Chicago (1 year).....	5.50
Robt. L. Dunn, St. Catharines, Ont.....	5.00
Chas. W. Swanson, Litchfield, Minn.....	5.00

\$44,959.25

JOHN YOUNG, Sec'y.

Password as Well as Slogan.

Business everywhere during the present period, especially in the florist line, has gone beyond the expectation of us all, of course, in a great measure due to the unfortunate epidemic which necessitated everyone being worked to the limit, employer and employe alike, and everybody from the wireworker to grower sharing in the rush to fill orders which came from all directions.

During a rush like the present, we are apt to forget the condition of the future, as, for instance, where the demands for flowers have been many on account of the influenza epidemic, there would be a curtailment of flowers for personal use later on, due to the fact that the unusual expenditure by the customer will alter conditions. It is up to us to keep the ball rolling by continually advertising our slogan, "Say It With Flowers."

Many may say, "Why advertise our product, when we have a shortage of flowers, as perhaps will be the case later?" Do you realize that when you create the demand, you will also create something that will fill the bill, if not with one thing, then with another?

Have you noticed how many manufacturers have been advertising their product to the public, although the government has commandeered their entire output for the period of the war? This is done for the sole purpose of holding the good will in the eyes of the public, so that their product may not be forgotten when times become normal again.

What do you think the slogan will mean to every thinking man, woman or child, who, when in doubt as to what to send to mother, father, sister or brother? Do you realize the effect it will have? And if all who use printer's ink will make use of it, do you think of what the future has in store for you? Go the limit with the slogan, and you will merit the benefits more and more.

HENRY PENN.

Chairman National Pub. Campaign.

TORONTO, ONT.—William D. Manton, son of Thomas Manton, well-known florist of this city, has been wounded in action, but is recovering rapidly.

MINNEAPOLIS, MINN. — Miss H. B. Whitted has opened an attractive little flower shop on Spruce street, and is receiving generous support from her former patrons.

WILKES-BARRE, PA.—The chrysanthemum show being held in the city conservatories under the auspices of the Red Cross, will, it is believed, realize nearly \$1,000 for the war relief work of that organization.

Boucher's Chrysanthemum Display.

The chrysanthemum display at the store of George T. Boucher, Rochester, N. Y., November 11-16, which has come to be an annual event, proved unusually successful this year, the show being visited by thousands. Upon entering the spacious establishment a group of pompons of different sizes and colors, staged at the left, presented an attractive sight. In all there were 50 sorts, among the best being Jane Ingalls, Neola, Myers and Perfection. To the right were huge vases of Turner, Chieftain, Marigold, Davis, Chrysolora and others, while in the center of the store was an electric fountain surrounded by Farleyense and groupings of bronze pompons. A square table held centerpieces and favors for Thanksgiving day. At the rear of this were the flags of the Allies arranged together. In the rose display were choice specimens of Columbia, Francis Scott Key, Ophelia, Hadley, Hoosier Beauty, Stanley, Killarney Queen and Sunburst. The ceiling was hung with white lattice work with oak leaves and Japanese lanterns dropped at irregular intervals. The windows contained choice baskets of fruit and flowers with vases of Davis and Turner chrysanthemums. Several Grecian urns were filled with large blooms and striking pompons.

CHESTER.

San Francisco.

TRADE UNUSUALLY HEAVY FOR SEASON.

Business during the past few weeks has probably been the heaviest in the history of the trade in this city at this period of the year. The ravages of the Spanish influenza have been very heavy and the great number of deaths made a heavy demand on the florist trade in every part of the city. There is, and still is, a very fine cut of all seasonable stock. The supply of chrysanthemums is excellent and enormous quantities are disposed of at the market every day. Yellow William Turner is the finest thing being offered at present. The very fine Wells Late Pink and May Hunter are coming in also. In whites, Jennie Nonin and Turner are the leaders. White Chieftain is about over for the season. The Tuxedo anemones have made their appearance in a commercial way and are rapidly gaining popular favor. The old favorite, Major Bonaffon, is now at its best and seems to be just as popular as ever. Pompons are plentiful, but are not in much demand. Roses are now of extra fine quality. Very fine Russell, Ophelia and Shawyer are coming in and bringing good figures. They are in heavy demand, both for local trade and shipping. Cecile Brunner and Irish Elegance are rather plentiful and sell quickly. Very few American Beauties are being offered as yet, but the growers promise a ample supply shortly. Violets are now at their best and are coming in in heavy lots. Great quantities find an outlet to the street peddlers. The shipping demand for this flower is strong and steady. Gardenias are not so plentiful as heretofore, but the supply of orchids is increasing heavily every day. Cattleyas are very abundant and maintain steady prices. Yellow gladioli are being displayed prominently by many of the stores. The demand is steady for this flower. Snapdragons are beginning to arrive in limited quantities and sell quickly. No more dahlias are to be had, owing to rain and frost. The cold snap has also put all other outdoor arrivals out of the market for the season. Some excellent celosias in pots are to be seen and are very effective just now. Cyclamens are becoming more plentiful and popular. The supply of ferns and asparagus is shortening up considerably.

NOTES.

It is with feelings of deepest regret that we have to announce the death of Emile E. Ferrari, of the well known firm of Ferrari Bros., from influenza. Mr. Ferrari was one of the most prominent cut flower growers in the west. Together with his brother, Peter, he had built up one of the largest greenhouse establishments in California. He was born in Italy 50 years ago, but came here when quite young. He is survived by a widow and five children. The funeral was held November 11, and was attended by members of the trade from all over the state. The sympathy of the trade everywhere goes out to Mrs. Ferrari and family in their great loss.

Many well grown plants are being offered by the MacRorie-McLaren Co., on Powell street. Most of these come from the nursery at San Mateo. At the nursery the cyclamen plants, which Supt. McDonald has grown for this season, are the finest ever grown here, and that is saying a whole lot, as many thought last season's stock could not be improved upon. Dan MacRorie, who spends the greater part of his time at the nursery, thinks that the ornamental plant business will come into its own again this season, now that the war has ended. Business at the Powell street store is all that could be wished for.

W. H. Molliere, general manager of the various nursery departments of Geo. C. Roeding, spent several days in this city calling on the trade. He informs us that Mr. Roeding has made great improvements in the California Nursery at Niles since taking over that property last spring. Over \$50,000 has been spent in improvements. Mr. Molliere is very optimistic over the nursery trade prospects. He says the trade in fruit trees, especially, promises to be unusually heavy.

At the Lynch Nursery Company at Menlo Park, heavy shipments of chrysanthemums are being forwarded to distant points every day. Several large houses of winter flowering snapdragons are almost ready for first cutting. Small shipments will start about December 1.

Sam Matraia, of the Art Floral Co., was confined to his home by illness recently. He has now fully recovered and is once more at his post. Trade has been very brisk here, the entire force being compelled to work all night several times during the week.

Manager J. A. Axell, of the E. W. McLellan Co., reports a very heavy shipping business. Their shipments of roses to the northwest are now at their height. Large lots of chrysanthemums and violets are also being sent to eastern points every day.

The orchid houses of John Carbone, at Berkeley, are wonderful just now. Thousands of cattleyas are in bloom and many more thousands are showing bud. He is busy supplying this city and distant points every day.

Martin Poss, of San Mateo, has been a heavy buyer in the market of late, supplying his store down the peninsula. He says trade was never better, the only difficulty being in getting enough stock.

Kenneth J. Murray, of Redwood City, is sending in a fine cut of roses to this market. His plantings of colored roses are heavy this year and he expects to begin cutting in about six weeks.

Charles Kruse, of Piedmont, is bringing into this market Cecile Brunner roses of the finest quality. He has several large houses of this favorite for his winter trade.

Peter Ferrari, of Ferrari Bros., who has been dangerously ill at one of the local hospitals, is reported to be slowly recovering. We all hope to see him around soon again.

The Francis Floral Co. has been doing a very satisfactory business of late. Funeral work continues to be the chief outlet for all flowers, owing to the epidemic.

Frank Pellicano says his firm has never been so busy as during the past week. The amount of funeral work turned out here has exceeded all expectations.

Mrs. Edna Nagel, of the Art Floral Company's force, has been seriously ill with influenza for several weeks. Late reports say she is now out of danger.

Podesta & Baldocchi report a very heavy business. This firm has been making splendid displays of cactylaeas, which always attract much attention.

JAMES T. LYNCH.

Cleveland.

HIGH PRICES ESTABLISH RECORD.

The market is short in all lines and grades and the prices realized by growers and retailers are the highest in the history of the trade in this city. Retailers who have made a feature of advertising \$1.50 sprays are having a hard time of it. Everything in cut flowers and greens cleans up daily. An idea of the volume of funeral work turned out in this city during the influenza epidemic can be arrived at from the report of the board of health showing the number of deaths as 2,223.

XMAS.

Beginning November 18, a nominal charge will be made by the local wholesale cut flowers houses for delivery service. The city has been zoned, prices varying from 15 cents for downtown deliveries to 65 cents to outlying districts. The Cleveland Cut Flower Co. has disposed of its truck and has contracted for hauling and delivery at a flat rate.

Frank Ritzenthaler, of Knoble Bros., now with the army "Over There," writes that he has been appointed a sergeant. You cannot keep a good man down.

Charles F. Bastian, formerly with the Cleveland Florists' Exchange, has taken a position with the Cleveland Plant & Flower Co., High and Second streets.

C. F. B.

Providence, R. I.

GOOD DEMAND AT REASONABLE PRICES.

Business during the past week has been satisfactory, with good stock selling at sight and at prices that may be said to be reasonable. Chrysanthemums are plentiful and roses are coming in better with prices lowering every day. This being show week most of the large chrysanthemums were held back for exhibition purposes.

HORTICULTURAL SOCIETY SHOW.

Under the auspices of the Rhode Island Horticultural Society, the agricultural committee of the Chamber of Commerce and the Market Gardeners' Association, the annual flower show was held in this city, November 14-15. Former shows have been held by the horticultural society alone, and the combined exhibition this year brought out a greater display of fruits and vegetables, the exhibits of the market gardeners on this occasion proving a great success. Chrysanthemums, of course, proved the main attraction but the displays of other flowers were also very good. W. N. Craig, of Brookfield, Mass., was the judge and he said many of the displays excelled those seen in Boston last week. Among the principal prize winners were the T. J. Johnston Co., who took most of the prizes in the special classes; Frederick S. Peck, Barrington, R. I., first in the carnation class; Warwick Greenhouses, highest honors for violets, while in the chrysanthemum classes, the Maplehurst Greenhouses and the Warwick Greenhouses carried off the majority of the prizes.

H. A. T.

OBITUARY.

William King Murray.

William King Murray, who for 50 years was one of the proprietors of the Bloodgood Nurseries, Flushing, now a part of the City of New York, died at his home, 238 Amity street, Flushing, November 14, in his eightieth year. He had lived in Flushing for 72 years.

Mr. Murray was born in Manhattan, his parents removing to Flushing when he was seven years old. He was educated in the Flushing Institute, and after his graduation, secured employment as a clerk in a Manhattan business house, but remained there but a short time. His uncle, the late Joseph H. King, was conducting the Bloodgood Nurseries on a tract of land adjoining the Murray home on Broadway, Flushing, and took him into the business. He became a partner with his uncle, and the nurseries were conducted under the firm name of King & Murray. Mr. Murray retired from business about 15 years ago. He had been active in civic affairs. During the village days of Flushing, he was for several years a member of the board of trustees, and had also served terms on the boards of education and health. He was one of the founders of the Long Island Savings and Investment Association, and for a time served as its secretary. In religion, he was a Quaker, and for 30 years was superintendent of the Colored Mission Sunday school, on Lincoln street, Flushing. In politics, he was a zealous republican, and had always taken an active interest in the success of his party. Fifty years ago, he married Miss Annie C. Mitchell, who died nine years ago. He is survived by one sister, Miss Mary King Murray, of Flushing; two daughters, Mrs. Edith Mitchell Bradner, wife of Rev. Dr. Lester Bradner of Summit, N. J., and Dr. May Murray Lowden of Flushing, and three sons, Harris King Murray, Charles L. Murray and Ernest M. Murray, all of Flushing. Funeral services were held at his late home, November 15, and were conducted by his son-in-law, Rev. Dr. Bradner.

A. F. F.

Benjamin Connell.

Benjamin Connell was a well known figure in the florist and nursery business of the eastern United States. An acquaintance of over 50 years among his associates left with them an impression of one who gave close attention to business, who possessed a rare knowledge regarding both supply and demand, coupled with an ability to use that knowledge for the building of a very considerable business, chiefly as a dealer. His strict integrity and faithful attention to his duty as he saw it in family, civic and business life, is a credible record sealed by his death, November 9, 1918.

The deceased was born in Ireland, December 7, 1845, and emigrated to this country when a mere boy of 13, and with his parents and other brother and sister, located at Jennersville, Pa., they having preceded him by a year. When quite young, he took a position with the Dinege & Conard Co., and learned the florist business, with which concern he was identified for 30 years. He then established himself in business which he conducted in West Grove, Pa., up to 10 years ago, when he moved to Merchantville, N. J., where he again married. He is survived by his wife, Elizabeth F., and by five sons and one daughter by the first union, and a young daughter by second marriage. He was well thought of and respected in the community in which he lived as well as his former Chester county

home. He was ill only eight days, the cause of death being influenza-pneumonia.

CONARD & JONES CO.

James Young.

James Young, one of the oldest florists of St. Louis, Mo., passed away in that city November 12, age 69 years. The deceased was born in England and with his father and mother emigrated to Canada in the early fifties. Shortly after they located in St. Louis, the family also embracing two other sons, William and Harry. Shortly after the firm of C. Young & Sons Co. was founded, which has always held its place as one of the leading florist concerns in that community. James Young is survived by two sons, Charles C. and William J. who have been associated in the business, also two sisters, Mrs. William Ellison and Mrs. Dr. Helwig.

The funeral was held November 16 from St. Roch's Catholic church, where solemn requiem mass was celebrated.

The pall bearers were Charles A. Kuehn, Henry C. Berning, J. J. Beneké, J. Houlihan, Dr. Helwig and Matthew Courtney. The home was filled with floral tributes testifying to the high esteem in which the deceased was held by a host of friends. Among the handsome designs was one from the St. Louis Florists Club. William J. Young, who is with the Marine Corps at Paris Island, came home to attend his father's funeral.

J. J. W.

Mrs. Ann Frances Milliot.

Mrs. Ann Frances Milliot, for the past 62 years a resident of Yonkers, N. Y., and for over 50 years actively engaged in the florist business, died at her home in that city, November 14, age 74 years. She was born in France, but came to Yonkers with her parents in 1856. Her father, August Lacharme, was a florist, and she may be said to have been reared to the business. In 1862, she was married to Pierre Milliot, also a florist, and the business has continued until the present, though Mr. Milliot died 17 years ago. In later years, Mrs. Milliot had been assisted by her sons and daughters. They have many greenhouses, and the retail store is the oldest in Yonkers. Mrs. Milliot possessed the characteristic energy and industry of the French people. She is survived by four sons, George, Leon, Louis and William, and by four daughters, Mrs. Johnston and the Misses Mary, Fanny and Margaret Milliot, also nine grandchildren. Her funeral was held at St. Bartholomew's Roman Catholic church on the morning of November 16.

A. F. F.

Mrs. J. B. Boland.

Mrs. J. B. Boland, well-known in the florist trade, and especially on the Pacific coast, having conducted the business of her late husband, J. B. Boland, at 60 Kearney street, San Francisco, Calif., since his death, passed away at her home, October 27. The establishment, one of the most attractive and popular in the Golden Gate City, was conducted under her supervision with a marked degree of success. Mrs. Boland was a woman of unusual refinement and charm, and her passing is a matter of sincere sorrow to a host of loyal friends. The business is being continued under the capable management of Charles Shellgrain.

WORCESTER, MASS.—Walter Currier has installed an oil heating system, which will be tried out this winter as an experiment.

SAYVILLE, N. Y.—Joseph A. Becvar, well-known as a private gardener, and for the past three years in the florist business, died at his home here, October 24, age 33 years.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.
From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

"In God's name, cheerly on, courageous friends,
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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SPRAYS of holly have been placed in the Christmas packages for the troops overseas and the practice is worthy of encouragement.

LILY growers all over the country appear to have made big money on their cut blooms of *L. giganteum*, during the recent shortage.

ACCORDING to the New York American, railway freight rates may be again advanced, results showing the 25 per cent increase to have proved insufficient for many lines.

THANKSGIVING.

Advertisers and correspondents will please note that on account of Thanksgiving THE AMERICAN FLORIST will go to press one day earlier next week, and we trust they will mail their copy as early as possible.

Ladies' Society of American Florists.

In the deaths of Mrs. George A. Kuhl and Mrs. Anders Rasmussen, the Ladies' Society of American Florists has lost two of its most valued members. They were of the first to join and by their pleasing personality helped to make the society a success. Many a kind and loving word has the writer had from both at a time when it was most needed and I shall always miss them from our meetings in the future.

MRS. CHARLES H. MAYNARD,
Marion, O.

S. A. Anderson, County Treasurer.

N. A. Anderson, prominent Buffalo, N. Y. florist, is receiving the congratulations of his many friends, both in and out of the trade, on his election as treasurer of Erie county. Mr. Anderson won easily with 40,729 votes against 32,364 given his opponent. The treasurer-elect is one of the city's most public spirited citizens, has been a leader in many movements of a civic nature, and his successful business career will be reflected in the responsibilities of the public office entrusted to him by his fellow-citizens.

Chrysanthemum Society of America.

REPORTS OF EXAMINING COMMITTEES.

Chicago, November 9.—Celebration, yellow incurved, scored 91 points commercial, exhibited by E. G. Hill Co., Richmond, Ind. Buena, bronze pompon, scored 92 points; Silver Ball, white incurved, scored 85 points commercial; Titanic, white incurved, scored 89 points commercial; White Gem, white pompon, scored 96 points; exhibited by Elmer D. Smith & Co., Adrian, Mich. Cincinnati, O., November 9.—Buena, bronze pompon, scored 89 points and White Gem, white pompon, scored 90 points; exhibited by Elmer D. Smith & Co., Adrian, Mich.

NEW CHRYSANTHEMUM REGISTERED.

November 11.—Victory, white Japanese incurved, by Elmer D. Smith & Co., Adrian, Mich.

CHAS. W. JOHNSON, Sec'y.

Thanksgiving.

Now that the war is over, the trade has much to be thankful for. First that matters were no worse. Many dire predictions were made and appalling situations pictured, that happily were never realized. Aside from the loss of loved ones, heroes, who laid down their lives for their country, all honor to them, the craft has not suffered materially. Those who met the situation bravely with stout hearts and made the most of the opportunities, keeping their organizations as near intact as possible, are now in a position to reap their reward. The situation of the past three years, and the difficulties that have been met and overcome, proves that the craft is equal to almost any emergency, which knowledge is surely cause for general thanksgiving.

War Activities Duration.

Senator Martin has tabulated the duration and conclusion of chief emergency activities of the government as follows:

Control of railroads, 21 months.
Control of telegraph and telephone lines, during the war.
Food and fuel control, end of war.
Espionage act, end of the war.
War trade board and export control, end of the war.

War finance corporation, six months after the war, with further time for liquidating.

Capital issues committee, six months after the war.

Re-organization of government bureaus under the Overman law, six months after the war.

Alien property custodian, end of the war, with extension of time for certain duties.

Government operation of ships, five years after the war.

Aircraft board, six months after the war.

Agricultural stimulation, end of present emergency.

Housing construction, end of war; except for shipbuilders.

Labor employment, during present emergency.

Minerals stimulation, as soon as possible after proclamation of peace.

Greenhouse Insurance in Ohio.

Announcement has been made of the incorporation of the Florists and Gardeners' Insurance Association, with headquarters at Toledo, O., termed a "voluntary, co-operative assessment association" organized for granting insurance to members against loss by fire, tornado, windstorm or hail, the rates charged being based on the nature of the risk. The operations of the association will be confined to the state of Ohio.

The incorporators are as follows: Herman Kehl, of Kehl Bros., Canton; Krueger Bros., Toledo; Edward Hecklinger of Hecklinger Bros., Toledo; Fred Hirtzel, of Hirtzel Bros., Toledo; W. Fitkin, of Fitkin Bros., Toledo; Lewis F. and Herman Miller, of Miller Bros., Toledo; O. F. and A. M. Vischer, of Vischer Bros., Toledo; George M. Seltzer, Toledo, and A. G. Britsch, of Wales Road Gardens, Toledo, Lewis F. Miller, Toledo, is president, and Fred T. Johnson, of the same city, is secretary, the board of directors being composed of O. F. Vischer, Toledo; R. A. Dunbar, Ashtabula; Herman Kehl, Canton; Peter Fornof, Columbus, and Louis F. Murphy, Cincinnati.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.]

Baltimore, Md., November 25.—Gardeners' and Florists' Club of Baltimore, Exchange hall, St. Paul and Franklin streets, Robert T. Patterson, secretary, 334 East Preston street, Baltimore.

Newport, R. I., November 26, 8 p. m.—Newport Horticultural Society, Music hall, Thames street, Fred P. Webster, secretary, Narragansett, R. I.

Dobbs Ferry, N. Y., November 30, 8 p. m.—Dobbs Ferry Horticultural Society, Odd Fellows' hall, Henry Kastberg, secretary, Dobbs Ferry.

Hartford, Conn., November 29, 8 p. m.—Connecticut Horticultural Society, County building, Alfred Dixon, secretary, Wethersfield, Conn.

Pittsburgh, Pa., November 26, Noon.—Retail Florists' Association of Pittsburgh District, lunch at Seventh Avenue hotel, Orville Crissman, secretary, Diamond Bank building, Pittsburgh.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

November 19-22, Chicago—Illinois First Great Apple Show, A. M. Augustine, Normal, Ill., executive secretary.

December 10-13, Des Moines, Ia.—Mid-West Horticultural Exhibition, J. S. Wilson, Des Moines, chairman of committee on flowers; Francis Sestier, Des Moines, vegetables.

Important to Subscribers.

The dates on the yellow address label on your copy of THE AMERICAN FLORIST will show when your subscription expires. Please renew subscription promptly on expiration, to make certain of receiving your copy of each issue.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.
 Where answers are to be mailed from this office
 enclose 10 cents extra to cover postage, etc.

Situation Wanted—By first-class gardener; married, one child; will consider commercial place; prefer small private place where house or quarters are furnished; best references. Address

Key 943, care American Florist.

HELP WANTED.

Experienced man and designer, practical and of good habits; good wages to right man.

F. H. RIEGELMEIER,
 1830 Carson St., S. S., Pittsburgh, Pa.

HELP WANTED

Man experienced as seedsman to take charge of a wholesale seed warehouse, and also to do some selling, for an old established firm of seed growers and wholesale merchants. In applying, state age, whether married or single, describe experience in detail and salary expected. Address

Key 941, care American Florist.

SITUATION WANTED

Manager of five years' experience specialty of bumper crop productions of carnations, tomatoes, etc. Will make your greenhouses pay.

RAYMOND BLAKEMORE
 28 Springhurst Ave., TORONTO, CANADA

STOREMAN

All man willing to do general work in retail store. Must come well recommended.

W. W. ADAMS
 1169 N. State Street, CHICAGO

For Sale

Splendid Greenhouse Site

Seven acres, south slope, R. R. on north end. Electric power can be had. South end soil extra good for outside planting. Price \$500 per acre.

J. D. Vandercook, Owner, Lombard, Ill.

FOR SALE.

Owing to death of proprietor, a good paying store on the south side of Chicago will be sold at a bargain on easy terms to responsible party. Chance of a lifetime for man or woman to get an established paying business at such attractive terms. Investigate now.

Key 942, care American Florist.

FOR SALE.

Florist Delivery Car. Panel top. Good as new. Ford. Car is now in Chicago. Write quick.

Key 936, care American Florist.

Help Wanted

A good honest working store man at once. Steady position. State salary and reference. Will wire acceptance. Must know the flower business.

Matthews The Florist
 Dayton, Ohio

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches.

FOR CUT FLOWERS: In two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.
 440 S. Dearborn St., CHICAGO

HELP WANTED

Several good foremen for places near Chicago. State full particulars in first letter. Address

Key 938, care American Florist.

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

Boxwood Sprays

A few pounds of our Sprays will make a good-sized wreath.

Good merchantable fancy tips boxwood, clean **Virginia Sprays**; no heavy wood. We want your order this fall. **Satisfaction guaranteed.**

YES—WE SHIP EVERYWHERE IN U. S. A.

We offer both varieties—**Box-Bush** (dwarf) or **Box-Tree**. Your choice at same price.

WIRE	No. 18	19	20	21	22	23	24	26
Per 12-lb. stone.....	\$1.20	\$1.30	\$1.35	\$1.40	\$1.45	\$1.50	\$1.55	\$1.65
Per 12-lb. box.....	2.00	2.10	2.20	2.30	2.40	2.50	2.60	3.00

MAIL YOUR ORDER TODAY

We receive Daily Shipments direct from the Southern Plantations.

SERVICE:—Selling a customer is not so difficult, nor so important, as satisfying him. Disposing of goods and getting the money does not always end a transaction. Service is the deciding factor and time determines the quality of service. That is why it is safe and real economy to do business with an institution that handles only what is actually good. Then there is no disappointment and service is assured.

LET US SERVE YOU

The most completely equipped Florists' Supply and Cut Flower Establishment in America.

NOTICE

Boxwood if placed in water improves with age.

Let us supply you before express congestions occur. :: ::

Pittsburgh Cut Flower Company

116-118 Seventh Street,

(Established 20 Years)

PITTSBURGH, PA.

St. Louis.

STEADIER MARKET HOLDS PRICES FIRM.

The market the past week was steady and prices held to an even keel. While stock in general is in good supply, the prices have been good and the demand equally satisfactory. The bulk of the stock is chrysanthemums, large, small and the pompons and daisy varieties. There has been a noticeable shortage of white in the larger flowered varieties. Carnations continue to improve, but the supply is not enough to bring the price below \$6 per hundred, except on the poor grades. Sweet peas are in small supply, but have not as yet become a factor, because of the lack of corsage work. Violets are scarce and command high prices. Calendulas are about the only flower which suffers from lack of demand, but with pompons on the market, there is little call for them. Snapdragons have been short of the demand. Roses have been in fair supply, but the call has been greater than the cut. Good quality roses command big prices. In greens, the market is well supplied.

NOTES.

The joint publicity bureau has mapped out a good programme for the season and expects to accomplish great things. It is to be hoped that the few florists who have not availed themselves of the opportunity to subscribe, do so at once and get in with the workers. Desert from that big army of "leaners" and join the greater army of "workers."

The past week saw a little increase in social work, and it is the general opinion that business along these lines should pick up from now on. We look for a rattling good Thanksgiving business. Stock is not going to be any too plentiful, as many of the growers are practically out of chrysanthemums.



Bouquet Green in Bulk in Stock.

Green Wreathing, Boxwood, Laurel, Mistletoe, Magnolia Leaves, Japanese Roping, Cycas Leaves, Winter Berries, Immortelles, Ruscus and like Supplies.

CHICAGO **Vaughan's Seed Store,** NEW YORK

Joseph Hill, of Richmond, Ind., spent a day in this city last week exhibiting the new rose, Premier, and selling some of the stock. He took a number of orders from growers in this city and vicinity.

It is the hope expressed by a number of florists that we take an active

part in the coming peace demonstration parade, which undoubtedly will be staged shortly after Thanksgiving day.

The regular monthly meeting of the florists' club had to be postponed from last week to this on account of the "Flu." It is to be held at the Missouri Botanical Garden. J. J. W.

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

Cut Flowers, Plants and Florists' Supplies

Everything in Seasonable Cut Flowers and Greens.

PLANTS WE ARE NOW OFFERING:

SINGLE PLANTS.

Kentia Forsteriana, 2 1/4-in. pot, \$12 per 100.
Kentia Belmoreana, 2 1/4-in. pot, \$12 per 100.
Kentia Belmoreana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 4-in. pot, \$6 per doz.
Kentia Belmoreana, 4-in. pot, \$6 per doz.
Kentia Forsteriana, 5-in. pot, \$12 per doz.
Kentia Belmoreana, 5-in. pot, \$12 per doz.
Kentia Forsteriana, 6-in. pot, \$2 each.

Kentia Forsteriana, made up, 5-in. pot, \$1 to \$1.25 each.
Livistona Rotundifolia, 4-in., \$6 per doz.
Livistona Rotundifolia, 5-in., \$9 per doz.
Livistona Rotundifolia, 6-in., \$1.25 each.
Phoenix Roebelenii, 5-in. pot, \$1 each.
Pandanus Veitchii, 4-in. 50c each.
Pandanus Veitchii, 5-inch, 75c to \$1.00 each.
Pandanus Veitchii, 6-inch, \$1.50 each.
Pandanus Veitchii, 7-inch, \$2.00 each.

Begonia Chatelaine, 3-in., \$10.00 per 100.
Dracaena Massangeana, 4-in. pot, \$50 per 100.
Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.
Crotons, 4-in., \$4.90 per doz.
Crotons, 5-in., \$9 per doz.
Crotons, 6-in., \$1 to \$1.50 each.
Baby Primula Malacoides, 3-in., \$10 per 100.
Baby Primula Malacoides, 4-in., \$15 per 100.
Baby Primula Malacoides, 5-in., \$25 per 100.
Baby Primula Malacoides, 6-in., \$50 per 100.
Rubber Plants, 5-in., 75c each.

MAKE UP YOUR XMAS STOCK NOW

We have stocked a supply of plain and decorated Wreaths of Magnolia, Lycopodium and a combination of Grasses and Waxed Flowers. The most satisfactory method of buying these, we suggest a sample dozen or so. We have also an assortment of Flowers, Gypsophila, Grasses and Lycopodium for decorating the plain Magnolia Wreaths as per illustration. The assortment enough for 50 wreaths is \$10.00.

We will certainly please the most critical florist with our line of Baskets. We handle the lines of many well known manufacturers as well as our own. Try a \$10.00 to \$25.00 assortment and be convinced.



No. 52.

Magnolia Leaves, Cycas Leaves,
Wheat Sheaves, Ruscus,
Oak Sprays (Long or Short.)

Crepe Paper

All Colors.....\$40.00 per 100 Rolls

Let us estimate on your Fall Orders.

LYCOPODIUM WREATHS

Made of prepared Lycopodium.

Will keep indefinitely.

18 inch.....	each,	\$1.50
21 inch.....	each,	1.75
24 inch.....	each,	2.50
27 inch.....	each,	3.00

	Per 100		Per 100
12 inch.....	\$20.00	18 inch.....	\$35.00
14 inch.....	22.00	21 inch.....	45.00
16 inch.....	25.00	24 inch.....	60.00

Big Crop of Roses FOR THANKSGIVING

Best Leading Varieties. We Are Now Cutting a Large Quantity.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Hoosier Beauty, Ophelia, White Killarney and Sunburst.

Our 'Mums are all cut. Order Pompons instead, 50c to 75c per bunch.

CURRENT PRICE LIST

AMERICAN BEAUTY—	Per doz.
According to length of stem.....	\$1.50 to \$7.50
RUSSELL and COLUMBIA—Best in this market.	Per doz.
Good, extra long	\$5.00
Good, length	2.50
Good, medium	\$1.50 to 2.00
Good, short75 to 1.00
HOOSIER BEAUTY, OPHELIA, SUNBURST, WHITE KILLARNEY—SHAWYER	
Long stems	\$10.00 to \$12.00
Good, medium	7.00 to 8.00
Good short	5.00 to 6.00

ROSES, Our Selection	Per 100
LILY OF THE VALLEY, per 100.....	\$5.00 to \$6.00
POMPONS, per bunch.....	.50 to .75

GREENS.

ASPARAGUS & SPRENGER, per 100.....	\$2.00 to \$3.00
Asparagus Sprays in large lots at very low prices.	
GALAX, green and bronze, per 1,000.....	2.00
NEW FANCY FERNS, per 1,000.....	4.00
ALL OTHER SEASONABLE STOCK AT MARKET PRICES	

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

BRISK OUT-OF-TOWN DEMAND.

Business has been good the past week especially in the shipping line, which is holding up remarkably well and reminds one of the holiday periods when he sees the boxes stacked up on the sidewalks previous to be taken to the depots. The city trade was rather quiet owing to the unfavorable weather and probably to some extent to the fact that nearly everyone is busy campaigning for the war fund drive. There has been plenty of stock to go around and while at times there was a surplus it was nothing to speak of. Prices in some instances the past week were rather low, especially in regard to American Beauty roses, which sold cheaper than at any other time this season. Carnations continue to command high prices and the same holds true for chrysanthemums and pompons, which have been unusually good property all season. The outlook for Thanksgiving is very bright as far as the demand is concerned, but there promises to be a general shortage of stock if the weather is at all favorable. Chrysanthemums will not be anywhere near as plentiful as last season owing to the fact that several of the growers are now cutting the last of their crops and will have none whatever to offer. Pompons will be in fairly good supply, but, no doubt, will clean up early. It is predicted by many of the dealers that carnations will be in short supply and will bring higher prices than those quoted in most of the Thanksgiving lists. Roses will be quite plentiful, but not in any over-supply, and from present indications will be scarce before the rush is over. Violets should sell well now that the war is over, and the same holds true for orchids, lily of the valley, gardenias, sweet peas and the miniature roses, Ce-

cile Brunner, George Elgar, Baby Doll and Nesbit. Daisies, calendulas, gypsophila, Paper White narcissus, stevia, snapdragons, lilies, callas, mignonette and other miscellaneous stock will be included in the offerings, but not in such great quantities that they should not clean up early. According to many reports chrysanthemum pot plants and other blooming stock will be scarce compared to former years, which should help the demand for cut flowers. Green goods will easily bring the advertised prices and probably advance in some items, judging from the present sales. Everyone will do well to place their orders early so as to avoid disappointment, for it appears as if prices will advance over the advertised quotations and nothing will be gained by the buyer in holding off until the last minute. Play safe—order early.

NOTES.

The National War Work campaign conducted by the Young Men's Christian Association, the Young Women's Christian Association, the National Catholic War Council, the Jewish Relief Board, the War Camp Community Service, the American Library Association, and the Salvation Army, to carry on the great work of supplying our fighting forces with entertainment, recreation, reading rooms, etc.—in fact, "a bit of home within the camp," and much appreciated comforts on the firing line, closed this week. Allie Zech, chairman of the florists' division, worked like a beaver to realize the trade's quota of \$12,500. Some of his committee worked equally as hard but the trade as a whole fell down almost completely. Mr. Zech did remarkably well considering that he took the job at the last minute when nobody else would have it, and surprised even the head of division 19, who knew what he was up against.

PERCY JONES
INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street
CHICAGO

FLORIST SUPPLIES

Ferns, Leucothoe, Etc.

Van's 100% Service

Means earnest, sincere, untiring effort devoted to your interests—service such as you have only believed possible to obtain from a member of your own firm—intelligently rendered by one who makes a thorough study of your wants.

Al. Barber, of the Park Flower Shop, Cleveland, O., was here this week buying stock for his Thanksgiving trade. He reports business as exceptionally good the past season and is looking forward to a brisk Thanksgiving and Christmas trade.



The Stock In All Of Our Greenhouses Is As Usual In Excellent Condition Again This Season

HEAVY SUPPLY

ROSES FOR THANKSGIVING

SUPREME QUALITY

RUSSELL, RICHMOND, MILADY, OPHELIA, MY MARYLAND, KILLARNEY, WHITE KILLARNEY, BRILLIANT, SUNBURST and CHAMP WEILAND.

CARNATIONS

Heavy supply of choice stock in all the best new and standard varieties. Our Quality Carnations are recognized as the best in the Chicago market.

'MUMS--POMPONS

Largest quantity of both that we have ever had for Thanksgiving.

Place your order with us and obtain the best for the least money.

Fancy Sweet Peas, Lilies, Lily of the Valley and Complete Line of Greens.

We Close at 5 P. M. Week Days.

Buy Direct From the Grower.

THANKSGIVING PRICE LIST

Subject to Change Without Notice.

		Per 100
MRS. CHAS. RUSSELL		
Specials		\$20.00 to \$25.00
Select		15.00
Medium		10.00 to 12.00
Short		6.00 to 8.00
RICHMOND		
Select		\$10.00 to \$12.00
Medium		6.00 to 8.00
Short		4.00 to 5.00
MILADY		
Select		\$10.00 to \$12.00
Medium		6.00 to 8.00
Short		4.00 to 5.00
Killarney		
White Killarney..		
Killarney Brilliant	Select	Per 100 \$10.00
My Maryland.....	Medium	\$6.00 to 8.00
Camp Weiland....	Short	4.00 to 5.00
Sunburst		
Select		\$10.00
Medium		\$6.00 to 8.00
Short		4.00 to 5.00
Ophelia		

		Per 100
ROSES, OUR SELECTION		\$ 5.00
Carnations		6.00
Harrisii		15.00
Chrysanthemums, per dozen.....	3.00 to 5.00	
Pompons, per bunch.....	.35 to .75	
Sweet Peas75 to 1.50	
Valley	6.00	
Adiantum	1.00 to 1.50	
Asparagus, per bunch.....	50c to 75c	
Boxwood	per bunch, 35c	
Ferns	per 1,000, \$5.00	
Galax, bronze and green, per 1,000	1.50	
Leucothoe Sprays		1.00
Smilax	per doz. strings, \$3.00	

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

Chrysanthemums

Largest Crops in the West and Just Right

For Thanksgiving

Also a Large Supply of Choice Pompons, Roses and Carnations

We can fill your order better than any other house in this market and stand ready to prove it. Order here.

Thanksgiving Price List--

Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Extra Fancy	\$15.00
Fancy	\$8.00 to 12.00
Good	5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.	
White—KILLARNEY—Pink.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00

MINIATURE ROSES.	
Baby Doll	\$2.00 to \$3.00
Elger	2.00 to 3.00
ROSES, OUR SELECTION	4.00
CARNATIONS.	\$5.00

MISCELLANEOUS.	Per 100
Chrysanthemums, per dozen.	\$2.00 to \$4.00
Pompons, per bunch.....	.75 to 1.00
Valley	6.00 to 8.00
Lilies	15.00
Ferns, per 1,000.....	8.00
Smilax, per doz. strings.....	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000..	1.50
Asparagus Sprenger!, bunch.....	.50
Asparagus Plumosus, bunch.....	.50
Boxwood, per lb.....	.35
Other Green Goods Market Rates.	

WIETOR BROS.

30 East Randolph St.,

L. D. Phone
Randolph 2081

CHICAGO

A break in the soft coal market in this city is expected to be one of the first effects of peace on commodity prices. Already the wholesale price of Springfield and Belleville coal, a low grade product, is 15 to 25 cents a ton lower than the government maximum, which has been maintained on all grades since it was established.

Wietor Bros. are cutting a heavy supply of chrysanthemums and pompons of which they will have plenty to supply all of their customers with for Thanksgiving. Their new pompon, Liberty Loan, is selling like wild fire and is attracting the attention of many of the growers in this vicinity.

W. C. Florentine is now manager of the grower's department at the A. L. Randall Co.'s store, a position that was formerly held by Rudolph J. Mohr, who resigned last week to go into business for himself. Mr. Mohr will have an important announcement to make in the near future.

Guy French and family are back from Three Forks, Mont., where he was manager of a wheat ranch the past summer. The trip to and from Three Forks was made by auto and included a tour of Yellowstone Park.

J. A. Budlong is on deck with a good crop of roses for Thanksgiving in all the leading varieties. This firm's list of roses probably includes the largest number of varieties handled by any one house in this market.

The American Bulb Co. reports business as good and is working overtime to catch up with its orders.

Morris Grossberg, of the Grossberg-Tyler-Finnermann Co., has been on the sick list for several days.

Peter Pearson is again on deck after being on the sick list for over a week.

Mrs. A. Lange is in Omaha, Neb., visiting relatives there.

YOUR



PROTECTION

Wholesale Dealers

--in--

Cut Flowers

for

37 Years.

WHO make the biggest profits? The retail florists with only a store, or the retail florists who grow stock for their own use?

IF you are a grower-retailer on one of the main lines out of Chicago, then cut flowers can be delivered to you cheaper and just as fresh as if they had been cut in your own greenhouses.

A REGULAR SUPPLY of cut flowers obtained from us and carried in stock equal to your demands, costs less than the expense and trouble of maintaining your own greenhouse establishment.

GET YOUR SUPPLY as you want it from—

Kennicott Bros. Co.

Wholesale Dealers in Cut Flowers
CHICAGO

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631

CHICAGO

ORDER YOUR Thanksgiving Flowers From Us

From present indications our supply will be equal to the demand, but it is advisable to order early. Select what you want from the list below. You can safely leave the question of price to us—We always treat our customers right.

Russell	Milady	Killarney	Killarney Brilliant	White Killarney
Ophelia	Ward	Richmond	Sunburst	Chrysanthemums
Lilies	Orchids	Valley	Carnations	Pompons
Double and Single Violets			Calendulas	Plumosus
Sprengeri		Daisies	Stevia	Smilax
Mexican Ivy		Ferns	Boxwood	Galax

If It's in The Chicago Market—We Have It.



THANKSGIVING PRICE LIST

ROSES	
American Beauty—	Per doz.
Extra long stems.....	\$6.00
Stems 30 to 36 inches.....	5.00
Stems 24 inches.....	4.00
Stems 18 inches.....	3.00
Stems 12 inches.....	2.00
Ophelia, Sunburst, Killarney, White Killarney, Killarney Brilliant and Richmond.	Per 100
Long	\$10.00 to \$12.00
Medium	6.00 to 8.00
Short	5.00

MRS. CHAS. RUSSELL—		Per 100
Good	\$ 8.00	\$10.00 \$12.00
Extra Fancy	15.00	20.00 25.00
Specials billed accordingly.		
CARNATIONS, choice		5.00
Special fancy	\$6.00 to	8.00

CHRYSANTEMUMS	
Select	\$4.00 to \$5.00 per doz.
Medium	2.00 to 3.00 per doz.
Short	1.00 to 1.50 per doz.
Pompons, per bunch.....	35c, 50c

MISCELLANEOUS		Per 100
Calendulas	2.00 to	3.00
Daisies	\$ 1.00 to	\$ 2.00
Lilies		15.00
Orchids	\$12.00 per doz.	
Snapdragons	50c to 75c per bunch	
Stevia	35c to 50c per bunch	
Sweet Peas	1.00 to	1.50
Valley		6.00
Violets, double75 to	1.00
Asparagus, per bunch.....	35c to 50c each	
Boxwood, 55c per bunch; 100 lb. lots, 30c		
Ferns	\$5.00 per 1000	
Galax	\$1.50 per 1,000	
Leucothoe, \$1.00 per 100; \$7.50 per 1,000		
Mexican Ivy60
Sprengeri, per bunch.....	25c to 35c each	

A. T. PYFER & CO.

—WHOLESALE FLORISTS—

164 N. Wabash Ave.,

LONG DISTANCE TELEPHONE,
CENTRAL 3373

CHICAGO

F. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave., Chicago

Our Thanksgiving Supply This Year Will Be The Largest,
 Finest and Most Complete Ever. Remember, You Will Make
 No Mistake If You Place Your Thanksgiving Orders With Us.

THANKSGIVING PRICE LIST

In Effect
 November 23

AMERICAN BEAUTIES. Per doz.		ROSES—Continued Per 100		CARNATIONS. Per 100	
Extra long stems.....	\$5.00 to \$6.00	Opbella, special.....	\$10.00 to \$12.00	Fancy.....	\$4.00 to \$6.00
Stems 48 inches.....	4.00	" select.....	8.00	ORCHIDS. Per doz.	
Stems 30 to 36 inches.....	3.00	" medium.....	\$5.00 to 6.00	Cattleyas.....	\$12.00
Stems 24 inches.....	2.50	" short.....	4.00	EASTER LILIES. Per 100	
Stems 18 to 20 inches.....	2.00	White Killarney, special.....	\$10.00 to \$12.00	Select.....	\$15.00
Stems 12 inches.....	1.50	" select.....	8.00	MISCELLANEOUS. Per 100	
Short stems.....	1.00, 6.00	" medium.....	\$5.00 to 6.00	Chrysanthemums, per doz.....	\$2.00 to \$5.00
MRS. CHAS. RUSSELL. Per 100		" short.....	4.00	Pompons, per bunch.....	.35 to .75
Special.....	\$25.00	Killarney, special.....	\$10.00 to \$12.00	Gypsophila, per bunch.....	.75 to 1.00
Select.....	\$15.00 to 20.00	" select.....	8.00	Valley.....	6.00
Medium.....	8.00 to 12.00	" medium.....	\$5 to 6.00	Violets.....	.50 to .75
Short.....	6.00	" short.....	4.00	Daisies.....	1.00 to 2.00
ROSES.		Mrs. Ward, special.....	\$10.00 to \$12.00	Calendulas.....	2.00 to 4.00
Richmond, special.....	\$10.00 to \$12.00	" select.....	8.00	Sweet Peas.....	1.00 to 1.50
" select.....	8.00	" medium.....	\$5.00 to 6.00	DECORATIVE.	
" medium.....	\$5.00 to 6.00	" short.....	4.00	Plumous strings.....	\$0.50 to \$0.75
" short.....	4.00	Sunburst, special.....	\$10.00 to \$12.00	Plumous.....	.35 to .50
Milady, special.....	\$10.00 to \$20.00	" select.....	8.00	Sprengeri.....	.35 to .50
" select.....	8.00	" medium.....	\$5.00 to 6.00	Adiantum, fancy long, per 100	1.00
" medium.....	\$5.00 to 6.00	" short.....	4.00	Smilax.....	per doz. 2.50
" short.....	4.00	Cecile Brunner.....	2.00 to 4.00	Ferns.....	per 1,000 5.00
Killarney, Brilliant, special.....	\$10.00 to \$12.00	Elgar.....	2.00 to 4.00	Galax.....	per 1,000 1.50
" select.....	8.00	Baby Doll.....	2.00 to 4.00	Mexican Ivy.....	per 1,000 5.00
" medium.....	\$5.00 to 6.00	ROSES, OUR SELECTION. 5.00		Leucothoe sprays.....	\$1.00
" short.....	4.00	Extra special roses billed accordingly.		Boxwood.....	per bunch .35 to .50

H. C. Rowe had the family order for the Lehmann funeral which amounted to several thousand dollars and called for a large quantity of American Beauty roses, orchids, lily of the valley, and other miscellaneous seasonable stock. Mrs. Lehman was sole proprietor of the Fair and was one of the best flower buyers in this city, being one of Mr. Rowe's customers for the past seventeen years.

The Excell Laboratories, manufacturers of horticultural specialties, with headquarters at 115-117 East South Water street, are doing a good business with the prominent florists in the trade. One of their leading specialties is Zenke's New Plant Life, which is recommended very highly by all those who have used it. A gallon, which costs \$3, will make 200 gallons of solution.

A. T. Fryer & Co., who have been corresponding regularly with Jack Fryers, who is with the American troops in France, have not heard from him for some time, and are somewhat worried over his safety. The last letter received from him was written in September, when he was in the thick of the fighting and had been since July 4.

Miss Marguerite McNulty, who has charge of Peter Reinberg's books, received a souvenir recently from her brothers, Archie and Tom, who are with the American troops in France. The family is patiently awaiting their return home now that they have passed safely through the last big battles on the western front.

Bassett & Washburn will not have many chrysanthemums to offer for Thanksgiving, as mentioned last week, but their receipts of roses will help some to make up the shortage owing to the heavy cuts now. Opbella, Mrs. Chas. Russell and Hoosier Beauty particularly are arriving in perfect condition.

Carnations For Thanksgiving

Large Supply of Fancy Stock at \$6.00 per 100.

CHRYSANTHEMUMS

Extra fine stock with good clean foliage. Our Bonnafon will be a good leader to feature.

POMPONS

GARZA

White and yellow. Always popular.
 Large bunches, 75c to \$1.00.

We carry the choicest line of Green Goods procurable. The best is always the cheapest.

Ferns.....\$4.00 to \$5.00 per 1000
 Plumosus, home grown 35c to 50c per bunch
 Plumosus, Southern, 60 sprays in bunch.....75c to \$1.50
 Choice Boxwood.....25c per bunch

Prepared Oak Sprays.

Long, 10 lbs., \$3.00; 5-lb. cartons, \$2.00.

Also Green and Bronze Magnolia Leaves, Tinted Rusus, Corsage Shields, Fancy Prepared Wreaths in all sizes, and everything else in supplies.

All Colors. Exceptionally Choice Varieties.

BEU

Good supply of stock. Extra fine this season.
 Large bunches, 50c to 75c.

Sprengeri, medium and long. Exceptional quality.....35c to 50c
 Galax.....\$2.00 per 1000
 Leucothoe.....\$1.00 per 100; \$8.50 per 1000

Prepared Lycopodium.

Green, 35c per lb.; 10 lbs., \$2.75.

O. A. & L. A. TONNER

Wholesale Cut Flowers, Greens and Supplies

30 East Randolph Street, CHICAGO

Mention the American Florist when writing

A. L. Vaughan & Co. are all set for the Thanksgiving business which points to be exceedingly brisk, judging from the early orders that are being booked. The shipping trade is very good here and the city sales continue to improve. Erne & Co. are headlining a good sup-

ply of chrysanthemums, especially Chadwick of unsurpassed quality. Fancy pompons are also seen in fair supply here.

Nick Lempere, of Poehlmann Bros. Co., is the proud father of a baby girl, who arrived at his home last week.

Patriotic Cards

100...\$0.85 200...\$1.50
500... 3.00 1000... 5.00

Write for samples.

The John Henry Co., LANSING, MICH.

Mention the American Florist when writing

The Chicago Retail Florists' Association is the latest addition to the local trade societies. The association has had several meetings the past month and elected its officers at one held at the Congress hotel, November 19, as follows: L. R. Bohannon, president; A. Lange, vice-president; W. J. Smyth, treasurer, and William Wienhoeber, secretary. The charter membership consists of 24 of the leading local retail florists, who organized for the general welfare of business as a whole. By-laws were adopted at the last meeting. A retail association consisting of such members as this one includes has been talked of for some time and it is pleasing to note that one has been finally organized. Everyone will watch with interest the doings of this association and wish it every success in all its undertakings.

Percy Jones, Inc., are well pleased with business, which continues to be unusually brisk with them in all lines. Chrysanthemums and carnations are arriving in good supply here, considering the quantity offered in this market at present and will be good property for Thanksgiving.

Peter Reinberg is cutting a good supply of roses, chrysanthemums and carnations and will have plenty to supply his regular customers with for Thanksgiving. The shipping trade is remarkably brisk here and new orders are being booked right along.

Poehlmann Bros. Co. is cutting extra fine American Beauty roses which are in brisk demand at high prices. Mrs. Chas. Russell of splendid quality are also attracting the attention of the buyers and a good supply of cypripedium are now arriving.

The Chicago Flower Growers' Association is featuring a large supply of Milady roses which are good property owing to their splendid quality. Mignonette is arriving in good sized quantity at this store.

Kyle & Foerster are strong in stock of all kinds for Thanksgiving, especially roses, particularly fancy Milady in quantity. Pompons and chrysanthemums will be in good supply with them for this occasion.

O. A. & L. A. Tonner received word from one of their growers that he would be in good crop with carnations for Thanksgiving, which is good news to them owing to reported scarcity for this occasion.

Sigmund Misciewicz, son of the well-known Milwaukee avenue florist, was officially reported dead in the casualty list, November 18, having died from wounds received in action in France.

J. C. Craig, the veteran South Wabash avenue florist, is seriously ill at his home. His condition was such, Wednesday, November 20, that his sons were called home from the store.

Ed. Martin's home was visited by the Spanish influenza last week which accounts for his absence at Kennicott Bros. Co.'s store for a couple of days.

L. S. Hines, better known as "Kentuck," is here on business this week. He is foreman of the A. Donahue greenhouses at Omaha, Neb.

**Quality
Speaks
Louder
Than
Prices**

ORDER NOW

For Thanksgiving

We shall have a heavy supply of
Roses and Carnations

—but we advise you to place your orders
early, as we anticipate a big demand.

**Prices
as
Low
as
Others**

PINK, WHITE and YELLOW

Chrysanthemums

Good Quality **POMPONS** All Colors

BEST QUALITY TO BE HAD

Columbia, Russell, Milady, Ophelia, Sunburst, Montrose, Double White and Pink Killarney, Hearst, Ward, Nesbit, Brunner, Richmond and Stanley.

None better on the Chicago Market.

All Colors **CARNATIONS** Good Quality

We are now in heavy crop with Carnations; hence we can take good care of you on this item as well as Roses.

CHOICE STOCK OF

Valley, Easter Lilies, Calendulas
Violets, Rubrum Lilies, Pansies
and all other Seasonable Stock.

Don't Forget Us on Greens

—AS WE HAVE—

Mexican Ivy, Asparagus, Sprenger, Ferns, Adiantum, etc.

**If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located
Wholesale Cut Flower House**

We are in constant touch with market conditions,
and when a decline takes place, you can rely upon
orders sent us receiving such benefits.

 You can increase your profits and business by sending all
orders direct to



J. A. BUDLONG

184 North Wabash Avenue, Chicago

**VALLEY, ROSES
and CARNATIONS
A Specialty.....**

**WHOLESALE
GROWER OF**

Cut Flowers

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We are open until 8 p. m. on Saturday, but closed all day Sunday

Everything in Flowers
For Thanksgiving

KYLE & FOERSTER

WHOLESALE FLORISTS

160 N. Wabash Ave.,

CHICAGO

Long Distance Phone, Randolph 6784

Vaughan's Seed Store reports three delayed lots of Dutch bulbs have reached them at New York this week and from there they are completing old business and taking on new, while the same conditions will prevail in this city next week. All delayed bulbs are now moving by express.

Martin Amling, of Maywood, who is at Camp Hancock, Ga., writes that he was in swimming, November 10, and that the water was fine.

A. M. Augspurger, formerly of Peoria, is traveling on his "own hook" and is representing several different firms in the trade.

Visitors: Milton Alexander, with Lion & Co., New York; A. E. Kunderd, Goshen, Ind.; Samuel Seligman, New York; Chas. Frueh, Saginaw, Mich.; P. W. Peterson, of the Chicago Carnation Co., Joliet; Alfred Forder, Cincinnati, O.; Fred Rentschler, Madison, Wis.; J. C. Steinhäuser, of the Steinhäuser Florist & Nursery Co., Pittsburg, Kan.; John Rindfleisch, Beloit, Wis.; Carl Fricke, Toledo, O.

North Shore Horticultural Society.

The above society held its regular meeting at Lake Forest, Ill., November 1, President Thomas Head in the chair. There was a large attendance present and after the usual business the election of officers took place, the result being as follows: William Fisher, president; G. Wilson, vice-president; G. Schaffer, treasurer; O. Pettersen, recording secretary; J. H. Francis, corresponding secretary. E. Bollinger, T. W. Head, G. Koppenhoefer, F. Kuehn, E. Bensen, and K. Lofing were elected trustees for the ensuing year.

A splendid exhibition of chrysanthemums was staged by the members. The most striking among the entries was a vase of Nag-ir-Roc, shown by T. W. Head, which was deservedly awarded 100 points in the competition. Other awards were as follows:

Specimen plant of Josephine Foley, exhibited by G. Clarke, 96½ points; four plants of Yellow Turner, exhibited by G. Wilson, 95 points; vase of 12 blooms shown by J. H. Francis, 95 points; one standard plant, staged by O. Pettersen, 90 points. Certificate of merit to each of the following: T. W. Head for two plants of Cattleya labiata, group of chrysanthemums, including vase of 12 blooms, collection of cut



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A HOLLY WREATH

Red and Green

FOR HOLIDAY CIRCULARS AND ADVERTISING.

Plates for printing this fine Holly Wreath in two colors—green leaves and red berries and ribbon—\$3.60 per set of two plates. Larger size, 8¼x4 inches, \$5.75 per set of two plates.

Plate shown here for one color, \$2.00. The large size, one color, \$3.25.

Cash with order.

American Florist Co.

440 S. Dearborn St., CHICAGO.

pompons and singles and 12 plants grown in 6-inch pots; to J. H. Francis for collection of single and anemone cut blooms; to O. Pettersen for vase of anemone pompon seedlings and three plates of string beans. A collection of apples shown by J. Greulich was awarded honorable mention. The judges were E. Bollinger, R. Chalmers and R. Clausens.

A report was read by E. Bollinger, chairman of the committee in charge of the vegetarian dinner tendered by the society to a number of the sailors from Great Lakes training station, to the effect that the diners had voted the dinner the best that they had enjoyed at the Y. M. C. A. rooms this year. Great credit is due the chairman and his associates, E. Bensen and O. Pettersen, for the able manner in which the event was carried out.

J. H. FRANCIS, Cor. Sec'y.

LONDON, ONT.—E. Long will erect one house at 66 Weston street.

KITCHENER, ONT.—The annual meeting of the Kitchener Horticultural Society was held November 6, the following officers being elected for the ensuing year: Wm. Downing, president; H. Johnson, vice-president; H. R. Wood, secretary-treasurer.

Buy Now For Holidays

SPRUCE AND PINE

TREE CONES

We are collectors and supply the trade at first price.

This season they will be in great demand for decorating and Xmas Wreaths.

Spruce Cones, selected..... \$3.50 Per 1000
Pine Cones, average..... 4.00

We ship in sacks and advise early shipping, before Holiday Trade is on.

2% off for remittance with order.

Colorado Seed Co.

Florists'
Supply Dept.

Denver, Colo.

INDEPENDENCE, KAN.—The Calvert Floral Co. is reported to have suspended business, the former proprietor being in the military service.

For Your Supply of CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Boston.

INCREASED DEMAND CLEANS MARKET.

Business increased quite rapidly the past week and the market cleaned up each day at reasonable prices. There is no oversupply of large chrysanthemums so prices remain high. The market is fairly glutted with the pompon varieties which are proving very popular and sell readily at good figures. There has been a heavy run on Ophelia roses the past week and growers had hard times filling orders. Violets are very scarce, bringing \$1 a hundred. Spencer sweet peas have started to arrive and sell for \$2 a hundred. Carnations are arriving in large quantities and move slowly at \$2 and \$3. Easter lilies and callas are in great demand at \$2 a dozen.

NOTES.

B. A. Snyder & Co. have outgrown their present store on Devonshire street and they are taking up larger quarters at 20-22 Otis street, opposite the Flower Exchange, where they will show the trade a large stock of florist supplies, as well as a heavy stock of roses, carnations, chrysanthemums and orchids.

Thomas Roland's Nahant houses have a large stock of pot plants for the holidays, including orange trees, camellias, begonias, ardisias and heather, also a good selection of Japanese rubbers, ferns, and polypodiums.

Frank Edgar, of Waverley, is sending in good Bonnaillon chrysanthemums, also yellow and white Garza plants. He has the best stock of cyclamen plants in Boston for the holiday trade.

The trade extends deepest sympathy to Frank Reynolds, manager for Welch Brother, in the loss of his wife. Floral tributes were sent from all branches of the trade.

Frank P. Putnam, of Tewksbury, is shipping to market a good strain of single chrysanthemums and carnations.

J. M. Ward, of Peabody, is shipping chrysanthemum, cyclamen and begonia plants and a large assortment of ferns.

Gibbs Bros., of Lynn, report a large stock of pink poinsettias, begonias, and cyclamen for the holiday trade.

A. M. Davenport is sending in begonias, ferns and large specimen poinsettias and camellias.

Mrs. W. H. Ward, of Montvale, is recovering very slowly from her long illness.

S. K. G.

Detroit.

CLUB MEETING.

The regular meeting of the florists' club was held November 13 at the Hotel Statler. A good attendance of the members cordially greeted the chief speaker of the evening, J. Austin Shaw, of New York, who spoke reminiscently of his last visit to this city 19 years ago when the Society of American Florists held its meeting here. He marveled at the wonderful development of the "City of the Straits" during that time in

a commercial sense, and was delighted to find that the florist business had progressed in even a greater ratio than would be expected. He found by an inspection of the florist establishments that they excelled in size and equipment those of eastern cities of equal size. He regretted to note, however, that in that period following the convention in 1899, many of the florists who were that year full of health and vigor and youth had passed away. Among them were John Breitmeyer, S. Taplin, Andrew Ferguson, Frank Beard, Gus Taepke, Henry Truck and B. Schroeter. He spoke interestingly of the New York Florists' Club and its work, and of the wholesale and retail stores of that city. He predicted the most successful meeting here next August of the S. A. F., both in point of attendance and the result of the proceedings, which he said would necessarily include much work incident to a new regime following the end of the war which has so greatly interfered with the development of the florist industry and brought financial ruin to many who had formerly flourished in the business. A rising vote of thanks was given the speaker for his pleasing address. Mr. Shaw is on his way to Los Angeles, Calif., where he will spend the winter with his wife and married daughter, Mrs. Harvey Thew.

A dozen ladies, members of the Detroit Florist Club auxiliary, were present at the meeting, having concluded their own meeting in the afternoon at the residence of George Davis. This was the first joint meeting of the two clubs, and the advantage of such a combination was happily suggested by the participation of the ladies present in the proceedings. The address made by Mrs. A. J. Stahelin revealed her intimate knowledge of the growing end of the business and rare ability to state her views.

Robt. Rahaley, Thos. Browne and A. J. Stahelin, who had visited the E. G. Hill Co.'s establishment at Richmond, Ind., the previous week, gave interesting descriptions of this trip and the splendid appearance of the novelty rose, Premier, as seen growing there. Joe Marks, of Chicago, who was present, told of some of the trials of the trade in the "Windy City" during the influenza epidemic.

Wayne McLaughlin, John Bleeker and Albert Winkler were voted members of the club. M. Bloy and C. H. Plumb were added to the local committee having in charge the permanent display gardens for the S. A. F.

J. F. S.

WALTHAM, MASS.—The L. J. Reuter Co., jobbers in plants, seeds and bulbs, has opened an office at 329 Waverly Oaks road, this city. It is planned to have another office in Boston early in the spring.

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30 E. Randolph St.
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Long Distance Phones { Central 3283
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Our Offerings Include:

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COLUMBIA

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White Killarney

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Shawyer

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MINIATURE ROSES.

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LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

Rubrum

CARNATIONS

Valley

Cattleyas

CHRYSANTHEMUMS

Good White and
Yellow in quantity

POMPONS.

Calendulas

Single and Double Violets

GREENS.

Plumosus

Sprengeri

Galax, bronze

Galax, green

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Leucothoe

THANKSGIVING FLOWERS

Chrysanthemums, Pompons, Roses, Carnations, Violets, Lillies, Valley, Daisies, Beauties, Sweet Peas, Greens, Etc.

Everything that you need of such fine quality and reasonable prices that you will not regret placing your order here.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Pittsburgh.

CHRYSANTHEMUM SUPPLY WEAKENS.

It was expected that chrysanthemums this year would be plentiful, as the growers had planted heavily with the expectations of closing their houses when the crop was off on account of fuel restrictions. Up to this time, however, there has not been enough to supply the demand and it is said there may be a shortage for Thanksgiving, as many houses are practically cleaned up. This is due to the unusually heavy call during October when most of the stock was cut tight and many of the retailers were getting stock from the greenhouses and the wholesaler who has handled the crops every season heretofore got "stung." Again, some of the retailers found fault with the wholesalers because they were unable to get the stock they required. So it seems that wholesaler is the "goat" any way you put it. One instance is known where the grower told the wholesaler that he did not make a shipment on a certain day as he sold his carnations at the greenhouse at \$5 per 100. Several days later he sent in shipments and his net returns were over 6 cents. Since that time he has not missed a day. However, at this writing business continues good but has moderated somewhat from the rush of several weeks ago. There is a shortage of good pink and white chrysanthemums, but a good supply of yellow is on hand. Bonnaffon and Chadwick are the best now available. Ivory is about done for the season. Maud Dean and Helen Frick are the best in pink but the supply is limited. There is a good offering of roses and carnations. American Beauties have dropped in price due to light demand. Lillies are almost off the market and lily of the valley is seen only in small amounts. Violets go very slow. Pompons are very popular.

NOTES.

Miss Gertrude Becker, who has been with the McCallum Co. as a member of the office force for the past six years, has the sympathy of many friends in the loss of her mother, who died November 15.

Earl Hunkele, of the McCallum Co., has the sympathy of the trade in the death of his father which occurred November 11.

John Kiel, of East Liverpool, O., is cutting some of the finest Turner chrysanthemums seen in this section.

M.

RAEDLEIN BASKET CO., 713 Milwaukee Avenue, CHICAGO, ILL.



- | | | |
|----|---|---------|
| 25 | Tumbler Baskets, in all colors, complete with metal liners..... | \$8.50 |
| 12 | Cut Flower Baskets, 9 to 11 inches deep 24 to 32 inches over all, in all colors and complete with metal liners..... | \$9.00 |
| 15 | Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... | \$15.00 |

Write for Catalog.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175 CHICAGO, ILL.

Cincinnati.

GOOD SUPPLY AND SATISFACTORY TRADE.

Business is good. Receipts are sufficient for immediate requirements, but as Thanksgiving approaches there are signs of the supply shortening considerably by the time that day arrives. Shipping business is holding up well. Prices are good. The cut of roses is good, fairly large and meets with a good market. Carnations are selling well. Chrysanthemums have been in a good supply and have been meeting with a good call. This is equally true of pompons. Among the latter some extra fine Diana have been available. Easter lilies are somewhat scarce, but some callas may be had. Sweet peas are selling well. Single violets meet with a good demand. New bronze galax is now in the market.

NOTES.

The Christmas fund committee have collected over \$500, and this week are sending the respective quota to each man who is overseas. Those who are in this country will receive their's just before Christmas. The committee will then make a full report.

G. Brunner & Son, at their range on Price Hill, have a crop of splendid carnations that will well repay a visit and prove something to be remembered for some time.

Lawrence Kresken is a candidate for director of the Young Men's Elaine club. He is the first candidate to start out to hustle and should be elected.

George Klotter has been cutting some excellent Diana and Major Bonnafton, which have sold quickly at L. H. Kyrk's place.

C. E. Critchell received the first of his supply of new bronze galax last week. The stock is excellent.

Visitors: Al Barber, Cleveland, O.; G. W. Frisch, Dayton, O.; W. Johnson, Memphis, Tenn., and Miss Fannie White, Lexington, Ky.

H.

North Bergen, N. J.

William Koenig says that he has not been doing much for the past six months on account of the poor outlook for coal, but now that the war is over, he feels encouraged and is starting up again.

J. H. Fiesser, of Hamilton avenue, has a fine stock of plants, consisting of dracenas in variety, poinsettias, primroses, ferns and an assortment of other stock.

In addition to roses, R. Williamson is growing good stock of pink bouvardia, and Asparagus plumosus manus.

A. F. F.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

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Telephone: **Randolph 2758**

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179-181-183 North Wabash Avenue, **CHICAGO**

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Wabash Ave. and Lake St.,
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**Wholesale Cut Flowers,
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TELEPHONE **154 N. WABASH AVE. CHICAGO**
CENTRAL 879 ILLINOIS

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George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

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SOUTHERN WILD SMILAX

\$3.00 per case.

Natural Log Moss, per bag (100 square feet), \$1.75

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50

Caldwell The Woodsman Co.
EVERGREEN, ALA.

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E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

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CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

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CENTRAL 1977 and 1978

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Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$6.00@57.50
" " 48-in.	4.00@ 5.00
" " 36-in.	3.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
" Mrs. Chas. Russell	1.00@ 4.00
" 100	
" Hoosier Beauty	4.00@15.00
" Killarney Brilliant	4.00@12.00
" Columbia	4.00@25.00
" Killarney	4.00@12.00
" White Killarney	4.00@12.00
" Richmond	4.00@12.00
" My Maryland	4.00@12.00
" Mrs. Geo. Sawyer	4.00@15.00
" Milady	4.00@15.00
" Sunburst	4.00@12.00
" Mrs. Aaron Ward	4.00@10.00
" Hadley	4.00@12.00
" Ophelia	4.00@12.00
" Double White Killarney.	4.00@15.00
" Mrs. Moorefield Storey.	4.00@12.00
" Champ Welland	4.00@12.00
" Stanley	4.00@12.00
" Francis Scott Key	4.00@12.00
" Cecile Brunner	4.00
" George Elgar	4.00
" Baby Doll	4.00
" Nesbit	4.00
" Our Selection	5.00
Carantions	5.00
Cattleyas	per doz. 10.00@12.00
Lilium Harrisii	15.00
Valley	6.00
Chrysanthemums	per doz. 2.00@ 6.00
Pompons, per bunch.50@ 1.00
Sweet Peas75@1.00
Violets50@ .75
Calendulas	3.00@ 4.00
Gardenias	per doz. 3.00
Ferns	per 1000 4.00@ 5.00
Boxwood, per bunch.35

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THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

Southern Wild Smilax

Standard Case, \$2.25.

LONG NEEDLE PINES

3 to 4 ft. doz., \$1.00; per 100, \$7.50

GRAY MOSS

15-lb. bag. \$1.50

Fancy stock. Fresh goods.

Quick service.

J. A. Curry & Co., Drewry, Ala.

SOUTHERN WILD SMILAX

\$3.00 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet) \$3.50

NATURAL LOG MOSS

Per bag (100 square feet) \$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

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WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

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The Supply of Our Beauties

is so large that we are in a position to fill your order on short notice. The flowers are very good, of a good color and size. You make no mistake to depend on us for your Beauties.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

MARKET RECOVERS AFTER WEAK START.

The first few days of the past week, were, as one of the wholesalers put it, "pretty punky," but the windup on Friday and Saturday saw a very good cleanup. While the supply of carnations is increasing, there has been quite a shortening up in the rose crop, which is to be expected at this time. There is, however, enough to supply the demand in all the varieties at satisfactory prices. There are very good Russell, Francis Scott Key and Columbia, which with Ophelia and Double White Killarney, is about the assortment to be seen in the best flower cases. The eight cent carnation did not materialize the past week as predicted, but it is said will soon be here, as the quality is rapidly improving. Chrysanthemums are holding out better than expected. The stock has seemed short all season. Some good judges said they would be over, perhaps, before Thanksgiving. Now it is said they will hold out in fairly good variety, bringing, if a demand develops as is expected, record prices. Good old Bonnafont still sets the pace. It is seen in much larger quantities, and is in greater demand than any other sort. Maud Dean is also an old-timer that has stood the test and is always a first choice. There is a good supply of pompons, which sell well. Sweet peas, which will be a great factor this season, are seen in quantity and are meeting with ready sale. Easter lilies are backing up a little, owing to the normal death rate which now prevails. Nearly all the demand for lilies is for work of this character. Calendulas are now one of the standard stocks which will be pushed this season. There will also be plenty of snapdragons, judging from the quantity now in. Violets are equal to the demand, as are cattleyas and oncidiums.

PACKAGE SERVICE COST INCREASES.

The package service, by means of which much of the stock of the growers within a radius of 25 miles of the city has been sent to this market, and which was found a great accommodation, while still in existence, has within the past two years had to stand a great increase in rates. Going into effect November 1, a box that for years was carried for ten cents, and last year raised to 20 cents, now costs 30 cents, plus 3 cents war tax. Leo Niessen states that parcel post special delivery costs no more, while the package service only includes transportation on the trains.

It is to be hoped now that Uncle Sammy has taken over the express service, and the necessity for right of way for war material is over, that even better than the pre-war transportation conditions will prevail. This should give great encouragement to all branches of the trade. It may take some time to properly organize the service, but at any rate, embargoes will be done away with, and officials can be approached, who will treat the recommendations of the trade with some consideration.

NOTES.

The first of the many big events that will take place the coming year to celebrate the victories of the war and

Air Plants

Per dozen bunches \$1.00
Per 100 bunches 7.50

ARTIFICIAL CAPES

Made of waxed paper. A perfect imitation. Very desirable; handy, being ready wired. White only.
Per box of 300 \$2.50
Per 1000 7.50

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists,
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Prepared Oak Shrubs

[Fine for Wreath Work.]

Can be had, in green, brown or red.

Price per carton \$1.75

RUSCUS

Best quality. Holly red or green.
Per pound \$1.00
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EDWARD REID

Roses, Chrysanthemums, Carnations, Easter Lilies. All seasonable Flowers.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Nov. 20. Per 100

Roses, Beauty Special	\$30.00@50.00
" Fancy	20.00@ 30.00
" Extra	15.00@ 20.00
" 1st	10.00@ 12.00
" Killarney	4.00@ 12.00
" My Maryland	4.00@ 12.00
" Sunburst	4.00@ 12.00
" Ward	3.00@ 6.00
" Ophelia	4.00@ 12.00
" Russell	6.00@ 20.00
" Sawyer	4.00@ 12.00
Lilies	15.00@20.00
Cattleyas	60.00@ 75.00
Carnations	2.00@ 5.00
Chrysanthemums	8.00@ 55.00
Pompons	.35@ .75
Sweet Peas	.75@ 1.50
Disces	.50@ 1.00
Violets	.90@ 1.00
Asparagus Sprenger	.35@ .50
Ferns	per 1,000 2.00
Smilax	20.00
Calendulas	1.00@ 2.50

BOSTON, Nov. 20. Per 100

Roses, Beauty	20.00@60.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	4.00@12.00
" Double White Killarney	6.00@12.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	8.00@20.00
" Mock	6.00@12.00
" Mrs. Chas. Russell	8.00@12.00
" Taft	6.00@12.00
" Milady	6.00@12.00
" Ward and Ellingwood	6.00@12.00
" My Maryland	2.00@12.00
Carnations	4.00@ 8.00
Easter Lilies	12.00@20.00
Valley	8.00@10.00
Gladoli	4.00@ 8.00

CINCINNATI, Nov. 20. Per 100

Roses, Killarney	3.00@10.00
" Mrs. Chas. Russell	3.00@10.00
" Ophelia	3.00@10.00
" Richmond	3.00@10.00
" Sunburst	3.00@10.00
" Valley	8.00@10.00
Carnations	3.00@ 5.00
Chrysanthemums, per 100	10.00@25.00

the home coming of the warriors, took place at the Bellevue-Stratford, November 15, when J. J. Habermehl's Sons had their first chance for elaborate display for many a day. The occasion was a dinner in honor of the naval ar-

Write For Our

**Price List
On Cut Flowers
H. G. BERNING**

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Chrysanthemums, Carnations

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

CC. POLLWORTH CO.

EVERYTHING

 in the line of
**Cut Flowers, Plants
 and Florists' Supplies.**
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.
**Wholesalers and Growers of
 Choice Cut Flowers
 and Greens**

H. Bayersdorfer & Co.

**The Wholesale Supply
 House of America . . .**
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.
Mention the American Florist when writing

chitects and engineers, at which 800 persons were seated. Decorations were American Beauty roses, chrysanthemums, palms, silk bunting and flags. It was very well done and much admired. The Habermehl firm also had a lot of funeral work for Nixon, the theatrical manager, whose prominence in the theatrical world brought many out-of-town orders.

We are sorry to have to report another influenza victim. William Sible, a bright young man of 23, who handled the John Walsh Young stock, and who joined the colors last spring, died on a transport on the way to France, October 11 and was buried at sea. He was a good salesman, active and quick to sense the market. He was a man who will be missed.

Business at the Leo Niessen Co.'s store is reported to be fair for the season. Leo Niessen believes there will be sufficient chrysanthemums for all demands at Thanksgiving. As regards the supply in general after that, time will tell. Exceptionally fine Chadwick and Eaton chrysanthemums are features here.

Thanksgiving business is looked forward to as giving, in the demand, a fair idea of what is to be expected for the Christmas holidays. The general consensus of opinion is that the trade will have all they can attend to and those who are prepared with good stocks will profit accordingly.

The Robert Craig Co. is having a good demand for their cyclamen. They have never had them quite so well done in every respect. Plants in eight-inch azalea pots, with a spread of 24 inches and countless numbers of buds, are not often seen. Their poinsettias are also particularly fine.

Charles H. Grakelow, who has been recuperating at Atlantic City, where a stay of two weeks did him a world of good, visited the market November 15. He is all right now, but had a very close call. His store force managed a wonderful business while he was laid up.

Reid's "all right roses" were the feature of last week's stock at 1619 Ransstead street. Carnations are also a factor. Robert Bragg is on the job again this week, after a five weeks' illness.

Roses are a bit off crop with the Jos. Heacock Co. just at present, but Carl Coats says, "Look out for us; we will soon be coming strong."

GUST. RUSCH & CO.


Wholesale Florists
**Jobbers in
 FLORISTS' SUPPLIES.**
Phone Main 1245. P. O. Box 206
**444-446
 Milwaukee, Wis.**

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
**Manufacturer of
 WIRE DESIGNS**
Write for Price List
C. A. Kuehn, WHOLESALE Florist
**All Seasonable Cut Flowers
 Mfr. and Dealer in "Florist's" (Brand) Supplies
 1312 Pine Street, St. Louis, Mo.**

Wholesale Flower Markets

PHILADELPHIA, Nov. 20. Per 100	
Roses, Beauty, special	30.00@40.00
" " fancy	20.00@25.00
" Mrs. Chas. Russell	6.00@20.00
" Killarney	3.00@10.00
" Hadley	6.00@15.00
" Sunburst	6.00@15.00
" Wards	3.00@6.00
" Ophelia	3.00@15.00
" Columbia	6.00@15.00
Carnations	4.00@6.00
Cattleyas	each \$0.50@0.60
Lilium Rubrum	10.00@12.00
Lilium	8.00@12.00
Easter Lilies	15.00@20.00
Snopdragons	4.00@8.00
Calendulas	2.00@6.00
Asparagus	string or bunch, .50
Adiantum	1.00@1.50
Smilax	.25
Asparagus String	.50@.75
Asparagus bunches, 12 sprays	.50
Chrysanthemums, per dozen	1.50@4.00
Dagger and Fancy Ferns, per 1,000	4.00@5.00
Violets, single	.50@.75
Sweet Peas	1.00@2.00

ST. LOUIS, Nov. 20. Per 100	
Roses, Hadley	\$3.00@8.00
" Killarney	3.00@6.00
" White Killarney	3.00@8.00
" Hoosier Beauty	3.00@10.00
" Russell	4.00@20.00
" Sunburst	3.00@10.00
" Ward	3.00@5.00
" Mrs. Shawyer	2.00@6.00
" Ophelia	3.00@12.50
Ferns	per 1,000 3.50
Carnations	3.00@6.00

MILWAUKEE, Nov. 20. Per 100	
Roses, Killarney, W. Killarney	\$4.00@12.00
" Ward	4.00@8.00
" Mrs. Chas. Russell	6.00@25.00
" Ophelia	6.00@12.00
" Columbia	8.00@25.00
" Hoosier Beauty	6.00@15.00
Carnations, assorted	4.00@6.00
Lilies	15.00@20.00
Chrysanthemums, per dozen	2.00@4.00
Pompons, per bunch	.50@1.00
Flat Ferns, per 1000	4.00

McCALLUM CO.

Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange

Roses, Chrysanthemums, Carnations
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ransstead St., Philadelphia, Pa.
MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, Nov. 20. Per 100	
Roses, Beauty, special	\$25.00@30.00
" " fancy	15.00@20.00
" " extra	10.00@12.00
" No. 1	4.00@8.00
" Hadley	4.00@12.00
" Killarney	4.00@12.00
" Sunburst	4.00@12.00
" Mrs. Aaron Ward	4.00@12.00
Cattleyas	50.00@75.00
Easter Lilies	15.00
Lilium Giganteum	15.00
Carnations	4.00@6.00
Chrysanthemums, per doz.	1.50@3.00
Pompons, per bunch	.50@1.00
Valley	1.00
Ferns, per 1,000	4.00@12.00
Asparagus Sprengeri, bunch	.35@.40
New Crop Green Galax, per 1000	\$1.50
Mexican Ivy	.75
Violets	4.00@12.00

Frank Ross, who can see the difference between a nickel and a dime at first glance, says that the difficulty with many storekeepers is their inability to distinguish a gross from a net profit. When their eyes are open to this detail, they commence to make money.

Chrysanthemums, as well as good roses, are quantity stocks with the Philadelphia Wholesale Florists Exchange. Good in spots, is the business report, with week-end cleanups.

Partridge berries are now in the market. These are good sellers if properly handled. Planted in a fern dish, they add a touch of color that gives life to the otherwise sombre green.

Berger Brothers are strong on chrysanthemums and carnations. Snapdragons and violets are also features. Business is a little slow but all right.

H. Bayersdorfer & Co. are featuring a Kris Kringle figure vase, like their Valentine Kiddies, which should make a good Christmas novelty.

K.

New York.

FAIR BUSINESS BUT PRICES ARE LOW.

Business was quiet in the wholesale district during the past week, and excepting in orchids and American Beauty roses, the tendency of prices was downward rather than upward. There was considerable buying every day, but the wholesalers found it hard work to clean up. The weather has been exceptionally fine for November, cool nights but usually clear and mild days, which brought in heavy stocks of chrysanthemums, carnations and tea roses. It was good "violet weather," but violets did not move well. There was an abundant supply of lilies and lily of the valley, but both were rather slow. In carnations, there was excellent stock of Wards, Benoras, Matchless and other varieties, for so early in the season. Stevia is now beginning to come in, and is popular with the retailers for mixing in bunches of carnations. Quantities of marigolds are on the market. At a time when there is a scarcity of other flowers, they go very well, but at present, when there is so much stock that is more attractive, they are a drag. In this city, fine autumn weather is not favorable to the trade. It brings in heavy supplies and takes the flower buyers away on auto trips or some other form of out-door recreation and amusement. But there are no grounds for complaint. The florists, as a rule do not expect any unusual activity until Thanksgiving. Then the workers for the united war funds were very active during the past week, and if they got some money that would have otherwise gone to the florists, there should not and will not be any faultfinding. There will be plenty of fine stock for Thanksgiving, and with continued fair weather, we may expect a great improvement in business.

November 18.—The near approach of Thanksgiving has raised prices on violets and the best are wholesaling at \$1 per 100. The growers, as usual, are holding them back. There was heavy rain last night, and the weather is now warm and sultry, which is not favorable to business. Heavy shipments continue to arrive and the market is sluggish.

NOTES.

In the garden section of the New York Sun of November 17, which is conducted by Edward C. Vick, there is an article on "Roses With German Names." Reference is made to a letter read at a recent meeting of the Horticultural Trade Association of Great Britain and Ireland from the New York Rose Society, (?) "suggesting general action to change the names of all roses of German origin." The writer con-

cludes as follows: "There is confusion enough as it is with names in the plant world. What is needed is to eliminate varieties that are quite similar under different names. Let us not add to the confusion by changing names of plants that are well known in commerce, and above all, let us not deny ourselves satisfactory plants and beautiful flowers on account of their German names or origin." In part, we agree with the above. There are many questions to be settled that are of greater importance than the naming of roses. The German names of such roses as Frau Karl Druschki and Gruss an Tepitz have nothing to do with the war. Further, they are reminders that before the German people were inflamed by their leaders to an insane desire for power by armed conquest, there were those among them who studied peaceful arts. It will take a long time for the German people to win back the respect of the civilized world, which they once enjoyed, but they may receive a measure of it speedily if they show fruits of repentance. In the meantime, let the names of the roses remain as they are until we learn more of the spirit of the German people.

Captain Joseph B. Greenhut, who died at his home in this city, November 17, aged 75 years, was a man of varied activities and among them was an interest in the sale of plants and cut flowers. The "Big Store," the department store located on Sixth avenue, extending from 18th to 19th streets, of which he was the head, maintained, on the roof, up to the time of its closing early in the present year, a conservatory for the care and sale of flowers and plants. It is stated that some years ago, when the shopping district was in that part of Sixth avenue, he had plans for an elaborate flower market, but the up-town movement of business caused them to be abandoned, and also brought financial troubles to his firm. Captain Greenhut was born in Austria, came to this country with his parents, who settled in Chicago, when he was nine years old; attended school in Chicago and is said to have been the second man in that city to respond to President Lincoln's first call for volunteers.

When in doubt, protect the hop-toad. It has long been known that the toad was a powerful enemy to bugs and other destructive insects. Now comes a Boston man, a railroad conductor, who says that he brought a toad by his train from Saugus to Wakefield, 10 miles, and in two days that toad was back on the lawn of the Saugus railroad station, having hopped the 10 miles back. To make sure, he had tagged the toad before turning him loose at Wakefield. How is that for intelligence? There are cases on record where members of that superior race, the human family, could not find their own front doors after walking 10 blocks. We believe that the toad is, in fact, might soon put some of the manufacturers of insecticides out of business and thus save the farmers, gardeners and florists a lot of money.

The United States fuel administration issued a statement, November 9, telling how to use steam sizes of anthra-

From New York Cold Storage

LILY OF THE VALLEY

BEST QUALITY HOLLAND GROWN

In cases of 500 pips.....\$15.00 per case
In cases of 900 pips..... 22.50 per case

CHAS. SCHWAKE & CO., Inc.
90 WEST BROADWAY, NEW YORK



Mention the American Florist when writing

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK



Phones Farragut 167 13058 Established 1887

J. K. ALLEN

Wholesale Commission Dealer in
CUT FLOWERS

118 W. 28th St., NEW YORK

West of 6th Ave. Open 6 a. m. every morning.

cite in the average furnace. It points out that No. 1 buckwheat can be burned in the ordinary furnace with shaking and dumping grates if a bed of ashes is allowed to accumulate and sufficient draft is maintained. During periods when furnaces operate below capacity, steam sizes of coal can be used to supply the necessary amount of heat. Such coal can also be used at night, thus saving domestic sizes of anthracite. A mixture of steam sizes of anthracite can also be used with semibituminous coal in steam plants. Proper mixing, however, is most essential.

Frank E. Campbell, who has a fine retail flower store, in the same building with his undertaking establishment, 1970 Broadway, recently had a large amount of work for the Keith funeral in Boston. One noteworthy and unusual feature was a floral mat, six by

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

Telephone:
8864 Farragut.

NEW YORK CITY

GEO. J. POLYKRANAS

Wholesale Commission Florist

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Telephone No. 2264 Farragut.

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105 W. 28th St., New York

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Telephone Call:
8532-2533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.

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JOHN YOUNG & CO.

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Goldstein & Futterman

Wholesale Florists

The Right People to Deal With

107 W. 28TH ST., NEW YORK

Mention the American Florist when writing

Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Nov. 20. Per 100

Roses, Beauty, special.....	40.00@60.00
" extra and fancy.....	25.00@35.00
" No. 1 and No. 2.....	8.00@12.00
" Hadley.....	4.00@20.00
" Hosier Beauty.....	2.00@ 5.00
" Columbia.....	4.00@12.00
" Francis Scott Key.....	4.00@25.00
" Prima Donna.....	3.00@10.00
" Alice Stanley.....	2.00@ 8.00
" Mrs. Geo. Shawyer.....	2.00@ 8.00
" Double White Killarney.....	3.00@10.00
" Killarney.....	2.00@ 8.00
" Queen.....	3.00@ 8.00
" Brilliant.....	2.00@ 8.00
" Annon Ward.....	4.00@10.00
" J. L. Mock.....	3.00@10.00
" Ophelia.....	3.00@10.00
" Red Rover.....	2.00@15.00
" Mrs. Chas. Russell.....	4.00@15.00
Cattleya orchids, special.....	50.00@60.00
Rubrams.....	3.00@ 5.00
Lilies, Longiflorum and Formosum.....	8.00@10.00
Lily of the Valley.....	3.00@10.00
Adiantum Croweanum and	
Hybridum.....	.50@ .75
Asparagus Plumosus...doz. bchs.....	1.50@ 3.00
Smilax.....doz. strings.....	1.00@ 2.50
Bouvardia, white.....	3.00@ 4.00
Chrysanthemums, per doz.....	2.00@ 4.00
Carnations.....per doz.....	3.00@ 4.00
Gardenias, per doz.....	.50@ 1.00
Violets.....	1.50@ 2.00
Callas, per doz.....	1.50@ 2.00

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers

CONSIGNMENTS SOLICITED

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Phones, 3310-11-12 Farragut

Henshaw Floral Co.

(Incorporated)

Wholesale Commission Florists

127 W. 28th St., NEW YORK

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St.,

Chicago

Telephones { 4422 Farragut D. J. Pappas, Pres.
4423**United Cut Flower Co., Inc.**

WHOLESALE

111 W. 28th St., NEW YORK

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PHONE { 2335
2336 } FARRAGUT**WM. KESSLER,**

WHOLESALE FLORIST

113 W. 28TH STREET.

Bet. Sixth and Seventh Aves. NEW YORK

Mention the American Florist when writing

N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Desirable wall space to rent for advertising.

Open for Cut Flower Sales at 6 o'clock
every morning.

V. S. DORVAL, Secretary

Mention the American Florist when writing

The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

119 West 28th St., NEW YORK

GEO. B. HART

WHOLESALE FLORISTS

24-30 STONE STREET,

ROCHESTER, NEW YORK.

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M. C. FORD121 WEST 28TH STREET
NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing

D. FEXY

Wholesale Commission Florist

116 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing

Thanksgiving Telegraph Orders

—FOR—

CHICAGO

And Suburban Towns

Delivered On The Shortest Notice

Cut Flowers, Plant Baskets,
Floral Designs.

BEST STYLE AND FINEST STOCK.

Located in the Business Center of the city.

A. LANGE

25 E. Madison St.



New Dwarf Solanum Cleveland.

NEW DWARF SOLANUM

Cleveland

THE PRIZE WINNER

Fine, Bushy, Dwarf Finished Plants, smothered
with berries, for the retail trade.

3 inch.....	15c	3 inch, select.....	25c
4 inch.....	25c	4 inch, select.....	35c

BENCH BOSTONS

Fine stock for 5 and 6 inch, 25c and 35c.

CARL HAGENBURGER, West Mentor, Ohio

nine feet, which was for the bier or casket supports to rest on. It was made of orchids and white chrysanthemums. Wallace R. Francis, well known in the trade of this city, is manager of the flower store.

In the matter of bankruptcy of Isidore A. Fight, individually and John R. Walsh, copartners trading as Anglin & Walsh Co., the receiver therein has filed his report with the clerk of the United States District Court and the same will be offered for hearing in the office of Referee in Bankruptcy Seaman Miller, 2 Rector street, this city, on November 24, at 1:15 p. m., at which time recommendations may be made.

Mrs. George Vocke, wife of a well-known salesman, with the New York

Cut Flower Co., died at her home in Richmond Hill, L. I., November 12, after a short illness of pneumonia, aged 28 years. She is survived by her husband and one son, four years old. Many fine floral designs were noted at her funeral from members and employees of the New York Cut Flower Company.

One of the finest retail stores of the Harlem section of this city is that of the Lenox Florist, 312 Lenox avenue, at 125th street. There is always a fine window display of the best in cut flowers and plants, the store has a constant run of trade, and their work in designs and decorations is artistic.

J. K. Allen, 118 West 28th street, is receiving a large and varied supply of stock. Noteworthy are his Russell roses. In chrysanthemums and carna-

tions he is also well abreast of the times.

Miss Florence Cadieux, of the Cadieux Company, Madison avenue and 77th street, who had a serious attack of pneumonia, is now fully recovered and attending to business.

The store known as the Broadway Florist, 2004 Broadway, has recently been placed under new management and is showing fine features in plants and cut flowers.

M. C. Ford, 121 West 28th street, is handling a good stock of American Beauty roses, carnations and chrysanthemums; also a fine supply of chrysanthemums in pots.

D. Fexy, 118 West 28th street, is handling a good stock of Chadwick and Bonnaillon chrysanthemums. A. F. F.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

"Say It With Flowers"—At the end of 30 days—"Say It With a Check."

Florists Everywhere

MEMBERS OF THE F. T. D. AND OTHERS.

Whenever you receive an order for flowers from another florist fill the order. Give your customers and the other fellow's customers **Service**. Send something even if only a letter, or call up the people who the order goes to and tell them that you have a message from their friends to deliver but at the present you are all out of flowers, but will have some later and will send them.

Do Business in a Businesslike Way.

THE FLORISTS' TELEGRAPH DELIVERY

For Better and More Efficient Floral Service to the Public as well as from Florist to Florist.

Chicago.

Established 1857



745 Buckingham Place.

L. D. Phone, Graceland 1112

Send us your retail orders.

We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET



WASHINGTON
D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS

2953 Broadway. Opp. Columbia College

Members of Florists' Telegraph Delivery.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

ORDERS IN OR AROUND PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service THE BELLEVUE-STRAITFORD
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Max Schling

NEW YORK

785 Fifth Ave.

Members of Florists' Telegraph Delivery.

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTIMILLER

426

Madison Ave.,
NEW YORK

ROANOKE, VA.

FALLON, Florist.

Young & Nugent

Telephone 4265-4266 Farragut
42 West 28th Street.

To out-of-town florists; We are in the Heart of New York. And give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

Members of Florists' Telegraph Delivery.

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

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FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.

215 W. FOURTH STREET

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Elks' Building, Dayton, O.
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Telegraph orders for Dayton will receive our immediate and careful attention

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Florists'
Telegraph
Delivery



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FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

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House of Flowers

HENRY WEISSMANN, Manager.

Artistic Funeral Designs. Flowers for all occasions.

Tel. 1673 Hackensack MAIN and BRIDGE STS.

Branch: 214 Hackensack Rd., Ridgely Park, N. J.



George Wienhoeber

Telephone Randolph 2120

FLORIST

41 South Wabash Ave., CHICAGO

25% COMMISSION

Send all your Chicago orders to me. You get a
SPECIAL 25% COMMISSION
on all bills paid by the 10th of the following month.

Established 1874

DARDS

341 Madison Ave., New York

The Great World War Won

But we must still back up the
Government to our uttermost.

**Buy and Sell
War Savings Stamps**

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities
and for all points in the Northwest. The Largest
Store in America; the largest stock; the
greatest variety. Write, wire or phone. We
are alive night and day.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's



946 BROAD STREET

Fresh Flowers and Best Service. Deliveries
throughout the state and to all steamship docks
in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyles, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. P. Galvin, Inc.
Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trapel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenthal, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—North Shore Floral Co.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—Wittbold Co., 745 Buckingham Pl.
Chicago—George Wienhoeber, 41 S. Wabash Ave.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Denver, Colo.—The Part Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. E. Frey.
Lincoln, Neb.—Frey & Frey.
London, Eng.—Wills & Segar, Onslow Crescent.
S. Kensington.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Martinsburg, W. Va.—The Flower Store.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Nashville, Tenn.—Tennoy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. Meyer, 1062 Madison Ave.
New York—Alex. McConnell, 611 5th Ave.
New York—Broadway Florist, 2054 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Heeslon.
New York—Kottmiller.
New York—Leikens.
New York—Malandre Bros.
New York—McKenney, 503 Fifth Ave.
New York—D. J. Pappas, Inc., 2751 Broadway.
New York—Thos. P. Galvin, Inc.
New York—Max Schilling, 785 Fifth Ave.
New York—G. E. M. Stump.
New York—Young & Nurent.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Alfred Donaschue.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Seery.
Paterson, N. J.—Edward Seery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Koller Sons.
Rockford, Ill.—H. W. Buckhe.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthews.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—P. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
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Terre Haute, Ind.—J. G. Heint & Sons.
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Washington, D. C.—Louise Flower Shop.
Washington, D. C.—The Flower Store.
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Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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Special attention to mail and Telegraph Orders.
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WIRE YOUR ORDERS
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Special attention paid to telegraph orders in
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Anderson service means fresh sturdy stock
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Write or wire headquarters for flowers for
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NEWPORT, R. I.Send your orders to me for prompt delivery and satisfaction.
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Night and day service in all Central
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Established in 1883.

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Mail or telegraphic orders promptly and most
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MASONIC TEMPLE

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Everything in FlowersPrompt Deliveries to any town or city
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Market 494**"WE NEVER SLEEP"****IDLEWILD GREENHOUSES Memphis, Tenn.**

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"Up-to-the-Minute" Service and Execution.

Every Flower in Season

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Orders will be care-
fully cared for by**HENRY SMITH**Wholesale and Retail Florists of Grand Rapids
Member of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held at Chicago, June, 1919.

BULB dealers have had the most trying season on record, due to bulb and labor shortage.

SACRAMENTO, CALIF.—The Valley Seed Co. has moved into more commodious quarters at 1019-1023 Tenth street.

LIEUT. GORDON BOYD, stepson of Charles Dickinson, of the Albert Dickinson Co., Chicago, was killed in action, October 5.

THE new Canadian weight standard governing seeds sold in the Dominion establishes clover at 60 pounds and timothy at 44 pounds per bushel.

VISITED CHICAGO: J. W. Edmundson, of the California Seed Growers' Association, San Jose, Calif.; H. L. Coffin, of the Woodruff-Boyce Seed Co., Seattle, Wash.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade November 20 were as follows: Timothy, \$8.00 to \$10.75 per 100 pounds, no change from last week.

THE gladiolus harvesting season this fall has been especially fine, both east and west, weather conditions being ideal. All growers have had to utilize the help of women and children.

MILWAUKEE, WIS. — The Stratton-Ladish Co. will build a \$60,000 warehouse, an addition to its present seed establishments to cost \$40,000, and an \$11,000 office building.

BULBS to the value of \$52,016 were shipped from Amsterdam to the United States during the quarter ending September 30. Seed exports were \$25,819 during the same period.

Dealers and growers who are only partly supplied with Dutch bulbs are much interested in the cargo of an English steamer arriving at New York this week with several consignments.

TOLEDO, O.—Clover opened 30 cents higher November 18, closing at \$25.40, a gain of \$2.10 during the week. Cash timothy was 30 cents higher, selling at \$5.35; December, \$5.45; January, \$5.55, and May, \$5.65.

CHATHAM, ONT.—The Dominion Sugar Co. paid over one million dollars, November 16, to sugar beet growers who delivered their product here. Vilmorin's Improved and Klein's Wanzleben produced good crops.

HURST & SONS, London, Eng., have issued a list of novelties and specialties in flower seed for 1919, included in which are new double white *Primula malacoides alba plena*, *Schizanthus May Blossom* and *Calceolaria Buttercup*.

PHILADELPHIA, PA.—Henry A. Dreer, Inc., opened their store to general business, November 18. All bulb orders have been packed, leaving them only Paper Whites, a wonderful sale. A folding telescope, heavy cardboard box, is used for all small orders, this feature allowing close packing.

American Seed Trade Association.

EXECUTIVE COMMITTEE MEETING.

The executive committee of the American Seed Trade Association met at the Hotel Bristol, New York, November 15, and selected Chicago for the 1919 convention city, the date to be announced later. A tentative programme was arranged and the association's finances were discussed, which will lead to an amendment of the by-laws being offered at the convention. There were present besides the president and secretary, Howard M. Earl, Kirby B. White, E. L. Page and Leonard H. Vaughan, of the committee, and S. F. Willard, Charles P. Guelph, A. Lee Don and David Don on invitation.



F. W. Bruggerhof.

Retires From Presidency of the Wholesale Seedsmen's League After Many Years' Service in That Office.

Wholesale Seedsmen's League.

ANNUAL MEETING.

The annual meeting of the Wholesale Seedsmen's League was held at the Hardware Club, New York, November 14. The following officers were elected for the ensuing year: John L. Hunt, Cambridge, N. Y., president; Lem W. Bowen, Detroit, Mich., vice-president; Burnett Landreth, Jr., Bristol, Pa., secretary. The board of directors were re-elected. It was stated there will be very few advances in values and reduction

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish.
Correspondence
Solicited.

Mention the American Florist when writing

on sweet corn, beet, watermelon, kohlrabi, squash, radish, pepper and sweet peas.

The following were in attendance: F. W. Bolgiano, Washington, D. C.; Lem W. Bowen, Detroit, Mich.; Charles H. Breck, Boston, Mass.; E. E. Bruggerhof, New York; David Burpee, Philadelphia, Pa.; Lee Don, New York; Howard Earl, Washington, D. C.; E. J. Flood, Philadelphia, Pa.; Alexander Forbes and Alexander Forbes, Jr., Newark, N. J.; John L. Hunt, Cambridge, N. Y.; Capt. Landreth and Burnett Landreth, Jr., Bristol, Pa.; E. L. Page, Greene, N. Y.; Leonard H. Vaughan, Chicago; Kirby B. White, Detroit, Mich.; S. F. Willard and S. F. Willard, Jr., Wethersfield, Conn.; H. W. Wood, Richmond, Va.; Watson S. Woodruff, Orange, Conn.

Southern Seedmen's Association.

MEETING OF EXECUTIVE COMMITTEE.

A meeting of the executive committee of the Southern Seedsmen's Association was held at the St. Charles hotel, New Orleans, La., November 11-12, for the purpose of formulating plans for the spring trade. Louis B. Reuter, of Chris. Reuter, New Orleans, president of the association, occupied the chair with the following members in attendance: R. B. Buchanan, Memphis, Tenn.; John Baldini, New Orleans; John Bollwinkle, New Orleans; Frank S. Love, Montgomery, Ala.; Peter Mangano, New Orleans; J. L. Mitchell, Jacksonville, Fla.; John L. Mosby, Memphis, Tenn.; H. B. McMichael, Tampa, Fla.; Fred I. Meyer, New Orleans; L. V. Pace, Mobile, Ala.; Joseph Stechler and Richard Stechler, New Orleans; P. M. Wensel, Natchez, Miss.

Among the important subjects which came up for discussion during the session was the supply of southern field and garden seeds, a comparison of pro rata crop deliveries to members, the importance of greater export trade to Central and South America, the settlement of disputes between members through the medium of an arbitration committee, the issuance of a wholesale and retail valuation sheet for the guidance of members in market values, and the problem of securing an adequate supply of sound acclimated seed to meet the spring demand in the south, as an aid in producing sufficient food to as-

Alfred J. Brown Seed Co.

Growers of

Peas and
Beans

Grand Rapids, Mich.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALADY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

SAN JOSE, CALIFORNIA

Seed Growers

Company

FIELD GROWN Violet Plants

Princess of Wales.....	100	1000
Lady Campbell.....	\$7.50	\$65.00
Marie Louise.....	7.50	65.00
Marie Louise, 3 in. pots.....	7.00	60.00

C. U. LIGGIT, 325 Bulletin Building, PHILADELPHIA, PA.

Mention the American Florist when writing

sist in relieving the situation as regards the starving millions in Europe through their reconstruction period. C. D. Wilcox, of the W. W. Barnard Co., Chicago, was among the speakers of local and national prominence, who addressed the members at the banquet.

More than 18 members have been added to the association's roll since the last meeting. The next meeting, which will be general in character, will be held at Montgomery, Ala., in May, 1919.

Farmer Seed and Nur. Co., Faribault, Minn.

The Farmer Seed & Nursery Co., Faribault, Minn., has completed extensive improvements at its plant. An entire story has been added, giving increased floor space of 740 square feet. New cleaning machinery, automatic scales and electric elevators are among the improvements. Special equipment for curing of seed corn, in which the company specializes, has also been installed. A spacious new office now occupies the entire second floor.

In addition to the improvements at the main plant, the company has erected a downtown seed store at the corner of First avenue and Fourth street, to care for the seed trade exclusively.

New York Seed Trade.

The bulb season is nearing the end, and seedsmen seem to be pretty well sold out. Several have advised that they have been turning down orders.

Several of the visiting seedsmen, attending the meeting of the Wholesale Seedsmen's League and of the executive committee of the American Seed Trade Association, visited the local stores. C. E. Kendel, secretary of the last named organization, was around, November 15, looking up bulbs.

Fred Cowperthwaite is having success with his seed and plant department at the Macy store.

Burlap Prices.

The war industries board has agreed to continue in effect until May 1, 1919, maximum prices on burlap and bags originally intended to be effective from October 4, 1918, until February 1, 1919. Negotiations are under way for a price on burlap under government control which will be effective in United States markets after May 1, and will show a decline of about 25 per cent from present maximum prices.

Brown Bag Filling Product Available.

With the release of the Brown Bag Filling Machine Co., Pitchburg, Mass., from its contract for putting up government rations of soluble coffee, minute gelatine, salt and pepper in individual portions, the seed trade has been freed from a threatened menace. With two million men in the field to be supplied daily, it looked for a while like the absorption of the firm's product.

DUTCH Emperor Daffs

BULBS

Single Nose Emperor

Per 1000 . . \$26.00

Also a general line. Delayed shipment arriving in New York this week.

Only a Few

Write for a list if your needs for winter work are not complete and we will wire you offers for express shipment.

Three delayed lots of Dutch Bulbs have reached us at New York this week and next week we should be able to complete holding orders and accept some new ones.

Vaughan's Seed Store

CHICAGO, ILL.

NEW YORK, N. Y.

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

English Catalogue on Application.

ENGLISH CORRESPONDENCE.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St.,

Telephone Main 2762.

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EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of FLOWER and GARDEN SEEDS

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GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

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CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-
President; S. W. Severance, Louisville, Ky.,
Secretary; Eugene Davis, Grand Rapids,
Mich., Treasurer.

CHICAGO.—The Vegetable Growers' Supply Co. has been incorporated by Luther W. Benson, Chas. W. Stiefel and Rudolph B. Salmon with a capital stock of \$25,000.

AN examination for the position of assistant in preservation of fruits and vegetables in transit and storage will be held by the United States civil service commission, December 4-5. Application blanks may be had of the commission, Washington, D. C.

Prices of Indoor Fruits and Vegetables.

Chicago, November 19.—Cucumbers, 2-dozen box, \$3.25 to \$4.00; celery, crate, 75 to 85 cents; head lettuce, 2-dozen, \$3.00 to \$3.50; radishes, per dozen bunches, 40 cents; tomatoes, per box, 35 to 40 cents.

New York, November 18.—Celery (state), per bunch, 20 to 60 cents; cucumbers, \$1.25 to \$2.00 per dozen; mushrooms, \$1.00 to \$2.00 per basket; tomatoes, per pound, 17 to 25 cents; lettuce, per package, \$1.00 to \$3.00; radishes, per 100 bunches, \$1.50 to \$2.50.

Movies to Aid "More Food" Campaign.

An average film release of about 1,000 feet per week is being arranged for by the United States department of agriculture, to extend over a period of six months as an aid in next spring's drive for increased food production. Practically all sections of the country will be represented and the following subjects will be included: Solution of farm labor problems; control of animal parasites; the great wheat fields of the Pacific northwest; harvesting cantaloupes and potatoes; drying fruits and vegetables, etc.

Government Food Drying Industry.

Establishment of an industry within the United States to dry fruits and vegetables as a means of conserving the food supply of the nation is one of the important projects started by the department of agriculture under authority conferred in the regular agricultural appropriation act recently passed, according to the Weekly News Letter.

An appropriation of \$250,000 is included in that act to enable the secretary of agriculture to determine the best means and processes of dehydration, and to disseminate information as to the value and suitability of dried products for food. Authority is given to establish and operate plants for drying fruits, vegetables, and other edible products for supplying food for the army and navy, if such action is deemed necessary by the President. Co-operation with commercial drying concerns is also provided.

The secretary of agriculture has designated an advisory board to administer this appropriation and out-

line and control the work to be done under it. The advisory board is to consist of representatives of the bureaus within the department of agriculture which are concerned with food production, regulation, and conservation, and of one representative each of the food administration and of the sanitary corps of the army.

Vegetable and Fruit Markets.

Reports of the bureau of markets of the United States department of agriculture for the period November 12-18, indicate moderate movements with the general price tone stronger. The slight declines of the preceding week in potato shipping sections was shared during the period in many consuming markets although losses were not heavy. The general tone, however, is weak. Minnesota and Wisconsin No. 1 sacked white stock held in the main at \$1.70 per 100 pounds for carlots at Chicago, but the range of sales to jobbers in midwestern markets weakened slightly to \$1.85-\$2.40 per 100 pounds sacked. Minnesota Red River Ohio declined 15 cents at Moorehead, closing at \$1.40-\$1.45 per 100 pounds trackside. New York round whites declined 10 to 15 cents. The onion market was fairly steady with prices stronger in shipping sections than in city markets. Rochester, N. Y., quoted choice yellow stock 10 cents higher at \$1.50-\$1.60 per 100 pounds sacked. Northampton, Mass., reported a firm tone with a top figure of \$1.65. Consuming markets weakened slightly. No. 1 sacked yellows ranged principally at \$1.35-\$1.85, a few markets reaching \$2. Cabbage was fairly steady with few important general changes. New York Danish seed held mostly at \$12-\$14 per ton bulk f. o. b. Rochester and ranged steady in consuming markets at \$15-\$25 but several localities showed declines. New York domestic stock sold at \$12-\$18 but weakened in Philadelphia to \$5-\$10. Wisconsin Holland seed sold unchanged at \$14-\$16 per ton in the Racine district but declined slightly in midwest markets, being offered at \$16-\$20. Bean shipping sections quoted nearly steady prices, but values tended upward in the distributing markets. Michigan choice hand picked ranged \$7.50-\$7.75 cash to growers in shipping sections and held at \$10.50-\$11.50 in consuming markets. California small whites ranged \$9.00-\$9.50 to growers and \$10.50-\$11.50 for consumption. Colorado pintos held at \$6 per 100 pounds at shipping points and \$7.25 at Kansas City. In celery, Michigan No. 1 white stock ranged 14-16 cents per dozen at Kalamazoo and strengthened to \$3-\$3.65 for 7's and 8's at St. Louis. Turnips and carrots continued to move slowly. Sweet potatoes continued to advance, Virginia Big Stem Jerseys reaching \$5-\$6 per barrel in leading markets.

Apple markets showed a stronger tone with the price trend generally upward. Prices were as follows, f. o. b.: New York Baldwins, A2%, \$4.75-\$5 per barrel; Baldwins and Virginia Yorks, A2%, \$5-\$6; Virginia Ben Davis, \$3.25-\$3.75; Northwestern boxed Winesaps \$1.75-\$2.15; Colorado Jonathans, \$2.75-\$3.25. Cranberries were steady, ranging in leading markets at \$7-\$8.75 per barrel for early Massachusetts varieties and \$8-\$11 for late.

DENVER, COLO.—O. H. Frank, who has been in charge of the local territory of the A. L. Randall Co., with headquarters in this city, has resigned.

FREESIA Purity Mammoth

¾ inch and up.

Sweet Peas, Winter Flowering Spencer, best varieties Lillium Giganteum, from cold storage, in cases of 33, Cyclamen Seed, finest American grown; new varieties Cincarias, Begonias, "Nice" Stocks, etc.

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Angers, - France

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ENVELOPES—RETURN ENVELOPES.

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NATURAL,	6- 9 ft.	600	\$7.00
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MICHELL'S MAMMOTH FANCY

Blue, Pink, Scarlet, Striped, White

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Mixed Colors, 30c per trade packet or \$1.00 per ounce.

**ALSO ALL OTHER SEASONABLE SEEDS,
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100 sds. \$0.50 5000 sds. \$13.75
1000 sds. 3.00 10000 sds. 25.00
25000 sds. \$56.25

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Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

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The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

DICKINSON, TEX.—E. E. Stone, well-known nurseryman of this city, who enlisted with the Canadian troops about a year ago, is reported killed in action in France.

ST. THOMAS, ONT.—The St. Thomas Horticultural Society, by consent of the city council, will plant a grove of oaks in Pinafore park. The plan is to have a tree for each soldier of this city who has given his life for Democracy.

Illinois First Great Apple Show.

Under the auspices of the Illinois State Horticultural Society, the Illinois First Great Apple Show opened at the Morrison hotel, Chicago, November 19, the exhibition continuing four days. The show was a most comprehensive one and is interesting as a new departure in educating the general public to the importance of the state as one of the greatest apple producing sections in the country, although not more than 25 per cent of the apple acreage within its boundaries receive the attention the industry justifies. Represented at the show were about 100 orchards, and the stock, despite very unsatisfactory growing conditions during the past season, showed prime quality, comparing favorably with the product of the northwest. The displays were well staged, the entries being divided into divisions for booth exhibits, baskets, barrels and boxes and plates and trays. Included in the varieties were Akin, Ben Davis, Grimes, Black Ben Davis, Jonathan, Greening, Minkler, Salome, Rome Beauty, Stark, and York Imperial.

A special feature of the show was the demonstrations as to the proper care of orchards and there was also an extensive display of insecticides, spraying machinery, packages, etc.

Included in the programme is an "apple banquet," which will be held in the Terrace Garden of the Morrison hotel. Thursday evening, this attractive amusement spot having been practically turned over to the visitors for the occasion, the regular programme of entertainment being augmented by several numbers of unusual prominence.

Secretary A. M. Augustine of the Illinois State Horticultural Society and other officials who have worked untiringly in the interest of the exhibition for several months, express themselves as well pleased with the interest manifested both by growers and the general public, with the result that the next exhibition will embrace a much wider scope both as to size and territory represented.

Broad-Leaved Evergreens.

The colors which the leaves of a few of these assume in the autumn add greatly to the beauty of these plants in November. The most conspicuous change of leaf color on any of these plants is on the Rocky Mountain ma-

honia (or berberis) repens. From light bluish green the leaves turn to pale violet color in the autumn. This is one of the handsomest and hardiest evergreen plants which can be used here to cover the ground under larger plants; it grows only a few inches high, spreads rapidly by underground stems, and the bright yellow flowers are large and conspicuous. It is unfortunate that eastern nurserymen have not yet learned the value of this plant. The small dark green leaves of the box huckleberry (*Gaylussacia brachycera*) become in the autumn deeply tinged with red when the plant is fully exposed to the sun, and the leaves of *Pachystima Canbyi* are more or less tinged with violet. These are two of the rarest plants in the United States, being known now only in two localities, the first in Pennsylvania and the other

URGENT.

Plant Imports Danger.

Unless the plant growers and nurserymen of the United States take prompt and vigorous action, it is likely that all imports of palms, azaleas, roses, rhododendrons, box and bay trees, etc., also general nursery stock, from Europe will be shut out under the proposed plan of the federal horticultural board unless the present programme of that body is changed.

What To Do.

Every florist, nurseryman and seedsmen should at once telephone protests to his representatives in Congress, both Senate and House of Representatives, also to Dr. C. L. Marlatt, Chairman Federal Horticultural Board, Washington, D. C.

Do It Today.

in West Virginia where the pachystima has not been seen, however, for nearly 50 years. The leaves of *Leucothoe catesbaei* often turn deep bronze color in the autumn. This plant which has always been considered hardy in eastern Massachusetts, suffered seriously during the winter. Most of the plants lost the ends of their branches and their leaves, and many were killed outright in a particularly favorable position for this shrub where it had been established for nearly twenty years. The rhododendrons are in good condition and generally well furnished with flower-buds, and the laurels (*Kalmia latifolia*) have not before in the Arboretum given such promise of abundant bloom.—Arnold Arboretum Bulletin, November 7, 1918.

HAMILTON, ONT.—Peter Bros. have opened a flower shop on King street.

WORCESTER, MASS.—The chrysanthemum show for the benefit of the Red Cross, held in this city under the auspices of the Worcester County Horticultural Society, was unsurpassed. Among the most noteworthy displays were those of A. N. Pierson, Inc., of Cromwell, Conn., with a rare collection of foliage plants, Randall's Flower Shop and H. F. A. Lange, of this city.

Pueblo, Colo.

NOTES.

John Pastorius, formerly gardener for Mrs. Margaret A. Thatcher, has taken the post of florist at the State Asylum for the Insane, succeeding Charles Stuckwisch, who has been called in the draft.

Gerhard Fleischer, this city's pioneer florist, has been very busy with funeral work during the recent epidemic. Frank Sauerwald, the competent manager here, has been turning out some very artistic work.

Mrs. Frank Sauerwald has purchased the Colonial Flower Shop, formerly conducted by Mrs. Charles Stone, but has been seriously handicapped during the recent busy season by being on the sick list.

The chrysanthemum show at the city greenhouse in Mineral Palace park brought out some unusually fine flowers. The local Red Cross realized over \$1,000 from their sale.

A son has been born to Charles Haskett and wife. The father of the young American is at present in the field artillery with the United States forces in France.

The sympathy of the park and greenhouse employees' union is extended to city forestry foreman Frank A. Lundberg in the death of his son Clarence.

George Lane, for eighteen years florist at the Mineral Palace park conservatories, is now a "granddaddy"—and he is still in the draft age. J. P.

Specialists in Specimen Stock

FOR LANDSCAPE WORK

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices

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Price list now ready.

The D. Hill Nursery Co.
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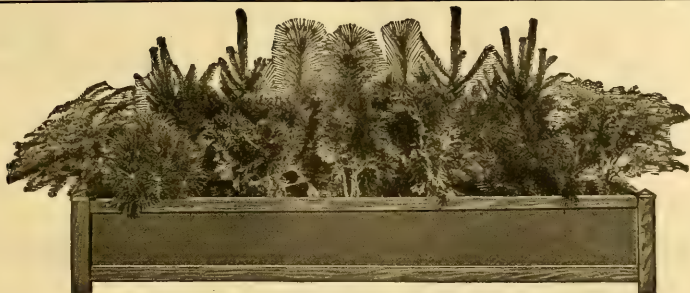
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WINDOW BOX EVERGREENS

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	Each	Doz.	100
Assorted varieties, \$9.50 per 50.....			\$18.00
Assorted varieties, extra select balled plants.....	\$0.50	\$5.00	
Picea Canadensis (Black Hill Spr.), extra bushy 12-18-inch, balled.....	.50	5.00	
Pinus Mugho (Dw. Mt. Pine), bushy, 6-10-inch, balled.....	.50	5.00	
Thuja Pyramidalis (Pyr. Arb. Vit.), extra fine, 12-18-inch, balled.....	.50	5.00	

MINIATURE XMAS TREES

Well formed, thrifty, shapely stock.

1 - 1½-ft.....	@ \$10.00 per 100
1½-2 -ft.....	@ 14.00 per 100
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Owing to scarcity of Boxwoods, hardy evergreens will be largely used in their place. We have prepared a very complete line at attractive prices. Correspondence solicited.



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SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. &
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SWASTIKA BRAND CANNAS.

The **GONARD & JONES CO.**  **WEST GROVE PENNA.**
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

JAMES VICK'S SONS

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Flower and Vegetable Seeds

Get the benefit of our 60 years' experience.

All seasonable varieties.

Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

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GERANIUMS

Rooted Cuttings. Can be sent safely by
parcel post, have had one complaint
from over 200 shipments.

S. A. Nutt and Buchner...\$15.00 per 1000
Poitevine and Ricard... 17.50 per 1000

ALBERT M. HERR, LANCASTER, PA.

"MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company

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CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
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Alonzo J. Bryan

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Grower of Geraniums, Fuchsias, Heliotropes,
Cannas and all kinds of Bedding Plants, includ-
ing Vegetable Plants by the hundreds of thou-
sands. See our display Adv. in American Florist,
April 6, page 612. Correspondence solicited.

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Geraniums

Nutt, strong 2-in., per 100.....\$2.00

Viaud, strong 2-in., per 100..... 2.00

Ricard, strong 2-in., per 100..... 2.00

Dracena Indivisa, good thrifty

stock for growing on, 2-in., per

100 2.00

ELMER RAWLINGS, Allegany, N. Y.

CRAIG QUALITY PLANTS

Avoid All Risk and Delay

By ordering your CHRISTMAS STOCK NOW. Arrange with your local grower to keep it for you and deliver at the holidays.

Five Strong Leaders in Flowering Plants

Cyclamen, Poinsettias, Begonias, Heather, Otaheite Oranges.

FOLIAGE PLANTS, in great variety.

CROTONS, magnificently colored. **FERNS**, Norwood, Smithii, Scottii, Teddy, Jr.; **Dracaena Massangeana**, Lord Woolseley, **Pandanus Veitchii**.

In spite of the war conditions our stock is absolutely the best we have ever offered.

ROBERT CRAIG COMPANY, Branch, Norwood, Pa. **4900 Market St., Philadelphia, Pa.**

Fort Wayne, Ind.

SCARCITY OF STOCK NOTICEABLE.

There is a different aspect to the market this week, as flowers are not nearly so plentiful, especially roses, and the high-tide of chrysanthemums may be said to be passed, as only very large blooms are coming into the market of the season's latest varieties. Carnations are quite a bit on the short side, and it is thought by many of the retailers that the growers are saving much of their stock in roses, carnations and chrysanthemums for the Thanksgiving day trade next week. The outlook for this holiday is indeed good, but far as the demand is concerned, but with the absence of chrysanthemums, or only a few of the higher priced varieties to choose from it is thought there will be considerable difficulty in filling orders. Pompons are still quite plentiful, and these and the chrysanthemum plants are going with a vim. Prices on all flowers are expected to be high for some time to come, as it is not likely that things will assume their pre-war status for at least a year. The supply of greens is still scarce, here, and prices on many varieties have advanced.

NOTES.

A number of the retailers staged Victory windows last week, that of A. J. Lanternier being especially good. An excellent display of chrysanthemums was shown, with a dove of peace perched on the handle of an artistic basket arrangement in the center.

A Victory window, with a large flag of immortelles as the center feature, was noted at the store of the Freese Floral Co. This firm is receiving some very fine Shawyer and Ophelia roses from their greenhouses at New Haven, Ind.

W. J. & M. S. Vesey are having a record out of chrysanthemums and cactuses, and report the stock in good shape for Thanksgiving. Funeral work, and general out-of-town demand has been splendid here.

Some handsome specimens of the chrysanthemum Tekonsha, were shown in the Wenninghoff flower shop last week. A brisk counter trade was reported here.

H. K.

KALAMAZOO, MICH. — John R. Van Bochove has returned greatly benefited in health after an extended auto trip through North Dakota.

Special 7-inch Boston Fern Offer 75c each

Our stock of 7-inch Boston Ferns is exceptionally large, and the plants are fine for immediate sales or for potting on into 8-inch or 9-inch pots. **They are pot grown and well established.**

OTHER BARGAINS IN FINE POT GROWN BOSTON FERNS

6-inch.....50 cents each	9-inch.....\$1.50 each
8-inch.....\$1.00 each	

GOOD BUYS IN WHITMANI FERNS

6-inch.....50 cents each	8 inch.....\$1.00 each
7-inch.....75 cents each	9-inch.....1 50 each

KENTIAS are scarce, and every florist who has facilities should grow as many of these as possible.

Kentia Belmoreana, 2 1/4-inch.....	\$1.25 per dozen
Kentia Forsteriana, 2 1/4-inch.....	1.25 per dozen
Kentia Belmoreana, 5 inch, made-up.....	9.00 per dozen

We Have 200,000 Small Kentias to Offer.

Get Our Prices on Larger Quantities.

THE GEO. WITTBOLD CO.

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Fall Stock

Write for List of Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower, PEKIN, ILL.

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WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

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10 CENTS PER LINE, NET.



ASPARAGUS.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$7.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

BEGONIAS.

Begonia Chatelaine, 3-in., \$10.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

BULBS.

Bulbs, French Paper Whites, Daffodils, Tulips, adiant and expected soon. Lily bulbs from storage, French Candidum, Freeland. See our advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs. Cold storage Giganteum, 7 to 9-in., (350 to case), \$21.00 per case; 8 to 10-in., (250 to case), \$25.00 per case; 9 to 10-in., (200 to case), \$30 per case. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs, French; ready for immediate delivery. For varieties and prices see display advertisement elsewhere in this issue. Dutch bulbs are scarce in all varieties. Write for quotations. James Vick's Sons, Rochester, N. Y.

Bulbs. Cold storage giganteum, sound and dormant. 7-9 (300 per case), \$22.50 per case. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Bulbs, Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

French Bulbs. For varieties and prices, see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Lilium Giganteum, from cold storage, 7-9 (500 to case). Write for prices. Chas. Schwab & Co., Inc., 90-92 West Broadway, New York.

CALENDULAS.

700 Calendula—Orange King, fine 2-in. at \$3 per 100. Not pot bound or lanky. Cash. HEITMAN-OESTREICHER CO., 5610 North Ave., Milwaukee, Wis.

Calendulas, 2½-in. pots. Orange King, fine plants, \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

CARNATIONS.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

CROTONS.

Crotons. Fine healthy stock. 4-in., \$4.80 per doz., 5-in., \$9 per doz.; 6-in., \$1 to \$1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

DAHLIAS.
The best cut flower and garden varieties. Get our prices for best quality stock. LYNDBURST FARM, Hammondtown, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DAISIES.

Daisies. Bellis Montrosa, pink or white, also Longfellow and Snowball. Fine strong plants, \$2.50 per 1,000, \$6.75 per 3,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

DELPHINIUMS.

Delphinium Per.—Light and dark blue, extra strong transp., seedlings sown in May, \$3 per 100. Cash. HEITMAN-OESTREICHER CO., 5610 North Ave., Milwaukee, Wis.

DRAACAENAS.

Draacena Massangeana, 4-in., \$50 per 100; 6-in., 75c to \$1.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

EVERGREENS.

Window box evergreens, miniature Xmas trees and evergreens for tubing. Fine especially grown, shapely and symmetrical stock. For varieties and prices see display advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

FERNS.

FERNS. Boston, Roosevelt; Whitman, Scholzeit, Whitman Compacts and Teddy, Jr., out of 2½-in. pots, \$5.00 per 100; 3-in., \$10.00 per 100. Teddy Jr., 5-in., \$25.00 per 100. The Reeser Plant Co., Springfield, O.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz. 6-in., \$8 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

FERNs. Boston, heavy plants from 5-in. pots, \$4.50 per dozen, \$35 per 100. Extra heavy 6-in., \$6.00 per dozen. THE WAGNER PARK NURSEY CO., Sidney, O.

FERNs.

Ferns. Boston, 7-in., special price of 75c each. 6-in., 50c; 8-in., 1.00; 9-in., \$1.50 each. Whitman, 9-in., 50c; 7-in., 75c; 8-in., 1.00; 9-in., \$1.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns. Boston, 2½-in., heavy, \$8 per 100; \$55 per 1,000. Whitman, 2½-in., \$8 per 100; \$65 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

Ferns. Boston and Scotti, 6-in., \$3.00 per doz., \$25.00 per 100; 4-in., \$15.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Holly Ferns. Cyrtomium Rochfordianum, 2½-in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Bench Bostons. Fine stock for 5 and 6-in., 25c and 35c each. Carl Hagenburger, W. Men-tor, O.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbach, Ferndale, Askov, Minn.

FREESIAS.

Freesia Purity Mammoth, ¾-in. and up. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

GERANIUMS.

Geraniums, 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings, S. A. Nutt and Buchner, \$15.00 per 1,000; Ricard and Potevin, \$17.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GREENS.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. Caldwell The Woodsman Co., Evergreen, Ala.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. E. A. Beaver, Evergreen, Ala.

Greens. Scarlet Immortelles, \$55.00 per 100; Bouquet Green, \$10 per 100 lbs. Vaughan's Seed Store, Chicago and New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

HYDRANGEAS.

French Hydrangeas. Finest colors and best varieties. For number of Bowers and prices see display advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

JERUSALEM CHERRIES.

Jerusalem Cherries (Cleveland). 4-in. fine stock, \$15.00 per 100. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

KENTIAS.

Kentia Forsteriana and Belmoreana. For sizes and prices see display advertisement elsewhere in this issue. Pochmann Bros. Co., Morton Grove, Ill.

Kentias. Belmoreana and Forsteriana, 2½-in., \$1.25 per dozen; 5-in., made-up, \$9.00 per dozen. The George Wittbold Co., 745 Buckingham Place, Chicago.

Kentia Belmoreana, 6-in., \$1.00 each; 5-in., 75c each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley Pips for quick forcing, \$25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

MISCELLANEOUS STOCK.**STRONG FIELD GROWN PLANTS.**

	Per 100
Anchusa Dropmore Variety Opel	\$6.00
Stokessia Ceyanae	6.00
Buddleia Veitchiana, ¾	10.00
Calycanthus Floridus, 2/3	12.00
Deutzia Pride of Rochester, ¾	12.00
Vitex Agnus Castus, ¾	12.00
Caryopteris Mastacanthus, 2 yr	10.00
Spiraea Reevesii, Fl. Pl., 2/3	12.00
California Privet, Bushy, ¾	3.00

WOOD STUBBS & CO.

219-221 E. Jefferson St. Louisville, Ky.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms. Large Latania and Pandanus Veitchii. Suitable for large halls and hotel decorations, from 10 to 15-in. pots and tubs, \$10.00 each. HENRY SMITH, Grand Rapids, Mich.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, well-colored, 6-in. pots at \$1.00 each; large plants, \$2.00 to \$5.00 each. HENRY SMITH, Grand Rapids, Mich.

Pandanus Veitchii, 4-in., 50c each; 5-in., 75c to \$1.00 each; 6-in., \$1.50 each; 7-in., \$2.00 each. Pochmann Bros. Co., Morton Grove, Ill.

PANSIES.

Pansy plants for greenhouse planting, extra large, strong, transplanted plants in bloom. "Superb Strain" \$1.00 per 100. Cash. BKILL CELERY GARDENS, Kalamazoo, Mich.

PEONIES.

Peonies. 30 acres. Can supply your wants. Write for Catalogue. Gilbert H. Wild, Sarcoxie, Mo.

PRIMULAS.

PRIMULA OBCONICA. Five different colors, good, strong plants out of 3-inch pots at \$10.00 per 100, \$75.00 per 1000. Cash with order. J. H. FIESSER, North Bergen, N. J.

Primroses. Malacoides, 2½-in. pots, fine plants, \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Baby Primula Malacoides, 3-in., \$10; 4-in., \$15; 5-in., \$25; 6-in., \$50 per 100. Pochmann Bros. Co., Morton Grove, Ill.

ROSES.**EXTRA FINE 2½-INCH ROSE PLANTS.**

White Killarney	100	1,000
	\$4.00	\$35.00
Sunburst	500	45.00
George Elgar	4.00	

AMERICAN BEAUTY BENCH PLANTS.

\$12.00 per 100; \$100.00 per 1000.

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162 N. Wabash Ave., Chicago.

L. D. Phone, Randolph 2681.

Roses. Own root, 2½-in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. Milady and Richmond, \$7.00 per 100, \$65 per 1,000. 3½-in. stock \$35 per 1,000 additional. Pochmann Bros. Co., Morton Grove, Ill.

Field grown, two-year-old, hardy own-root stock. See display advertisement in issue of November 2, page 733. Western Rose Co., Pasadena, Calif.

New and standard roses for all uses; get list. Lledele Co., expert rose growers, Springfield, O.

SEEDS.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn in contract. Edgar F. Hurff, Swedesboro, N. J.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

SEEDS.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Pansy. New crop Florists' Mixture, tr. pkt., \$1.00; ¼ oz., \$2.00; oz., \$7.00. A. Henderson & Co., 211 N. State St., Chicago.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Robert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Flower and vegetables. Renowned specialties. Sale to seed merchants only. JOS. FAQUET, seed grower, Nice, France.

Seeds; specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Rottzahn Seed Co., Arroyo Grande, Calif.

Seed. Sweet pea. All the new and standard varieties. Send for descriptive price list. C. U. Liggit, 325 Bulletin Bldg., Philadelphia.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Keiway's, Langport, England.

You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds: all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SMILAX.

Southern Wild Smilax. Standard case, \$2.25. Long needle pines, 3 to 4 ft. doz., \$1.00; per 100, \$7.50. Gray Moss, 15 lb. bag, \$1.50. Fancy stock, fresh goods and quick service. J. A. CURRY & CO., Drewry, Ala.

SOLANUM

New dwarf Solanum Cleveland. Fine bushy, dwarf, well finished plants, 3-in., 15c; 4-in., 25c; 3-in., select, 25c; 4-in. select, 35c. Carl Hagenburger, W. Mentor, O.

VEGETABLE PLANTS.

Cabbage, celery and Triple Curled parsley plants. Field grown, 50c per 100, \$3.00 per 1,000, prepaid, \$2.00 per 1,000, not prepaid. F. M. Pattington, Seplioville, N. Y.

VINCAS.

VINCAS. Vinca variegata, good heavy field grown clumps, \$5.00 per 100; \$45.00 per 1,000; THE REESE PLANT CO., Springfield, O.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., \$3.00. The Excell Laboratories, 115-117 E. South Water St., Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Japanese Kyogi chip mats, 24x36 inches, \$3 per doz. assorted; \$17.50 per 100, solid colors, \$20 per 100 for checkered (two colors) mats. Takeuchi Bros., 444 Bush St., San Francisco, Calif.

Spruce and pine tree cones. Fine for decorating and Xmas wreaths. Spruce Cones, \$3.50 per 1,000; Pine Cones, \$4.00 per 1,000, Colorado Seed Co., Denver, Colo.

Patriotic cards, 100, 85c; 200, \$1.50; 500, \$3.00; 1,000, \$5.00. Write for samples. The John Henry Co., Lansing, Mich.

MISCELLANEOUS.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 623 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

FLORISTS' SUPPLIES.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2612 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 905 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hothead sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hewes & Co., Inc., Cambridge, Mass.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphs Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES. Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for \$1. postage paid.

MICHIGAN CUT FLOWER EXCHANGE, 264 Randolph St. Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Bamboo cane stakes. 6 ft., \$21 per bale, 6-9 ft. \$7 per bale; 9-12 ft., \$8.50 per bale. Mc-Hutchison & Co., 95 Chambers St., New York.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Erne & Company, Chicago.
Foxy, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Goldstein & Futterman, New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hents & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kunk & Co., Kansas City, Mo.
Kyle & Foerster, Chicago.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Mecoli, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The, Leo, Philadelphia, Pa.
Pappas, Nicholas G. & Co., New York.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pryer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Ruch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Tanner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Trendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Welland & Risch Co., Chicago.
Wielor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo., Co., Chicago.
Zeck & Mann, Chicago.

BOOKS FOR FLORISTS.

The following books should be in every florist's and gardener's library. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price, \$2.00.
Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50 cents.
The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, \$4.30.
The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, \$1.50.
The Book of the Feeny.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages with 44 illustrations. Cloth. Price, \$6.00.
Plant Propagation, Greenhouse and Nursery Practice.—By G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, \$1.50.
Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, \$1.10.
Vines, and How to Grow Them.—By Wm. M. McCullum. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, \$1.10.
How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, \$2.00.
Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants. Illustrated. 325 pages. Price, \$1.50.
Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, \$1.50.
Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, \$1.75.
Commercial Rose Culture.—By E. J. Holmes. A practical guide to modern methods. 168 pages, 60 illustrations. Price, \$1.50.
The American Flower Garden.—By Nellie Blanchard. Well bound. 388 pages and 92 illustrations. Price \$5.35.
Laws and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, \$1.10.
Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.
The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 518 pages. Price, \$1.25.
Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, \$6.
The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, \$2.
Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 844 pages. Price, \$10.00.
Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, \$1.60.
Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 252 pages. Price, \$1.50.
Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, \$1.60.
Daffodils, Narcissal, How to Grow Them.—By A. M. Kirby. Illustrated. 253 pages. Price, \$1.21.
House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, \$1.20.
Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, \$2.00.
The Book of Water Gardening.—By Peter Bisset. 200 pages. 130 illustrations. Price, \$1.20.
Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, \$1.75.
Landscape Gardening.—By Sam'l Maynard. 338 pages. 165 illustrations. Price, \$1.50.
Chrysanthemum Manual.—By Elmer D. Smith. Profusely illustrated. Price, 50 cents.
Mushroom Growing.—By R. M. Dugger. 260 pages, fully illustrated. Price, \$1.50.
The Goldfish.—By Hugo Mulert. 160 pages, handsomely illustrated. Price, \$2.
How to Grow Roses.—By Robert Pyle. 121 pages. Illustrated. Price, \$1.00.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

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on your greenhouses, and after you have investigated the plan of this Association, organized by the growers of Ohio for your especial benefit, you will want the protection offered you.

A postal card from you will place our by-laws, rates and full information in your hands. Do not neglect this important feature of your business.

The Florists' & Gardeners' Insurance Association,
Lock Box 489, TOLEDO, OHIO



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For Spraying.
APHIS PUNK
For Fumigating.
Ask Your Dealer for It.
NICOTINE MFG. CO.
ST. LOUIS.

Mention the American Florist when writing.

Columbus, O.

CHRYSANTHEMUMS RULE THE MARKET.

Florists' displays are now gorgeous with chrysanthemums of all colors and varieties. Consumption is exceeding that of any previous season, but has been scarcely large enough to take care of the supply. Late blooms have come in prematurely, and some florists have resorted to special sales to relieve the glut tendency. Prospects are that there will be few chrysanthemums left for the Thanksgiving trade. Preparations are being made to substitute pot plants for that event. Cyclamens and primroses will be plentiful. Carnations are a large yield and of fine quality. The same is true of sweet peas. Roses are equal to all demands. The crest of the abnormal funeral business has been passed, but this feature of the trade is still large. With the receding of the influenza epidemic social work is increasing in volume, and florists are kept busy. Short labor supply is still a handicap.

CLEVELAND, O.—The J. M. Gasser Co. has added a motortruck of good capacity which will transport stock from its Rocky River range to the store in this city.

CLEVELAND, O.—Walter E. Cooke, secretary of the florists' club, who was stricken with pneumonia at Newark, N. J., in October, while on an eastern trip, is now well on the road to recovery.



Azalea Pots, Hanging
Baskets, Lawn Vases,
Urns, Etc.

Red Pots

Refined Clays—Skilled Labor.

The Peters & Reed Pottery Co.,

SO. ZANESVILLE, OHIO.

"Moss Aztec" Ware

WM. M. WARRIN,

16 W. 23rd St., New York.

Mention the American Florist when writing.

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World's Oldest and Largest Manufacturers of

FLOWER POTS

A. H. HEWS & CO., Inc.
Cambridge, Mass.



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Vol. LI.

CHICAGO AND NEW YORK, NOVEMBER 30, 1918.

No. 1591

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The thirty-fifth annual convention will be
held at Detroit, Mich., August, 1919. Thirty-sixth
annual convention at Cleveland, O., 1920.

ASSOCIATION OF AMERICAN CEMETERY SUPERINTENDENTS.

Next annual meeting, Cincinnati, O., 1919.
Officers: W. H. ATKINSON, Riverview, Trenton,
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secretary. Next annual exhibition, June, 1919.

SUGGESTIONS FOR PLANT GROWERS.

Primulas.

As fast as the primroses grow, space them out so that there is a good distance between each plant, and so that the leaves do not touch, allowing room between the plants for a free circulation of air. If the plants are placed on a bench with a front and back board, place boards across and set the plants on these or stand the pots on inverted pots so as to bring them up into the air. Take care in watering not to wet the foliage more than necessary, or the leaves will be spotted. Many good primulas are ruined by being overcrowded and the foliage allowed to remain damp. If the plants are not going to be in flower for the holidays they can be placed in a temperature of 60° at night for a short time, which will rapidly bring them along, but do not attempt a higher temperature than that, nor for any great length of time. These plants are cold-loving subjects and are more satisfactory in a house that never goes above 50° at night. Primula obconica is now blooming freely and can be kept in bloom until spring if grown cool. These plants are particularly useful in filling Christmas baskets. Care must be taken in the handling of these plants by persons who are at all subject to poisoning from coming in contact with this, rhus, or other poisonous plants, for they sometimes cause a very troublesome and irritating eruption of the skin.

Ardisias.

The berries of the ardisias should now be turning a bright red and the foliage taking on that beautiful glossy appearance which makes this plant so popular at the holidays. Where these plants are grown in great heat the berries do not color as brightly, and the leaves lack that thick, leathery tex-

ture and glossy appearance, and the plants are not so satisfactory in the houses. They also chill very easily, and if this happens the berries drop off. It is much better to finish them from this time on in a bright, sunny house, with good ventilation; this will tend to color up the fruit and give the plants a much healthier appearance, and they will prove more satisfactory. We have seen these plants, where grown cool and not forced, hold their berries until the next year's crop was borne. Keep a sharp lookout for scale on ardisias; they quickly get covered with the brown scale unless carefully watched, and when these insects appear constant washing is the great remedy. Clean off the first that appear. "An ounce of prevention is worth a pound of cure."

Catch Crops.

With the close competition that the greenhouse man is up against at the present day it does not pay to have any of the bench room idle, or if a crop shows that it is not going to succeed and be remunerative it had better be thrown out and the room occupied by something that will pay. The several different plants and flowers have their seasons, and when they are done a succeeding crop should be all ready prepared to take the place. It therefore pays to have some catch crop ready in cases of this kind. There are many annuals that can be grown and carried along in small pots and if not used and eventually discarded the loss is small. These, if planted out in the benches, will bloom in the early spring and give a very welcome variety to the flowers of that season. There are many flowers grown today that were first grown as catch crops, such as the antirrhinum. Among others which might be grown this way are the centaureas, either bachelor's buttons or

sweet sultans, nasturtiums, lupines, calendulas, eschscholtzias, salpiglossis, schizanthus, stocks and others. There are also many of the early blooming perennials which can be lifted and heeled in where they can be easily obtained during the winter and transplanted to the greenhouse. Among these are *Coreopsis lanceolata*, *Aquilegia corulea*, *gaillardias*, *heuceras*, sweet william, and others which the grower has in stock. A dealer will always find customers who appreciate these flowers, which are often not seen during the winter months, and by having the stock of a few of these odd things one can often plant out a section of a bench that otherwise would not be returning any revenue, and thereby prevent loss.

Stevia.

The early stevia will now be coming into flower, but if the plants are in pots, and there are a good large number, they should not be brought into flower all at once. By keeping some of the plants in a cool location they can be retarded so that plants may be had in bloom up to February. A house or deep frame where the night temperature can be kept just above the freezing point will hold them in check and they can be brought in as desired. The dwarf variety is very easily handled in this manner, but the tall plants are not so easily moved around. Keep the plants well tied up for the joints are very brittle and break down easily, and the long variety should be very carefully handled even after the sprays are cut, for they break down with their own weight when in flower.

Cold Storage Lilies.

Cold storage giganteums in small bunches, can be forced and handled most economically, planted in wooden flats or shallow boxes about 12x18 inches in depth. These hold 15 bulbs and when planted, they are placed along the edges of the walks, under the tables, are easily watered, do not upset or fall over into the passage, there is no breakage as is liable with pots, and they are more quickly moved about when necessary. Another advantage is that four stakes in the corners of the boxes, with a string around, ties up the whole lot. To get the best results at this season from cold storage lilies, the temperature must not get much below 65 degrees. They must be kept constantly on the go from the planting of the bulbs until the cutting of the flowers. Green fly is their greatest enemy, which is often found even when the plants appear clean, down in the heart of the shoots or stems as the buds are forming. If not immediately overcome by smoke or nicotine, the result is no buds, or only such as produce defective flowers. Many a crop has been lost by neglect of this important detail.

WASHINGTON, D. C.—Howard S. Coe, assistant agronomist in the bureau of plant industry, died October 25 of pneumonia, following influenza.

EUREKA, CALIF.—Charles W. Ward, president of the Cottage Garden Nurseries, Inc., who has been absent during October, is expected back this month.

SALT LAKE CITY, UTAH.—The Miller Floral Co. reports increasing day and night business in funeral work. The influenza epidemic shows no sign of abatement.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

Now that the first of the season's holidays is past, one can gather from the results some idea of what to expect as to the volume of trade during the coming busy months, and lay plans accordingly. To anticipate the demand, and be ready with the first of the season's flowers, creates business; all sails should now be set to catch as much as possible, prior to the event, of the coming holiday trade.

Stores in all lines are already strongly featuring their Christmas goods and advising early purchases, which seems to be the rule this year more than ever. Florists cannot get into the competition for this trade any



Geo. M. Geraghty.
Manager Dunlop's Flower Shop, Toronto, Ont.

too soon. A well arranged plant basket or two, a few choice evergreen or other lasting Christmas wreaths, specimen flowering berried or fruit bearing plants, all nicely decorated with appropriate ribbons, in a window display or featured in the store, will remind shoppers that their lists will not be complete without gifts of this character.

If not already ordered, the selection of flowering and foliage plants for the holiday business should be made at once. Go over last year's record of the Christmas business, with its lists of plants, plant baskets and other details of this department. Determine what will be required, make out the full list, and then visit the growers. Purchase only the finished stock, the choice of the various grades, plants that will be full of flowers and at their best on the day of sale. The perfect plant in any size, is almost sure to find a purchaser, while the seconds are too often found in the left overs.

All kinds of greens should also be engaged well in advance. The dealer is sure to give such early orders the preference. Ground pine is frequently snowed under in the first weeks of December, and there is often none for late comers. The choice highly colored, cut evergreen sprays, from the

nurseries, should be secured before the severe frosts of December turn them brown. There is nothing of like character more beautiful than wreaths of this material.

There should be in every shop a novelty table: a space by itself either on the end of the counter or a small table in a conspicuous part of the store. A few tumbler or small vase baskets prettily filled, a baby shoe with Sweet-heart roses, two or three miniature colonial bouquets with narrow ribbons, such as may be worn as corsages, a small basket of fruit and flowers, labeled "For the convalescent," etc., all ready to be picked up and carried away. It is not much trouble to keep up such a display, which is sure to attract attention. The artistic appearance and the "take me" appeal of these ready made arrangements, effects many sales.

Work up a fernery service. The filling of these little table ornaments can be made quite an important branch of the business. While each transaction is small in itself, it oftentimes leads to the opening of accounts which are well worth while.

Be careful about prices; as the season advances the figures climb week after week, and sometimes in between, there must be a carefully graduated scale to meet this condition, or there is loss instead of profit. Nothing should be left to chance. There should be as little waste as possible. While nothing that is not in good condition should be allowed to go out of the store, the bright salesman will show the things that are most plentiful, and keep the scarce articles for the customers who will take nothing else. Flowers that are a bit passe are put away to be used up in design work where, particularly with open roses, they show to better advantage than the fresher stock.

How about the F. T. D.? Are you a member of this live wire organization? If not, get in at once and rub shoulders with these hustlers of the craft. It will put your store on the map, and if you feature and work for this out-of-town business, a lot of it will be sure to come your way.

Co-operation Through Florists' Clubs.

Paper by George M. Geraghty, Toronto, Ont., read at the annual convention of the Canadian Horticultural Association at Ottawa, Ont., August 13-16, 1918.

Co-operation in any line of business is the one and most important item in the successful conduct of business, and the florist is vitally concerned in this item.

As we are geographically situated so far from the large import centres, this co-operation is a necessary factor in the purchase of stock and sundries. Retailers are the ones who are more interested than the growers, and, for that reason, where it is possible, and there are three or more retailers, florists' clubs are the logical result. To cite a point, I will refer to the Toronto Retail Florists' Club as an example. For many years the retail florists of Toronto have gone along their own way and did well, but there was something lacking. A few years ago some of the retailers suggested forming a florists' club, but interest was wanting and nothing came of it. A little over a year ago, one of our energetic young men, J. J. Higgins, decided that co-operation in the form of a florists' club, was necessary, and with a few loyal helpers called a meeting which was

held in St. George's hall. On this occasion enough interest was manifested to warrant going ahead with the organization and another meeting was called and Dunlop's hall was the birthplace of one of the most progressive and congenial florists' clubs in the country. At this meeting more than three-quarters of the retail florists of Toronto paid their fee, and the start was made and officers elected. At the next meeting, a month later, we had every retail florist in Toronto as a working member and all dues and fees paid up.

Summer coming on, adjournment was made until the second Monday in September. At this meeting every member was present and co-operation was the theme. Previous to this time, it had been the custom to hold a chrysanthemum show and award prizes. Suggestion was made to have each member have a show of his or her own in their own places of business, all using the same advertising, with stickers, fillers or inserts alike. This was enthusiastically carried, and I do not think there was ever more interest manifested in any show than was in this. Here again co-operation told, not only with the retailers, but with the growers as well. Where previously growers sent in some show chrysanthemums in hopes of getting a prize, they now sold them at a good price, and I believe every grower around Toronto and western points disposed of every salable bloom and at a fair price. This will be repeated again this year and, we believe, with greater success.

Next, we took up Christmas advertising, and co-operation again held its own. All members again used the same publicity and the whole city and adjoining country was flooded with Christmas notices. The results were more than expected and so it was on all subsequent holidays. Let me mention the first florists' picnic in July of last year. The street car strike came on that day, and a severe rain storm, but for all that almost 200 attended and had a most enjoyable time, and here let me add that co-operation in this case resulted in every florist store in Toronto being closed on that afternoon and I am sure that such a thing has not happened anywhere else, or if so, I have not heard of it. The same thing took place this year, when we had a great crowd and a most enjoyable time, due mostly to the efforts of the club ladies in providing a most excellent supper. Our lady members believe in co-operation. To show how successful we are I may say that we have money in the treasury, a fine club room (due to the generosity of J. H. Dunlop), where we have social and business meetings and a general good time.

One of the most important things we have done is to suppress fake advertising. I will not enter into the details of this matter, but the firm in question made all amends possible and we can ask for no more. In conclusion, let me urge upon Canadian florists the necessity of co-operation and the furthering of their own interests by that method. The Toronto Retail Florists' Club is anxious to have other retail florists of Canada affiliate with them, and at some future date they will be a power in the business world of our country.

PROVIDENCE, R. I.—H. M. Robinson, Jr., of Boston, Mass., is publishing "The Trigger," a paper published in the interest of the naval rifle range corps.

National Association of Gardeners.

BOSTON CONFERENCE.

The gardeners' New England conference, held under the auspices of the members in Boston and vicinity of the National Association of Gardeners at Horticultural hall, that city, November 22, was called to order by Wm. N. Craig, acting as chairman, who in a stirring patriotic address called attention to what the United States and her Allies have recently achieved, but warned that there is still much to be

home gardeners, so that as much as possible of the country's general production can be released to the suffering nations. In the discussion that followed, it soon became apparent that the impression prevailed in many communities that war gardens were a thing of the past and not to be resumed next year. After learning how urgent it was that this work be continued, the members present, who had been actively engaged in this work, pledged themselves to renew their efforts, and a motion was unanimously carried that



HALLOWE'EN WINDOW AT STORE OF J. BANCROFT & SON, CEDAR FALLS, IA.

By J. H. Smith, Store Manager.

done before the world democracy becomes a reality. In his remarks, Mr. Craig referred to the wonderful services rendered by the war gardens, but stated that this work, also, is not completed, as production and conservation in the next few years will be as necessary as at any time during the war. He outlined the programme of the evening, briefly referred to the several subjects to come up for discussion, and then read a letter received from Robert Weeks, of Cleveland, O., president of the national association, regretting his inability to attend the conference, and mentioning some of the problems which will confront the gardeners during the post-war period, recommending them to the conference for consideration.

Mr. Craig introduced H. D. Hemenway, of the national war garden commission, Washington, D. C., who announced that the planting done in the war gardens during the last two years will be taken up this coming year by the victory gardens, as it is more essential than ever that food be produced. F. O. B. the kitchen door. The speaker presented some figures of the amount of production and the number of gardeners engaged in war gardens, which were astounding in their enormity. He made the statement that unless the United States provided food for Russia next year, starvation would be widespread over that country, and that official records show that thousands and thousands of people, among them principally children, starved to death in the streets last year. Other countries must be provided for, but Russia appears to be the greatest sufferer through the halting in the crop cultivation. It was stated by Mr. Hemenway that the national war garden commission is planning a campaign to increase, if possible, the production of food by

the National Association of Gardeners co-operate in every way possible with the national war garden commission in furthering the campaign they have under way, and that individual members of the association interest themselves in the work in their respective communities by offering their aid wherever they can serve.

J. K. M. L. Farquhar, who requires no introduction to a Boston audience, was called on by the chair to speak on the effects of plant import restrictions on American horticulture. After relating his several visits to Washington to protest against the proposed restrictions, and the evident disposition of the federal horticultural board to put the proposed restrictions into force, Mr. Farquhar stated that American nurserymen were already growing plants, some of them of better quality than the foreign product, of varieties that it was believed a few years ago could not be produced in this country, and that in time other varieties would be produced. The speaker agreed, that while it might even be a good incentive to increase production among American nurserymen, the time limit of the plant import restrictions should be extended to give American nurserymen opportunity to prepare to meet the demand for their stock that will be occasioned by closing the doors to foreign plants.

Leonard Barron, of New York, said that he had been endeavoring to discover just how American nurserymen stood on the question of plant import restrictions, and that his investigations proved that they were somewhat divided in the matter; that he was disposed to believe in the long run it would be a good thing for American nurserymen, though he believed that more time should have been given to prepare themselves against the restrictions. In

the discussion which followed, it was claimed that if American nurserymen would turn to the cultivation of our native plants, it would be possible to develop truly American gardens. The opinion prevailed, however, that until the nurserymen can furnish such plants, there should be some modification in the restrictions on foreign plants, and the secretary was instructed in a motion, duly carried, to learn if it were not possible to have some action taken to have the proposed restrictions deferred for at least three years.

A general discussion followed of the problems which the gardener will have to contend with during the reconstruction period, and the difficulty he will have in obtaining capable assistants, as many of the young men of the profession who joined the colors, will turn to more lucrative vocations. The question of training young men in this country was discussed, but the difficulty of interesting them in the work, due to the small inducements that must be held out, was considered a decided factor against succeeding. The substitution of young women, who though accredited with achieving much in the war work, was not favorably regarded. That the gardeners' compensation is not at all commensurate with that of other professions, was generally agreed on, but it was contended that many gardeners are themselves responsible for this condition. The cultivation of greater confidence between the estate owner and the gardener, it was agreed, would be of much benefit to the men of the profession.

M. C. Ebel, secretary of the national association, pleaded for a more united co-operation between the gardeners through their national association in order that many of the problems that now confront them may be overcome, and that their profession may receive the recognition, it is entitled to, from among those requiring the services of those engaged in it.

The conference, which was well attended, was pronounced a success.

Cincinnati.

SUPPLY APPEARS LIMITED.

The market is rather short on stock and prospects for a good supply for Thanksgiving are rather slim. The demand is very heavy and everything is selling at top prices. Shipping business is very good. The rose supply has dropped considerably during the past fortnight. All carnations coming into the market are cleaning up quickly at good prices. The chrysanthemum cut has shortened greatly and is far below the normal cut of past years for the days immediately preceding Thanksgiving. Easter lilies are more plentiful than they were for a fortnight. Callas may be had. Sweet peas and single and double violets are all finding a good market. The call for orchids has picked up considerably. Stevia is now in the market and is proving a welcome addition to the daily receipts.

NOTES.

The Christmas fund committee has begun to send out postal money orders to the florist boys of this city and vicinity who are in the service of the United States, either military or naval. The list includes the following: Overseas—Sergt. Clifford Merland, Corporals Arthur J. Gear, George F. Popp, Edward Foran and Otto H. Walke and Wesley Gear, Joseph Grimmer, Fred R. Murphy, William H. Deller, Paul Nabert, R. H. Schlomer, Arlington A. George, George Farrell, H. J. Kramer, Harry A. Gray, John Mensch, Ernst Steelman, Edward Thomas, Sam Zellner, Edson P. Kittle, Elbert C. Kittle, Fred E. Wiegler, Henry Rutenschroer, Harry Neckstroth, George Epely, Willard E. Eller.

John Palmer and Edwin A. Geiser. In this country—1st Lieut. C. B. Jones, 1st Lieut. Ray H. Ruttle, 1st Lieut. Herbert Thaden, and Joseph L. Baer, George H. Kessen, William J. Stein, Robert Ruttle, Ben. J. George, Sidney George, Frank Herb, U. C. Brunner, Charles Windram, Ed. Cavanaugh, Lawrence Schlomer, Roy Greensmith, Leo Kenninger, George H. Trautman, Harry Rutenschroer, Jos. Durban, Joseph D. Thomas, Charles Garvey, Bernard Decker, J. L. McDuff and Clarence Pfeiffer.

Three large houses at Eden Park are filled with flowers which the park florists take pride in showing to throngs of interested visitors. Chrysanthemums occupy quite a prominent place, among the most attractive being Dolly Dimple and Petite Marcel.

Roy Rudolph has been sending some fine large pink chrysanthemums to C. E. Critchell's. They have been selling well.

George Klotter is cutting some excellent stevia. H.

San Francisco.

FINE THANKSGIVING TRADE ANTICIPATED.

Trade in this city continues to be very brisk in all lines. Funeral work still is very heavy and the chief outlet for flowers is in this line. There is still a very large supply of all kinds of flowers. Chrysanthemums are still very plentiful and are selling well. Good prices are now being received by both grower and retailer. The Yellow Major Bonnaffon and Appleton are best. Good whites are none too plentiful, Nonin being the best offered. Good pink chrysanthemums are to be had at most of the stores. Large lots of pompons are coming in, but they move slowly. Anemones are over after a very successful season. Carnations of first grade quality are scarce and in good demand. There is quite a heavy cut of short stemmed stock, nearly all of which is used for funeral work. Roses are quite plentiful and are bringing fine prices. Russell is improving in quality every day, with not enough first grade stock to go around. Few, if any, American Beauties are to be seen. Haddley is the best to be had in red. Aphelia and Mrs. Shawyer are the leaders in pink. Cecile Brunner is in heavy demand with the cut shortening considerably. The first cut poinsettias of the season arrived during the week and they give the stores their first holiday appearance. As yet, they are not in much demand, but for window displays they are unexcelled. Cattleyas are quite plentiful with the demand heavy and prices very firm. Gardenias are in short supply. There is no lily of the valley on the market. Violets are in oversupply, owing to ideal weather conditions. The giant violet, which is the principal shipping variety, is in good demand for long distance orders, but the call for Princess of Wales is limited. We noted quite a few tuberose and Paper Whites this week. The latter sold well. Erica melantha and obvata have made their appearance in the market and are just as popular as ever for basket work. Cut cyclamens are very abundant, and for wedding bouquets take the place of lily of the valley almost entirely. Adiantums are getting to be in short supply. There is always a steady demand for Adiantum. Williamsii, which is one of the most beautiful of the adiantum family. Asparagus is getting scarce also. Prospects for a heavy Thanksgiving business were never better than they appear at the present writing. We do not think there will be a shortage of anything. Chrysanthemums will be in large supply and of fine quality. In pot plants, some excellent cyclamens are coming in early. Ericas in pots will also be of-

fered largely. Poinsettias promise to be in large supply. The quality of the Boston ferns being sent in to the market is splendid. The florists have arranged for generous supplies of both plants and flowers, and with the passing of the influenza epidemic, it is expected that a record business will be done.

NOTES.

P. V. Matraia, president of the Art Floral Co., had a very large church decoration at the Memorial Chapel at Stanford University last week. It was a very elaborate affair and great quantities of stock were used. On the return trip to this city, one of his large motor trucks developed tire troubles, but with the assistance of a machine from the Lynch Nursery Company of Menlo Park, he was enabled to reach a town, where the necessary repairs were made.

A visit to the plant growing establishment of Eric James at Elmhurst was a revelation. The cyclamen houses never appeared to such advantage as they do this season. All the holiday stock is in the finest possible shape. Mr. James is busily engaged shipping stock for Thanksgiving trade. He is also of the opinion that the coming season is going to be a banner one for the trade in all lines.

Manager J. A. Axell, of the E. W. McLehann Co., says Thanksgiving orders have been the heaviest for years. This firm is in with a very heavy cut of roses in all varieties with the exception of American Beauty. They are also shipping heavily of chrysanthemums.

Avensino Bros. are greatly pleased with the amount of business they have done. Funeral work has been an important item with them. They expect social affairs will use large quantities of flowers from now on, as the influenza epidemic is over.

Henry Goetzheim is in with a fine cut of Col. Appleton chrysanthemums. This is one of his specialties, and he grows several houses of it every season. Business is fine at his retail store.

Manager Chas. Shellgrain, of the J. B. Boland store, is making a fine display of poinsettias this week. His stock is especially well grown and is attracting much attention.

C. Kooyman says fall trade has been very good with his firm. He says the call for all florists' supplies has been brisk. He also handling a large supply of cut flowers.

M. H. Ebel, of Sacramento, was a visitor during the week, arranging for his Thanksgiving supply of flowers and pot plants. He tells us trade is very good in his city.

Schwerin Bros.' greenhouses, which are devoted principally to ferns, are in good shape for the coming season. This firm is one of the largest growers of ferns on the coast.

At Joseph's, business has been very good right along. They are showing cattleyas in large quantities and report a fine demand for this flower.

Pete Ferrari, of Ferrari Bros., is rapidly recovering from his recent illness and expects to leave the hospital shortly for his home. JAMES T. LYNCH.

Lancaster County Florists' Association.

The meeting started with a visiting trip, somewhat hampered in numbers on account of the labor situation, but there was a round dozen of us and three machines. The first stop was made at the establishment of H. D. Rohrer, where we found the usual good stock of carnations, nearly all Supreme and Matchless, a house of sweet peas, one of calendulas and myosotis, and a number of houses filled with chrysanthemums, principally Bonnaffon, and one with Seidewitz and Dolly Dimple, both

in top quality shape. In addition to the cut flower business they are large growers of primulas and had them, as one of the party remarked, by the million. They had one bench of cyclamens well set with buds and flowers and a bed of callas that had been moved over from the establishment of Lemon Landis before the fuel situation had settled. Mr. Landis having his houses planted to winter vegetables.

The B. F. Barr greenhouses were next visited, and here we found the usual display of stock grown to supply his large retail trade at the store, pot plants of all sorts and in every stage of growth, carnations, roses and chrysanthemums, all of high quality, especially the chrysanthemums, of which he will have an unusual supply for Thanksgiving. The new boiler house is a model of efficiency and almost fire-proof. In the nursery end of this place, a tremendous business is being worked up both locally and for shipping.

Rudolph Nagle's was the next stop, and here we found the chrysanthemums about all cut, with mignonette, yellow daisies, myosotis, calendulas and snapdragons started for the winter supply of cut flowers, as well as several houses of sweet peas, among which is an extra fine white sport of Yarrowa that he expects to work up into a regular stock. Here we also found a number of houses of lettuce in various stages of growth.

Enos Kohr's was the last place visited, and here the chrysanthemums also were cleaned up and the houses will be run without heat for the winter. His immense carnation houses were planted to three varieties, Matchless, Mrs. C. W. Ward and Alice, a perfect sea of buds and the cut has been enormous all through October, so if there is any one in this section will make money out of carnations this season it is our friend Enos. The help problem is partly solved by the employment of women for tying, cutting and disbud-ding the stock.

The evening meeting was held in the store room of B. F. Barr, our regular place having been commandeered by the war work committee. The paper for discussion was the one written by Mr. Pollworth on the "Commission House of the Future," and was discussed by the various members, the consensus of opinion being that the grower and the commission man should be in hearty co-operation with each other all the time, and plantings should be discussed and decided a year ahead whenever practical. M. J. Brinton gave us what he is pleased to call a rambling talk, but which is always full of good advice. He thought that the past year had taught us all to get more out of our places with less expense, and that many hitherto undiscovered leaks would be eliminated and work for better efficiency in the business. He also emphasized the fact that it was not good business policy to invest your money in new glass as fast as it is made, but to have some in reserve for just such occasions as we have experienced the past year.

The club invested from its treasury \$300 in Liberty Bonds which made a pretty near 100 per cent showing. M. J. Brinton recommended that the club get in touch with W. G. McAdoo and write a petition asking for better express service for cut flowers and plants, said petition to be signed by every member of the club. This was unanimously agreed to, and it is hoped every club in the United States will follow suit.

A "victory social session" will be held in the Brenneman building December 10, with A. F. Strickler, Lemon Landis and H. K. Rohrer managing it. There will be bowling, billiards, pool, cards and "eats." ALBERT M. HERR.

Pittsburgh.

SMALL VARIETY IS OFFERED.

With the chrysanthemum and pompon supply about over, the market is left rather short of stock. The last chrysanthemums were received this week, and there are very few for Thanksgiving business, which it is believed will bring a greater demand than in former years. The call for roses, carnations, lilies, stevia and violets is rather heavy, as a result of the shortage of other flowers, and with the dark weather, there is liable to be a shortage for some time unless conditions improve. Carnations have not been in oversupply at any time and the demand continues brisk, \$8 being the price maintained for good stock. Some shorts sell at \$4. American Beauties, which have not been selling well, have taken a slight advance and the prospects are that they will continue to hold up in price during the period of scarcity. There are no long stemmed flowers on the market. Lilies are very limited in supply, but larger shipments are looked for soon. A limited amount of lily of the valley is being received and it moves well at \$8 per 100. Violets are slow in moving, partly on account of poor quality. The first shipments of stevia and snapdragons were received this week. Greens of all kinds are selling well, with only a limited supply. Boxwood and other Christmas stocks are moving fast and the trade is preparing for good holiday sales.

NOTES.

Harry Simpson, of Kittanning, is able to attend to business again after an illness of several weeks.

Visitor: R. E. Blackshaw, LaPorte, Ind. M.

Rochester, N. Y.

BIG THANKSGIVING DEMAND IN SIGHT.

Business has not been as brisk as usual during the past week but all indications point to an excellent Thanksgiving trade and roses, chrysanthemums and carnations are being held back for the occasion. At this writing the rose supply is light and prices hold firm. American Beauty is scarce and Francis Scott Key is taking its place. Ophelia and Columbia are also good sellers. Lilies are very scarce. Violets are plentiful but the quality is poor. Carnations are excellent and retail at \$1.50 per dozen. Pompons are in great demand and show fine form. In chrysanthemums, Turner, Enguehardt, Eaton, Davis, Bonnaffon and Chrysolara are plentiful and the call for them is heavy. A few snapdragons and calendulas are still to be seen in the shops. The new crop of galax, fine in quality and color, has arrived. Greens are plentiful.

NOTES.

The ladies auxiliary of the florists' association were entertained recently at the home of Mrs. E. P. Wilson and discussed plans for the coming year.

F. Schlegel & Sons report an excellent demand. They recently cut one entire house of Chrysolara, which were used exclusively in funeral work.

The Rosery Flower Shop has an attractive display of helichrysum in small baskets suspended from a ribbon covered hoop.

George J. Keller, of Mt. Hope avenue, has been cutting excellent chrysanthemums and pompons in addition to cyclamen plants.

At Salter Bros.' main store, they are showing attractive Christmas novelties, one of which is a bird house of unique construction.

J. B. Keller Sons have redecorated their store on Clinton avenue, white being the color throughout.

C. W. Curtis, of Irondequoit, is cutting fine stock of pompons in bronze, yellow, pink and white.

Hugo Teute is marketing excellent primroses of the chinensis variety, also large cyclamens.

CHESTER.

Toronto, Ont.

BUSINESS GETTING BACK TO NORMAL.

An unprecedented amount of funeral work keeps the florists on the jump for stock enough to fill orders; the flu and pneumonia shortened the staffs so that at times it was impossible to get the work out and at some of the stores orders were turned away. In the meantime, the epidemic has abated and conditions are becoming normal. The much abused grower has come back to his own, and anything that he happened to have brought good prices. As one of them remarked, "We are coining it now." Stock compares favorably with other seasons, and in roses some good blooms are being cut. Ophelia, the florist's rose, is in grand shape. Reds are scarce, and in fact all teas at \$10, \$15 and \$20 per hundred are not plentiful enough to fill orders. American Beauties, with the best at \$50 per hundred, are almost impossible to get, and chrysanthemums are about over. They had a good run while they lasted, with prices about 50 per cent higher than in other years. The best carnations are now listed at \$8 per 100, with the cheaper grades, \$6 and \$5. Violets are \$1.75 and other stock in proportion. In supplies, it has been almost impossible to keep up a full stock, and prices are as changeable as the winds, no quotations being recognized.

NOTES.

The Gardeners and Florists' Club held its annual show in St. George's hall, but lacking the support of the commercial growers, who did not have enough stock to fill orders, the entries were not as numerous as usual. While some criticised the lack of entries, the officers understood conditions and staged what they had to best advantage. Geo. Thompson was first in collection, three of any variety, vase of pompons, vase of singles, and specimen bloom besides getting a special prize for an artistic basket. Geo. Hollis was awarded a diploma for a seedling pompon of bronze type deeper than Mrs. Beu, with quilled petals. W. McNaughton received a diploma for his seedling yellow single, Bessie McNaughton. These officers for the coming year were elected: H. G. Dillamuth, president; G. H. Mills, first vice-president; F. D. Clarke, second vice-president; Alex. Simpson, secretary, 11 Queens Park; Geo. Hall, treasurer. Executive: T. Manton, Frank Fletcher, John Woods, Geo. L. Douglas, L. P. Whitlock, Geo. Thompson, E. F. Collins representative to the Canadian national exhibition, T. Manton.

H. G. D.

Providence, R. I.

MAJORITY OF STOCKS SHORT IN SUPPLY.

The offering of stock during the opening of the week has been quite plentiful, but the market tightened at the close. Roses are advancing steadily, but they sell as fast as they are received. From indications, chrysanthemums will be short in the larger sizes for Thanksgiving, but there will be plenty of small flowers for sale. Carnations are in limited supply and many more could be sold if available. Violets are good and there are plenty of them. Pompons sell well. There is a shortage of good pot plants, but ferns sell well.

H. A. T.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST

440 S. Dearborn St., CHICAGO

"In God's name, cheerily on, courageous friends,
To reap the harvest of perpetual peace.
By this one bloody trial of sharp war."

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SHREWD growers have lately increased their forcing bulb orders, anticipating a good winter demand for all cut flowers.

It will help florists on coal bills if they will double retail prices now on all greenhouse decorative and flowering plants, and charge for cut flowers generally, what the business will stand. It has been a lean summer.

Chrysanthemum Society of America.

REPORT OF EXAMINING COMMITTEE.

Cincinnati, O., November 16.—Titanic, white Japanese incurved, scored 90 points commercial, and Silver Ball, white Japanese incurved, scored 90 points commercial; exhibited by Elmer D. Smith & Co., Adrian, Mich.
CHAS. W. JOHNSON, Sec'y.

Industries Preference List Canceled.

Washington, D. C., November 19.—The preference list of the war industries board under which war plants were given priority of material, fuel, transportation facilities and labor to complete the war programme, will be canceled at once. Priorities Commissioner Edwin B. Parker announced today.

Society of American Florists.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that A. N. Pierson, Inc., Cromwell, Conn., submits for registration the new geranium here described:

Geranium General Pershing.—Single; Color, vivid salmon, shading to light salmon-pink towards the petal edge; foliage bronzy green, medium size; compact in growth and extremely free and continuous in flowering, hence an improvement on existing varieties in this color for bedding or decorative purposes.

Any person objecting to this registration, or to the use of the proposed name, is requested to communicate with the secretary at once. Failing to receive objection to the registration the same will be made three weeks from this date.

JOHN YOUNG, Sec'y.

November 30, 1918.

American Rose Society.

DEPARTMENT OF PLANT REGISTRATION.

The following varieties have been presented for registration and unless objections are filed with the secretary of the society within three weeks of this publication, the registration will become permanent:

By M. H. Walsh, Woods Hole, Mass.
Name: Nokomi. Class: Wichuraiana. Parentage, Wichuraiana x Comte de Raimbaud. Description: Climber with light glossy green foliage; hardy and free of growth. Flower larger than Lady Gay or Dorothy Perkins, of dark rose-pink color, in clusters of 25 or 35 blooms, double and slightly fragrant. Superior for its hardiness, vigor, foliage and size of bloom.

By the E. G. Hill Company, Richmond, Ind.

Name: Victor. Class: Hybrid tea. Parentage, Ophelia x Killarney Brilliant. Description: Upright, strong, free growth, with large, deep green foliage. Flower large, deep rose or often red in color, semi-double. The bud is extremely long and the flower has a strong fragrance. Full petalage and a good keeper. The variety is similar to Killarney Brilliant, but shows an improvement in size.

Name: Golden Rule. Class: Hybrid tea. Parentage, Ophelia x Sunburst. Description: This variety is similar to Ophelia in all characters except it is a clear yellow in color. It is a stronger grower than Sunburst.

Name: Mme. Butterfly. Class: Hybrid tea. Parentage, Ophelia Sport. Description: This variety is similar to Ophelia in all characters except that its color is greatly intensified.

E. A. WHITE, Sec'y.

National Publicity for Flowers.

One month now to the end of the year. We are nearly \$5,000 short of the \$50,000 required to put the 1918 stage of our campaign over the top—or, had we better say, to the top?

Our committees have every reason to believe that subscriptions to complete the fund will not be wanting, and are going ahead with the programme already laid out. Why? Because the reports coming in to our promotion bureau are such as to make even the man with cold blood enthuse. East, north, south, middle west and west, the feeling is that our publicity has had the effect of stimulating business to a re-

markable extent. If it was possible to accomplish this result in times such as we have just passed through, what are we to expect in the better times which are before us? Already florists are asking why we did not start a campaign before. The answer is easy—we were not organized for the effort. Now, through the generous contributions of a large number of whole-hearted florists, we have approached a point where we may well consider ourselves organized, and our work is having a telling effect. We want to keep going. We want our slogan "Say it with Flowers" to be continually in the public mind, and we are proceeding in the right way to accomplish it.

But we must have the requisite funds to fully attain our object. We have had to anticipate the little shortage we are complaining of. Surely there are enough good souls among the large number of florists, who have not yet subscribed, to help us over our goal. No matter whether a retail florist or a grower, the fund is worthy of support. It should be remembered that some florists have contributed as much as \$500. There's faith for you. And these same florists are satisfied that they have had their money's worth in increased business. The more money, the more publicity, and the bigger the volume of business.

Help now, when help is most wanted. Take advantage of our direct aid service. Use the newspaper electrotypes we have provided, and connect your establishments with the magazine advertising. Display our signs, and popularize our slogan in your community. Our Christmas advertisement in a number of national magazines will bring business to your door, if you will run our newspaper electrotypes in your local newspapers. Send us a dollar and one will be mailed to you right away. Get your advertising going early, and you will not want for Christmas trade.

JOHN YOUNG, Sec'y.

Cottage Gardens Acquire Stark.

Charles W. Ward, president of the Cottage Gardens Nurseries, Eureka, Calif., writes as follows, November 19:

"I desire to inform you that William P. Stark, formerly of Louisiana, Mo., has associated himself with the Cottage Gardens Nurseries. Mr. Stark takes the position of operating manager and sales director and will have entire charge of the production as well as the selling end of the business. He will dispose of his interests at Louisiana, associate himself permanently with the Cottage Gardens Nurseries, and give it his entire time and attention."

"Mr. Stark is too well known to the nursery trade to need any introduction from me. He has made a thorough examination of the Cottage Gardens properties and has concluded that there is a great future in store for its business."

Wire Situation.

In no department of steel manufacture are conditions more nearly on a peace basis than in wire and wire products. The Pittsburgh Company, which less than a month ago was 100 per cent on government orders, today is practically 100 per cent on regular commercial business.

Chicago makers and dealers in wire designs are weeks behind on their orders. Wire has been unobtainable but may loosen up soon. It is not a question of wire alone, but of skilled labor.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv. For Plant Ads., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—A working foreman, single man preferred. Good wages for the right man. Address
Wolfe, The Florist,
Waco, Texas.

HELP WANTED

Man experienced as seedsman to take charge of a wholesale seed warehouse, and also to do some selling, for an old established firm of seed growers and wholesale merchants. In applying, state age, whether married or single, describe experience in detail and salary expected. Address

Key 941, care American Florist.

Situation Wanted—By gardener-florist, single, age 35 years; many years' Scotch-American experience. Good references. Address

Key 945, care American Florist.

Situation Wanted—By first-class gardener; married, one child; will consider commercial place; prefer small private place where house or quarters are furnished; best references. Address

L. LE CLERE, Eagleville, Mo.

SITUATION WANTED

Manager of five years' experience specialty of bumper crop productions of carnations, tomatoes, etc. Will make your greenhouses pay.

RAYMOND BLAKEMORE

28 Springhurst Ave., TORONTO, CANADA

Storeman Wanted.

Steady position and good wages to man of ability. Apply

WEILAND-RISCH CO.,

154 North Wabash Ave., CHICAGO

For Sale

Splendid Greenhouse Site

Seven acres, south slope, R. R. on north end. Electric power can be had. South end soil extra good for outside planting. Price \$500 per acre.

J. D. Vandercook, Owner, Lombard, Ill.

FOR SALE.

Owing to death of proprietor, a good paying store on the south side of Chicago will be sold at a bargain on easy terms to responsible party. Chance of a lifetime for man or woman to get an established paying business at such attractive terms. Investigate now.

Key 942, care American Florist.

FOR SALE.

Florist Delivery Car. Panel top. Good as new. Ford. Car is now in Chicago. Write quick.

Key 936, care American Florist.

Help Wanted

A good honest working store man at once. Steady position. State salary and reference. Will wire acceptance. Must know the flower business.

Matthews The Florist

Dayton, Ohio

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2 3/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000, \$5.00. Samples on request. Electro of leaf, postpaid, \$2.00. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

HELP WANTED

Several good foremen for places near Chicago. State full particulars in first letter. Address

Key 938, care American Florist.

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

Boxwood Sprays

A few pounds of our Sprays will make a good-sized wreath.

Good merchantable fancy tips boxwood, clean **Virginia Sprays**; no heavy wood. We want your order this fall. **Satisfaction guaranteed.**

YES—WE SHIP EVERYWHERE IN U. S. A.

We offer both varieties—**Box-Bush** (dwarf) or **Box-Tree**. Your choice at same price.

WIRE

	No. 18	19	20	21	22	23	24	26
Per 12-lb. stone.....	\$1.20	\$1.30	\$1.35	\$1.40	\$1.45	\$1.50	\$1.55	\$1.65
Per 12-lb. box.....	2.00	2.10	2.20	2.30	2.40	2.50	2.60	3.00

MAIL YOUR ORDER TODAY

We receive Daily Shipments direct from the Southern Plantations.

SERVICE:—Selling a customer is not so difficult, nor so important, as satisfying him. Disposing of goods and getting the money does not always end a transaction. Service is the deciding factor and time determines the quality of service. That is why it is safe and real economy to do business with an institution that handles only what is actually good. Then there is no disappointment and service is assured.

LET US SERVE YOU

The most completely equipped Florists' Supply and Cut Flower Establishment in America.

NOTICE

Boxwood if placed in water improves with age.

Let us supply you before express congestions occur. :: ::

Pittsburgh Cut Flower Company

116-118 Seventh Street,

(Established
20 Years)

PITTSBURGH, PA.

Nashville, Tenn.

FOOTBALL MAKES THE BIG DEMAND.

This is Thanksgiving week, and the week for the regular football contest between Vanderbilt University and the University of the South at Sewanee. For years these two champion football aggregations from the two universities have contended for mastery and the game has become celebrated all over the south and visitors come from long distances to witness the play and local feeling runs high. This local feeling extends to the florists, who in growing the queen of flowers, the chrysanthemum, always put in a special cord to cater to the game, yellow chrysanthemums tied with black ribbon for Vanderbilt, and white chrysanthemums, tied with purple ribbon, to represent Sewanee. Vanderbilt naturally has all the local sympathy, but the Sewanees bring along enough of their friends and rooters to make it exceedingly interesting and the florists gather in the shekels and hustle from early morn to dewy eve, for it is an opportunity to boost a big day's business and they smile and are satisfied. The war activities and interests have interfered somewhat, making other more thrilling matter to entertain the public, but now that peace has been forecast, the old-time enthusiasm will come to the fore, and the florists are standing in status quo with a great big stock of magnificent flowers to greet the day and help out the enthusiasm. There is a bare possibility that the day will not equal former years, but the florists are ready just the same. Outside of the football game as a flower day, Thanksgiving day would fall flat, as the table decorations and home uses calls would not be very large and the florist might go home and eat his turkey to reflect and nap it out afterwards, but with the game on, he will hustle around his



Bouquet Green in Bulk in Stock.

Green Wreathing, Holly, Boxwood, Laurel, Mistletoe, Magnolia Leaves, Japanese Roping, Cycas Leaves, Winter Berries, Immortelles, Ruscus and like Supplies.

CHICAGO **Vaughan's Seed Store,** NEW YORK

store until after three o'clock in the afternoon, and be satisfied with a pocketful of cash in lieu of a hot dinner. Chrysanthemums, carnations and roses are the chief supply in cut flowers at the present time, but they are amply sufficient to supply all demands. Trade has returned to normal lines and

continues good though with no extraordinary rush. Pot plants in cyclamens, solanums, primulas and quantities of chrysanthemums are in good demand. There has been an ideal fall as far as the weather is concerned, and the flowers are arriving in great perfection.

M. C. D.

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

Cut Flowers, Plants and Florists' Supplies

Everything in Seasonable Cut Flowers and Greens.

PLANTS WE ARE NOW OFFERING:

SINGLE PLANTS.

Kentia Forsteriana, 2 1/4-in. pot, \$12 per 100.
Kentia Belmoreana, 2 1/4-in. pot, \$12 per 100.
Kentia Belmoreana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 3-in. pot, \$20 per 100.
Kentia Forsteriana, 4-in. pot, \$8 per doz.
Kentia Belmoreana, 4-in. pot, \$8 per doz.
Kentia Forsteriana, 5-in. pot, \$12 per doz.
Kentia Belmoreana, 5-in. pot, \$12 per doz.
Kentia Forsteriana, 6-in. pot, \$2 each.

Kentia Forsteriana, made up, 5-in. pot, \$1 to \$1.25 each.
Livistona Rotundifolia, 4-in., \$6 per doz.
Livistona Rotundifolia, 5-in., \$9 per doz.
Livistona Rotundifolia, 6-in., \$1.25 each.
Phoenix Roebelenii, 5-in. pot, \$1 each.
Pandanus Veitchii, 4-in. 50c each.
Pandanus Veitchii, 5-inch, 75c to \$1.00 each.
Pandanus Veitchii, 6-inch, \$1.50 each.
Pandanus Veitchii, 7-inch, \$2.00 each.

Begonia Chatelaine, 3-in., \$10.00 per 100.
Dracaena Massangeana, 4-in. pot, \$50 per 100.
Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.
Crotons, 4-in., \$1.80 per doz.
Crotons, 5-in., \$9 per doz.
Crotons, 6-in., \$1 to \$1.50 each.
Baby Primula Malacoides, 3-in., \$10 per 100.
Baby Primula Malacoides, 4-in., \$15 per 100.
Baby Primula Malacoides, 5-in., \$25 per 100.
Baby Primula Malacoides, 6-in., \$50 per 100.
Rubber Plants, 5-in., 75c each.

MAKE UP YOUR XMAS STOCK NOW

We have stocked a supply of plain and decorated Wreaths of Magnolia, Lycopodium and a combination of Grasses and Waxed Flowers. The most satisfactory method of buying these, we suggest a sample dozen or so. We have also an assortment of Flowers, Gypsophila, Grasses and Lycopodium for decorating the plain Magnolia Wreaths as per illustration. The assortment enough for 50 wreaths is \$10.00.

We will certainly please the most critical florist with our line of Baskets. We handle the lines of many well known manufacturers as well as our own. Try a \$10.00 to \$25.00 assortment and be convinced.



No. 52.

18 inch.....	each,	\$1.50
21 inch.....	each,	1.75
24 inch.....	each,	2.50
27 inch.....	each,	3.00

Magnolia Leaves, Cycas Leaves,
Wheat Sheaves, Ruscus,
Oak Sprays (Long or Short.)

Crepe Paper

All Colors.....\$40.00 per 100 Rolls

Let us estimate on your Fall Orders.

LYCOPodium WREATHS

Made of prepared Lycopodium.
Will keep indefinitely.

	Per 100		Per 100
12 inch.....	\$20.00	18 inch.....	\$35.00
14 inch.....	22.00	21 inch.....	45.00
16 inch.....	25.00	24 inch.....	60.00

ROSES All Our Own Growth

Fresh Cut Stock Shipped in from Our Greenhouses Twice a Day.

Our Roses are of unsurpassed quality and big value at the prices quoted.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Hoosier Beauty, Ophelia, White Killarney and Sunburst.

CURRENT PRICE LIST

	Per doz.	Per 100
AMERICAN BEAUTY—		
According to length of stem.....	\$1.50 to \$7.50	
RUSSELL and COLUMBIA—Best in this market.	Per doz	
Good, extra long	\$5.00	
Good lengths	2.50	
Good, medium	\$1.50 to 2.00	
Good, short75 to 1.00	
HOOSIER BEAUTY, OPHELIA, SUNBURST, WHITE KILLARNEY—SHAWYER		
Long stems	\$10.00 to \$12.00	
Good, medium	7.00 to 8.00	
Good short	5.00 to 6.00	
ROSES, Our Selection	\$5.00 to \$6.00	
LILY OF THE VALLEY, per 100.....	\$6.00	
STEVIA	1.00 to 2.00	
GREENS.		
ASPARAGUS & SPRENGERL, per 100.....	\$2.00 to \$3.00	
Asparagus Sprays in large lots at very low prices.		
GALAX, green and bronze, per 1,000.....	2.00	
NEW FANCY FERNS, per 1,000.....	4.00	
ALL OTHER SEASONABLE STOCK AT MARKET PRICES		

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

**LONG DISTANCE PHONE:
CENTRAL 1457.**

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

HEAVY DEMAND FOR THANKSGIVING.

The early demand for Thanksgiving was exceedingly heavy this year, consequently stock in all lines was scarce and cleaned up early at high prices. Business about the middle of last week was so brisk that inferior stock, which had accumulated for some time, was disposed of completely at surprisingly good figures, leaving the market bare at the end of the week, for the stock that arrived for the Thanksgiving orders. The weather was none too favorable for the grower last week but took a change for the better November 23, which was the first clear day experienced for some time. The mercury tumbled to below freezing, November 23, when it registered 26 above at 7 a. m. This equaled the record for a late November freeze and seemed to be the kind of weather that the retailer needs for everyone was busy on that day and report very satisfactory sales. The shipping trade was heavy on Monday and Tuesday, November 25-26, when some of the wholesalers found it impossible to fill all their orders in full owing to the scarcity of stock. Chrysanthemums were in fair supply but cleaned up quickly at the advertised quotations and in many instances higher. Pompons had a brisk call and probably never brought such good prices at Thanksgiving before as this year. Carnations were very scarce and fancy stock brought as high as \$8 per 100, and in a few instances as much as \$10, but the buyers were in no hurry to pay this price only when absolutely necessary. Roses were exceedingly scarce except in the longer stemmed grades which cleaned up at high prices owing to the general scarcity of stock. American Beauty roses were in good demand all week and so were Mrs.

Chas. Russell, Columbia, Milady, Hoosier Beauty and, in fact, every one of the varieties grown for this market. Lily of the valley was scarce, also orchids, gardenias, sweet peas and other corsage flowers including violets, which seemed to be in shorter supply than ever this season. Daisies, mignonette, calendulas, snapdragons, Paper White narcissus, lilies, callas, and other miscellaneous stock had a good call, and like everything else, were cleaned up at the time of going to press, Tuesday, November 26. The early city demand is very good and with favorable weather, all the late cut stock should clean up completely in all lines which everything points to and was predicted in these columns the past few weeks. Green goods are in strong demand.

NOTES.

The florists' club will meet at the Hotel Randolph, Thursday evening, December 5, at 8 p. m., when the election of officers will be held. Elmer D. Smith, of Adrian, Mich., the well-known chrysanthemum specialist, has promised to have some of his novelties on exhibition which will be worth while inspecting.

Wietor Bros. had a splendid Thanksgiving trade which was one of the best in years, owing to their large supply of stock, particularly chrysanthemums and pompons. The out-of-town demand was exceedingly heavy this year and the city call cleaned up all the late cut stock.

Zech & Mann are more than pleased with their Thanksgiving business so far, which has been exceptionally heavy, particularly from out-of-town points. The early city demand is also good here and everything points to a grand clean-up in all lines.

Ernest Farley, who is with the colors at Camp Wadsworth, S. C., visited his friends in the wholesale market this

**P. J.
Inc.**

**Watch This Space
and
Save Money.**

VAN

week. He is the picture of health and looks pretty nifty in his uniform.

Chas. A. Hunt, identified with the insurance of florists' delivery autos, was adjudicated bankrupt November 1, liabilities \$1,210.15, assets \$300.00.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

—TRY US ON—

ROSES and CARNATIONS

Fancy Sweet Peas, Lilies, Lily of the Valley and Complete Line of Greens.

We Close at 5 P. M. Week Days.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

		Per 100			Per 100
MRS. CHAS. RUSSELL			ROSES, OUR SELECTION		\$ 5.00
Specials		\$20.00 to \$25.00	Carnations		6.00
Select		15.00	Harrisli		15.00
Medium		10.00 to 12.00	Chrysanthemums, per dozen	3.00 to	5.00
Short		6.00 to 8.00	Pompons, per bunch	.35 to	.75
RICHMOND			Sweet Peas	.75 to	1.50
Select		\$10.00 to \$12.00	Valley		6.00
Medium		6.00 to 8.00	Adiantum	1.00 to	1.50
Short		4.00 to 5.00	Asparagus, per bunch	.50c to	75c
MILADY			Boxwood	per bunch,	35c
Select		\$10.00 to \$12.00	Ferns	per 1,000,	\$5.00
Medium		6.00 to 8.00	Galax, bronze and green, per 1,000	1.50	
Short		4.00 to 5.00	Leucothoe Sprays		1.00
Killarney			Smilax	per doz. strings,	\$3.00
White Killarney		Per 100			
Killarney Brilliant	Select	\$10.00			
My Maryland	Medium	\$6.00 to 8.00			
Camp Weiland	Short	4.00 to 5.00			
Sunburst					
Select		\$10.00			
Medium		\$6.00 to 8.00			
Ophelia	Short	4.00 to 5.00			

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631

CHICAGO

Everything in Cut Flowers and Greens

Particularly Long on QUALITY, QUANTITY and VARIETY.

If It's in The Chicago Market—We Have It

The Bohannon Floral Co. had a very pretty window display at its East Monroe street store for Thanksgiving, consisting of artistically arranged baskets of the choicest flowers and fruits.

George Wienhoeber was confined to his home for several days this week with a severe cold, but managed to get on the job in time to look after the heaviest Thanksgiving rush.

Phil Weinberg, who is with the colors at Camp Funston, Kan., visited relatives and friends here this week.

O. A. & L. A. TONNER

Wholesale Cut Flowers, Greens and Supplies

30 East Randolph St.,

CHICAGO

Mention the American Florist when writing

WIETOR BROS.

30 East Randolph St.,

L. D. Phone
Randolph 2081

CHICAGO

— HEAVY SUPPLY —

Roses-Carnations-'Mums-Pompons

We can fill your order better than any other house in this market, and stand ready to prove it. Order here.

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Extra Fancy	\$15.00
Fancy	\$8.00 to 12.00
Good	5.00 to 7.00
RICHMOND, KILLARNEY BRILLIANT.	
White-KILLARNEY-Pink.	Per 100
Extra Special	\$5.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00
MINIATURE ROSES.	
Baby Doll	\$2.00 to \$3.00
Elgar	2.00 to 3.00
ROSES, OUR SELECTION	4.00
CARNATIONS.	\$5.00

MISCELLANEOUS.	Per 100
Chrysanthemums, per dozen.	\$2.00 to \$4.00
Pompons, per bunch75 to 1.00
Valley	6.00 to 8.00
Lilies	15.00
Ferns, per 1,000	8.00
Smilax, per doz. strings	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000 ..	1.50
Asparagus Sprenger, bunch50
Asparagus Plumosus, bunch50
Boxwood, per lb.35
Other Green Goods Market Rates.	

J. A. Budlong had a heavy out-of-town call for stock of all kinds for Thanksgiving, as well as a brisk local trade. It was not a question of receiving orders, but filling all of them this year that counted, which practically everyone of the wholesale houses found it impossible to do this year, owing to the greatest Thanksgiving scarcity ever experienced in this market.

Paper White narcissus bulbs have been in brisk demand all week, and in some instances have advanced considerably in price. Cut stock in this line has brought as high as \$6 per 100 this season, and according to one of the local wholesale houses which is handling them in good sized quantities they have averaged about five cents each so far.

John Enders, of Poehlmann Bros. Co., has just received a letter, written recently, from his son, Clarence, who is with the American troops in France. He was in several of the recent big battles and from all reports came through safely.

A. T. Pyfer, of A. T. Pyfer & Co., hit the nail on the head in sizing up the carnation market for Thanksgiving, when the best easily brought \$8 per 100, which is quite a difference in price compared to some of the other turkey days.

Chas. Zapfe received a letter this week from a friend in France, who said that he had talked with Jack Byers on the day it was written, which was the first word received in regard to him for over a month.

Robert Brenton, formerly with Kennicott Bros. Co., who was among the first to volunteer when the United States declared war on Germany, is confined to an army hospital in France with rheumatism.

Erne & Co. had a splendid supply of fancy Chadwick chrysanthemums to offer for Thanksgiving, which brought high prices, although the trend of the demand was more for medium sized stock.

The Chicago Flower Growers' Association has found a ready sale for all the Paper White narcissus it has had to offer so far this season. Mignonette is also among the offerings at this house.

A. L. Vaughan & Co. had their share of the Thanksgiving business, which exceeded all expectations and was doubly hard to handle owing to the great shortage of all kinds of cut flowers.



"MAKE US PROVE IT."

Buying Cut Flowers

is
Better
than

Growing Cut Flowers

Many a Retail Florist
sinks his store profits into
his greenhouse losses.

Make your buying
connections in this
market through

Kennicott Bros. Co.

Wholesale Dealers in Cut Flowers
and Plants Over 37 Years
CHICAGO

Mention the American Florist when writing

Kyle & Foerster had their share of stock to offer for Thanksgiving and took care of their customers in fine shape. Roses are a leader here and include very choice Milady.

Hoerber Bros. had a good supply of fancy chrysanthemums to offer for Thanksgiving this year, which brought very satisfactory prices. Their Chadwicks were particularly fine.

Percy Jones, Inc., is doing a big business in supplies, which are being handled on a larger scale than formerly, in

addition to an ever growing cut flower trade.

The John Kruchten Co. supplied its trade with fancy Bonnaillon in quantity this Thanksgiving, which was their leader this season.

O. A. & L. A. Tonner are handling a good supply of late chrysanthemums, with Jennie Nonin now the principal offering.

I. Rosnowsky is now with the W. W. Barnard Co.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

CURRENT PRICE LIST

AMERICAN BEAUTIES. Per doz.	
Extra long stems.....	\$5.00 to \$6.00
Stems 48 inches.....	4.00
Stems 30 to 36 inches.....	3.00
Stems 24 inches.....	2.50
Stems 18 to 20 inches.....	2.00
Stems 12 inches.....	1.50
Short stems100,	6.00

MRS. CHAS. RUSSELL. Per 100	
Special	\$25.00
Select	\$15.00 to 20.00
Medium	8.00 to 12.00
Short	6.00

ROSES.	
Richmond, special	\$10.00 to \$12.00
" select	8.00
" medium	\$5.00 to 6.00
" short	4.00
Milady, special	\$10.00 to \$12.00
" select	8.00
" medium	\$5.00 to 6.00
" short	4.00
Killarney, Brilliant, special	\$10.00 to \$12.00
" select	8.00
" medium	\$5.00 to 6.00
" short	4.00

ROSES—Continued		Per 100
Ophelia, special	\$10.00 to \$12.00	
" select	8.00	
" medium	\$5.00 to 6.00	
" short	4.00	
White Killarney, special.....	\$10.00 to \$12.00	
" select	8.00	
" medium	\$5.00 to 6.00	
" short	4.00	
Killarney, special	\$10.00 to \$12.00	
" select	8.00	
" medium	\$5.00 to 6.00	
" short	4.00	
Mrs. Ward, special	\$10.00 to \$12.00	
" select	8.00	
" medium	\$5.00 to 6.00	
" short	4.00	
Sunburst, special	\$10.00 to \$12.00	
" select	8.00	
" medium	\$5.00 to 6.00	
" short	4.00	
Cecile Brunner	2.00 to 4.00	
Elgar	2.00 to 4.00	
Baby Doll	2.00 to 4.00	

ROSES, OUR SELECTION..... 5.00

Extra special roses billed accordingly.

CARNATIONS.		Per 100
Fancy	\$4.00 to \$6.00	
ORCHIDS.		Per doz.
Cattleyas	\$12.00	

EASTER LILIES.		Per 100
Select	\$15.00	

MISCELLANEOUS.		Per 100
Chrysanthemums, per doz.....	\$2.00 to \$5.00	
Pompons, per bunch35 to .75	
Gypsophila, per bunch75 to 1.00	
Valley	6.00	
Violets75 to 1.00	
Daisies	1.00 to 2.00	
Calendulas	2.00 to 4.00	
Sweet Peas	1.00 to 1.50	

DECORATIVE.		
Plumous strings	\$0.50 to \$0.75	
Plumous35 to .50	
Sprenger35 to .50	
Adiantum, fancy long, per 100	1.00	
Smilax	per doz. 2.50	
Ferns	per 1,000 5.00	
Galax	per 1,000 1.50	
Mexican Ivy	per 1,000 5.00	
Leucothoe sprays	\$1.00	
Boxwood	per bunch .35 to .50	

Mention the American Florist when writing

IN THE
HEART
OF THE
Great Central Market
Everything in
CUT FLOWERS

A. T. Pyfer & Company

Formerly at 30 E. Randolph Street
164 N. Wabash Avenue

L. D. Phone Central 3373

CHICAGO


Poehlmann Bros. Co.'s supply department has been busy all month filling orders and hardly a day goes by that there are not several out-of-town buyers in selecting their goods for the holiday trade. The cut flower department experienced a brisk demand for Thanks-

giving, especially from out-of-town points.

Bassett & Washburn had a good cut of roses for Thanksgiving, but, like, all the other wholesalers, found it impossible to fill any where near the heavy demand, owing to the extreme shortage.

Joe Einweck, formerly with this firm, is in Siberia with the American forces. Peter Reinberg had a good cut of stock for Thanksgiving, but not anywhere near enough to go around, although their regular customers were pretty well taken care of.

For
Your
Supply of
CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.



A HOLLY WREATH

Red and Green

FOR HOLIDAY CIRCULARS AND
ADVERTISING.

Plates for printing this fine Holly Wreath in two colors—green leaves and red berries and ribbon—\$3.50 per set of two plates. Larger size, $8\frac{3}{4} \times 4$ inches, \$5.75 per set of two plates.

Plate shown here for one color, \$2.00. The large size, one color, \$3.25.

Cash with order.

American Florist Co.
440 S. Dearborn St., CHICAGO.

NOTES.

Gust A. Fohl is cutting the last Bonaffon, which variety is grown on a large scale annually. He grows more than one flower to the plant and figures more on quantity than quality. Stevia, too, is a long suit with him.

The next regular florists' club meeting will be held December 5 at our rooms at Kurtz Bros. As the new officers for the year 1919 will be elected, a large attendance ought to be on hand to prevent any landslides.

E. Amerpohl, of Janesville, stopped off long enough to greet old acquaintances last week. He was on his way to the northern woods on his annual hunting trip.

Jac. J. Kolb, manager of the Beaver Floral Co., Beaver Dam, Wis., was in town selecting stock for the coming holidays.

The A. F. Kellner Co. has already booked quite a few orders for Christmas decorations at this time.

November 22-23 marked the first touch of winter in this vicinity, the official report being 22 above.

Visitors: Hugo Rudolph, Manitowoc, Wis.; M. Ratchen, Jefferson, Wis. E. O.

COLUMBUS, O.—The greenhouses of the Livingston Seed Co. have been emptied of stock and will not be operated this winter.

DANVILLE, ILL.—Miss Agnes Britz, sister of Peter Britz, accompanied by Miss Violet Gibson, was in Chicago Thanksgiving week and placed a number of orders for holiday stock. Miss Britz reports business unusually good.

RICHMOND, IND.—The State Florists' Association of Indiana held its November meeting in this city. About 50 members were present and the local ranges, all in fine condition, were visited.

Sergeant Walter Sampson, formerly with A. Lange, one of the 215 American soldiers who had been held prisoners of war by the Germans, was released recently and entered the town of Revigny, November 20.

Vaughan's Seed Store reports retail mail orders for bulbs up-to-date, and but a small percentage of trade orders holding, awaiting the arrival of delayed Dutch stocks. Baby gladioli are coming in.

Visitors: F. C. W. Brown, manager of the J. M. Gasser Co., Cleveland, O.; Dave Geddes, St. Louis, Mo.; Leo Bath-er and wife, Clinton, Ia.; George Bancroft, Cedar Falls, Ia.; Ove Gnat, La Porte, Ind.; George A. Kuhl, Pekin; William Feniger, Toledo, O.; J. Curtis and wife, Webster City, Ia.; J. G. Gammage, London, Ont.; A. T. Eichen, Duluth, Minn.; Miss Agnes Britz and Miss Violet Gibson, Danville.

Milwaukee, Wis.

LIMITED SUPPLY AT FIRM PRICES.

With cool and cloudy weather the greater part of last week and an increasing death rate due to the "Flu," stock arrived in smaller quantities and was quickly moved at good prices. With most growers, roses are off, and with the bulk of the chrysanthemums gone, conditions on November 25 are much the same as they were a short time ago. The demand, both local and for the shipping trade for the Thanksgiving business, is far ahead of expectations, and at this time all orders are being cut quite severely. The supply of carnations is far from satisfactory and will be for some time to come. There is not much in the line of variety as yet, and the question arises what are the prospects for stock for the next week or two. From present indications, better prices than quoted for the coming holiday, will be realized.

Z E C H **M A N N** &

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady Sunburst

Shawyer

Ward Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round
supply of choice stock.

MISCELLANEOUS.

Rubrum

CARNATIONS

Valley Cattleyas

CHRYSANTHEMUMS

Good White and
Yellow in quantity

POMPONS.

Calendulas

Single and Double Violets

Stevia

GREENS.

Plumosus Sprengeri

Galax, bronze Galax, green

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood Leucothoe

Buy Now For Holidays

SPRUCE AND PINE

TREE CONES

We are collectors and supply the trade at first price.

This season they will be in great demand for decorating and Xmas Wreaths.

Per 1000

Spruce Cones, selected.....\$3.50

Pine Cones, average..... 4.00

We ship in sacks and advise early shipping, before Holiday Trade is on.

2% off for remittance with order.

Colorado Seed Co.

Florists' Supply Dept.

Denver, Colo.

**Quality
Speaks
Louder
Than
Prices**

**BEST
QUALITY**

**To Be
Had in**

**Prices
as
Low
as
Others**

Roses Carnations

Columbia, Russell, Milady, Ophelia, Sunburst, Montrose, Double White and Pink Killarney, Hearst, Ward, Nesbit, Brunner, Richmond and Stanley.

None better on the Chicago Market.

All Colors CARNATIONS Good Quality

We are now in heavy crop with Carnations; hence we can take good care of you on this item as well as Roses.

CHOICE STOCK OF

**Valley, Easter Lilies, Calendulas
Violets, Rubrum Lilies, Pansies
and all other Seasonable Stock.**

Don't Forget Us on Greens

—AS WE HAVE—

Mexican Ivy, Asparagus, Sprengerii, Ferns, Adiantum, etc.

If you want good stock and good treatment, buy of

**Chicago's most up-to-date and best located
Wholesale Cut Flower House**

We are in constant touch with market conditions, and when a decline takes place, you can rely upon orders sent us receiving such benefits.

 You can increase your profits and business by sending all orders direct to

J. A. BUDLONG

184 North Wabash Avenue, Chicago

**VALLEY, ROSES
and CARNATIONS
A Specialty.....**

**WHOLESALE
GROWER OF**

Cut Flowers

 **SHIPPING ORDERS GIVEN CAREFUL ATTENTION** 

We are open until 8 p. m. on Saturday, but closed all day Sunday

Patriotic Cards

100...\$0.85 200...\$1.50

500... 3.00 1000... 5.00

Write for samples.

**The John Henry Co., LANSING,
MICH.**

Mention the American Florist when writing

St. Louis.

BUSINESS FAIR DESPITE HIGH PRICES.

The market the past week was in more or less of an unsettled condition. Stock was scarce and high, and the retailer more or less afraid to overbuy. Business has been fairly good considering the high prices, although there are numerous complaints about the excessive charges. Yellow Bonnafton and pink Seidewitz are the bulk of the chrysanthemums coming into the market. In pompons, Mrs. Beu is the most sought after. Violets have been very scarce. Roses are in fair supply, but not enough to go around. Carnations have improved wonderfully, but command fancy prices. Lilies are seen only spasmodically. Lily of the valley is equally scarce and the quality has been very poor the whole of this season. Greens of all kinds are equal to the demand. The smilax, however, has not yet reached the proper maturity to be of good value to the retailer.

NOTES.

The delayed florists' club meeting was held at the Missouri Botanical Garden November 21. It had been designated as a chrysanthemum show meeting, but on account of the scarcity of blooms the display was omitted. The garden, however, had a beautiful display of all kinds, shapes and colors, staged very artistically in their monster show house. This will be the last show at the garden for this season, they being unprepared to make any display of other flowers, having closed down their propagating houses. The local joint publicity committee, through Chairman Bourdet, made a lengthy and detailed report of the work of their committee and urged further and increased activity along these lines. It was also voted that the December meeting of the club be called a Victory meeting, and that it be open to all florists and allied tradesmen to create the proper spirit of co-operation and good will among all. A special programme is being arranged for the occasion.

KYLE & FOERSTER

WHOLESALE FLORISTS

160 N. Wabash Ave.,

CHICAGO

Long Distance Phone, Randolph 6784

ERNE & COMPANY

-WHOLESALE FLORISTS-

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.*Mention the American Florist when writing*

From the looks of things, there will be just about enough chrysanthemums to fill the necessary orders for Thanksgiving with no surplus stock. The chrysanthemum season has whirled through so quickly this year, with no surplus at any time, that there is no grower who has an extra heavy cut for Thanksgiving. Chrysanthemum plants are about gone, so we will have to fall back on cyclamens, cherries and poinsettias.

Oscar May, of Sappington, expects to have Yellow Bonnaillon until Christmas. He has had a big fall season, first with his dahlias, and now with his chrysanthemums. He states his carnations will not come in right for six or eight weeks.

The ladies' florist club will hold its monthly meeting at the Y. W. C. A. December 3 at 2 P. M. All ladies are invited, whether they be members or not.

Geo. B. Windler is starting to cut his big crop of stevia. It is some of the best seen in years and will no doubt move quickly. J. J. W.

Cleveland.**INDICATIONS OF GOOD THANKSGIVING.**

The heavy demand of the previous week has lessened considerably, but stock is scarce due to the dark, rainy weather, and the growers holding up flowers for Thanksgiving day. Advance orders indicate this will be the best ever, and we have had many wonderfully good years. Roses have not been very plentiful the past week, especially in shorter grades for funeral work. Medium and special were in fair supply in all colors, except white and red. Carnations remain short of the demand. Sweet peas also are limited. Violets are not so plentiful as last year. Present indications are a good supply of pompons and chrysanthemums will be on the market the coming week, also a fair supply of Easter lilies. Stevia is

RAEDLEIN BASKET CO., 713 Milwaukee Avenue
CHICAGO, ILL.

No. 1.
25 Tumbler Baskets, in all colors, complete with metal liners..... **\$8.50**

No. 2.
12 Cut Flower Baskets, 9 to 11 inches deep 24 to 32 inches over all, in all colors and complete with metal liners..... **\$9.00**

No. 3.
15 Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... **\$15.00**

Write for Catalog.

*Mention the American Florist when writing***Grossberg-Tyler-Finnermann Co.**

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175

CHICAGO, ILL.*Mention the American Florist when writing*

in the market. A few single violets are seen. Calendulas are in fair supply. Greens of all kinds are plentiful.

NOTES.

Peter Stilber reports he was held up early one morning this week while bringing in a load of hogs from his farm, but a revolver he carried on the seat beside him, shot into the air, scared the bandits away.

The greatest "apple show" ever held will take place at Toledo, O., December 6-14, under the auspices of the Ohio State Horticultural Society. A rare treat is in store for all apple lovers who can attend.

O. E. Cunningham, Collinwood florist, received a telegram saying his eldest son, who was in France, is reported

missing in action. Another son is also with the boys "over there."

A visit to F. D. Krichner's range in West Park, O., shows stock in excellent condition. The carnations look especially good, and a good crop is in sight for the holidays.

It is reported that Dennis Zelaski, West Park, O., is ill in the hospital, as are also his two children. His wife died November 21. All are sick with the "flu."

C. Betscher, of Dover, O., and T. B. Stroup, New Philadelphia, O., both say they had more than they could do during the recent "flu" epidemic.

Walter Cook, who is ill in a hospital in Newark, N. J., is reported improving. C. F. B.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

HOERBER BROS.

Wholesale
Growers of **Cut Flowers**

Telephone: **Randolph 2758**

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

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MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, **CHICAGO**

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A. L. Randall Co.,

Wabash Ave. and Lake St.,
CHICAGO, ILL.

**Wholesale Cut Flowers,
Florists' Supplies.**

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WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE
CENTRAL 879 **154 N. WABASH AVE. CHICAGO ILLINOIS**

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

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SOUTHERN WILD SMILAX

\$3.00 per case.

Natural Log Moss, per bag (100 square feet), \$1.75

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50

**Caldwell The Woodsman Co.
EVERGREEN, ALA.**

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E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

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Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$6.00@ \$7.50
" 48-in.	4.00@ 5.00
" 36-in.	3.00
" 30-in.	2.50
" 24-in.	2.00
" 18-in.	1.50
Mrs. Chas. Russell	1.00@ 4.00
100	
Hoosier Beauty	4.00@15.00
Killarney Brilliant	4.00@12.00
Columbia	4.00@25.00
Killarney	4.00@12.00
White Killarney	4.00@12.00
Richmond	4.00@12.00
My Maryland	4.00@12.00
Mrs. Geo. Shawyer	4.00@15.00
Mildred	4.00@15.00
Sunburst	4.00@12.00
Mrs. Aaron Ward	4.00@10.00
Hadley	4.00@15.00
Ophelia	4.00@12.00
Double White Killarney.	4.00@15.00
Mrs. Moorefield Storey..	4.00@12.00
Champ Weiland	4.00@12.00
Stanley	4.00@12.00
Francis Scott Key	4.00@12.00
Cecile Brunner	4.00
George Elgar	4.00
Baby Doll	4.00
Nesbit	4.00
Our Selection	5.00
Carnations	6.00@ 8.00
Cattleyas	per doz. 10.00@12.00
Lilium	15.00
Valley	6.00
Chrysanthemums	per doz. 2.00@ 6.00
Pompons, per bunch.50@ 1.00
Sweet Peas75@1.00
Violets75@ 1.00
Calendulas	3.00@ 4.00
Gardenias	per doz. 3.00
Ferns	per 1000 4.00@ 5.00
Boxwood, per bunch.....	.35

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue

CHICAGO, ILL.

Long Distance Telephone, Central 3373.

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THE BOOK OF GLADIOLUS



THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So Dearborn St.
CHICAGO.

Southern Wild Smilax

Standard Case, \$2.25.

LONG NEEDLE PINES

3 to 4 ft.....doz., \$1.00; per 100, \$7.50

GRAY MOSS

15-lb. bag.....\$1.50

Fancy stock. Fresh goods.
Quick service.

J. A. Curry & Co., Drewry, Ala.

SOUTHERN WILD SMILAX

\$3.00 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.50

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

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The Supply of Our Beauties

is so large that we are in a position to fill your order on short notice. The flowers are very good, of a good color and size. You make no mistake to depend on us for your Beauties.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

MARKET AFFECTED BY SHORT SUPPLY.

Stocks have shortened up all along the line to such an extent that even the present light demand keeps the market on the short side. All the rose crops appear to be off, while the present cold nights retard recovery; in fact, flowers in all lines appear scarce, or are being held back for Thanksgiving. Carnations are improving, but are none too plentiful; extreme prices are predicted when chrysanthemums are cut out. The latter have sold very well, bringing at least one third more money than last season. Chadwick, Seidewitz, Eaton, and Bonaffon are now the leading sorts with Mrs. Frank Beu a prominent pompon. The prospects for a supply for Thanksgiving appear better than was thought a week ago, as quite a number of growers have reserve stocks on hand, for which good prices the assured California winter crop is the coming season, as they are being more generally grown. They are coming to the market in increasing quantities. Single and double violets are about equal to the demand. Cattleyas are scarce, nothing good for less than 75 cents. Mignonette and snapdragons are in good supply, as is stavia, a trifle green as yet, but a good seller. The first of the pussywillow is in.

THE COMING HOLIDAY BUSINESS.

The end of the war, which necessitates the closing of many munition and other government war industries, throwing out of employment tens of thousands of emergency workers, who for the past year have been making unheard of salaries, puts everybody in a quandary as to its effect on business. The great demand during October gave an impetus that has heartened and encouraged all departments of the trade. Retail stores are stocking up with Christmas goods, which the wholesale houses are finding it difficult to supply. The growers of decorative and flowering stock report very good advance business, a continuation of a splendid fall demand. It is to be hoped that this optimistic spirit will be rewarded by a business equal to the effort made to secure it. There is no doubt there will be a great impetus given to public improvements, now that all restrictions have been removed, which will absorb much of the war industry labor now available.

NOTES.

President Chas. H. Totty and Secretary John Young, of the Society of American Florists, were in town the past week in the interest of the publicity fund. They called on a number of the craft and met with a generous reception. With the exception of a few of the leaders, the general trade of this city do not seem to be awake to the possibilities of advertising, there being little or almost no effort to secure business by aid of the local newspapers.

Charles H. Totty, in speaking of pot chrysanthemums, recommends the variety Caprice du Printemps, which is grown in large quantities for the London market, and also quite extensively by plant men in New York and in some western cities. The original variety is pink, but it has sported into all the popular shades of color, light and dark

Air Plants

Per dozen bunches \$1.00
Per 100 bunches 7.50

ARTIFICIAL CAPES

Made of waxed paper. A perfect imitation. Very desirable; handy, being ready wired. White only 7.50
Per box of 300 \$3.50
Per 1000 7.50

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists,
1320 Pine St., ST. LOUIS, MO.

Prepared Oak Shrubs

Fine for Wreath Work.

Can be had in green, brown or red.

Price per carton \$1.75

RUSCUS

Best quality. Holly red or green.

Per pound \$1.00

Wholesale Florists,

1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Chrysanthemums, Carnations, Easter Lilies. All seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 RANSTEAD STREET, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Nov. 26. Per 100

Roses, Beauty, Special\$50.00@575.00
" Fancy40.00@50.00
" Extra30.00@40.00
" 1st6.00@8.00
" Killarney6.00@12.00
" My Maryland6.00@12.00
" Sunburst6.00@12.00
" Ward5.00@15.00
" Ophelia5.00@15.00
" Russell6.00@15.00
" Shawyer6.00@12.00
Lilies15.00@20.00
Cattleyas60.00@75.00
Carnations5.00@8.00
Chrysanthemums10.00@40.00
Pompons35@.75
Sweet Peas75@1.50
Isues50@1.00
Violets75@1.25
Asparagus Sprengeri35@.50
Fernsper 1,000 2.00
Smilax50@1.00
Calendulas1.00@2.50

BOSTON, Nov. 26. Per 100

Roses, Beauty20.00@60.00
" Killarney Queen4.00@6.00
" White and Pink Killarney4.00@12.00
" Double White Killarney6.00@12.00
" Killarney Brilliant2.00@8.00
" Hadley8.00@20.00
" Mock6.00@10.00
" Mrs. Chas. Russell8.00@12.00
" Taft6.00@12.00
" Milady6.00@12.00
" Ward and Hillingdon6.00@10.00
" My Maryland2.00@12.00
Carnations4.00@8.00
Easter Lilies12.00@20.00
Valley6.00@10.00
Gladioli4.00@8.00

CINCINNATI, Nov. 26. Per 100

Roses, Killarney3.00@10.00
" Mrs. Chas. Russell4.00@12.00
" Ophelia3.00@10.00
" Richmond3.00@10.00
" Sunburst3.00@10.00
Lilium Giganteum8.00@10.00
Carnations3.00@5.00
Chrysanthemums, per 10010.00@25.00

yellow, white and very deep pink. It is of short, stocky growth and requires no staking.

George Clark says that the old saying "It's an ill wind that blows nobody good," was exemplified at the dahlia and canna fields of Henry A. Dreer,

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Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Chrysanthemums, Carnations

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

CCPOLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and **Florists' Supplies.**
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
and **Greens**

H. Bayersdorfer & Co.

The Wholesale Supply
House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

Inc., at Riverview, where the last week in October, the hundred or more acres of these tubers were all harvested and stored in quicker time than ever before, by boys, who were free to do this work owing to the closing of the schools on account of the epidemic.

A large center table in one of the W. K. Harris' greenhouses is planted out with cold storage giganteum lilies, 7 to 9 inch bulbs. These are now set with buds of varying lengths timed for the Christmas holidays, which is very good for so late in the season. Chrysanthemums are all cut out. The crop averaged 37 per cent more in money than at any time for the past 10 years.

Michaelson Brothers, who several months ago, on account of not being able to renew their lease, were obliged to vacate their store on the west side of 52nd street, below Chestnut, have the past week opened a shop almost directly across the street from their old location. They are still conducting their range at 58th and Chestnut streets.

John Andre, the rose grower of Doylestown, is to open a retail shop in that famous country town. With his range of houses and coal business, Mr. Andre has proved himself a successful business man and will, no doubt, make a go of his new venture.

Jas. G. Neidinger is getting along nicely, being able to be taken to Atlantic City, where he is in good spirits. He hopes a couple of weeks' rest will fit him to take hold of some of the work and help out at the Christmas holidays.

Wm. Koehler, who forces Dutch bulbs for Easter sales and imports direct, reports his entire order was filled, and that everything came in good condition.

Samuel Sproul has again opened his Locust Flower Shop, a few doors above his old location on 60th street, below Locust.

INDIANAPOLIS, IND.—Earl Hager, formerly with Hitz & Son, is now in charge of the conservatory stock at the establishment of Bertermann Bros. Co.

LAFAYETTE, IND.—The W. H. Robinson range, together with 10 acres of land and the retail store at 206 North Ninth street, have been purchased by Wilbur Lahr.

TORONTO, ONT.—H. G. Dilleuth, J. J. Higgins and George Geraghty have been appointed a committee to assist in the national campaign of the Society of American Florists.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245.

P. O. Box 206

444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Nov. 26. Per 100		
Roses, Beauty, special	50.00	@60.00
" " fancy	20.00	@35.00
" Mrs. Chas. Russell	8.00	@20.00
" Killarney	4.00	@10.00
" Hadley	6.00	@15.00
" Sunburst	6.00	@15.00
" Wards	4.00	@6.00
" Opella	4.00	@15.00
" Columbia	8.00	@20.00
" Carnations	4.00	@6.00
Cattleyas, each	\$0.60	@\$0.75
Valley	10.00	@12.00
Lilium Rubrum	8.00	@12.00
Easter Lilies	12.00	@15.00
Snapdragons	4.00	@8.00
Calendulas	2.00	@4.00
Asparagus, string or bunch	1.50	@5.00
Adiantum	1.00	@1.50
Smilax	.25	@.50
Asparagus String	.50	@.75
Asparagus bunches, 12 sprays	.50	@.75
Chrysanthemums, per dozen	1.50	@4.00
Dagger and Fancy Ferns, per 1,000	4.00	@5.00
Violets, single	.50	@.75
Sweet Peas	1.00	@2.00
Mignonette	4.00	@6.00
Stevia	.35	@.50

ST. LOUIS, Nov. 26. Per 100		
Roses, Hadley	\$3.00	@\$8.00
" Killarney	3.00	@6.00
" White Killarney	3.00	@8.00
" Hoosier Beauty	3.00	@10.00
" Russell	4.00	@20.00
" Sunburst	3.00	@10.00
" Ward	3.00	@5.00
" Mrs. Shawyer	2.00	@6.00
" Opella	3.00	@12.50
Ferns	3.50	@5.00
Carnations	3.00	@6.00

MILWAUKEE, Nov. 26. Per 100		
Roses, Killarney, W. Killarney	5.00	@12.00
" Ward	4.00	@8.00
" Mrs. Chas. Russell	8.00	@25.00
" Opella	8.00	@12.00
" Columbia	8.00	@25.00
" Hoosier Beauty	6.00	@15.00
Carnations, assorted	5.00	@7.00
Lilies	18.00	@20.00
Chrysanthemums, per dozen	2.00	@5.00
Pompons, per bunch	.50	@.75
Flat Ferns, per 1000	5.00	@5.00

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange

Roses, Chrysanthemums, Carnations

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ranstad St., Philadelphia, Pa.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

PITTSBURGH, Nov. 26. Per 100		
Roses, Beauty, special	40.00	@50.00
" " fancy	25.00	@30.00
" " extra	15.00	@20.00
" " No. 1	8.00	@12.00
" Hadley	4.00	@15.00
" Killarney	4.00	@15.00
" Sunburst	4.00	@15.00
" Mrs. Aaron Ward	4.00	@15.00
Cattleyas	50.00	@75.00
Easter Lilies	15.00	@15.00
Lilium Giganteum	4.00	@6.00
Carnations	1.50	@3.00
Chrysanthemums, per doz.	1.50	@3.00
Pompons, per bunch	.50	@1.00
Valley	.75	@1.00
Violets	.75	@1.00
Ferns, per 1,000	35.00	@40.00
Asparagus Sprenger, bunch	.35	@.40
New Crop Green Galax, per 1000	\$1.50	@1.50
Mexican Ivy	.75	@1.00
Stevia, per bunch	.50	@.75

New York.

DEMAND WEAK BEFORE HOLIDAY.

The almost invariable rule of quiet business just preceding the week that includes a national holiday, is holding good. A reduced supply of stock came in during the past week, but as the demand was not heavy, there was enough. The earlier varieties of chrysanthemums are well cut out, but there are yet plenty of late ones, noteworthy being Bonnaffon, which has been arriving in quantity for at least two weeks. Considering that October weather was warm and brought in a great stock, it would seem that the greater part of the chrysanthemum crop is already cut, although in former years, straggling lots have usually kept arriving till Christmas. Sweet peas are now factors in the market, and the few long stemmed ones wholesale at \$2.50 to \$3 per 100, short stock at \$1 to \$1.50. There is a fair supply of cattleyas, wholesale prices ranging from 40 to 60 cents per flower for good stock, and a few of the very best bringing 75 cents. The best specials in American Beauty roses wholesale at the rate of \$60 per 100, but most of them go cheaper. The near approach of Thanksgiving may soon stiffen these prices. Although there has been little change in prices on tea roses during the past week, a rise may now be expected, and we look for them to remain firm for the rest of the season. Both lilies and lily of the valley are plentiful and moving slowly. Carnations have been slow and hard to clean up and some of the retailers complain that their keeping qualities are below par.

November 24.—With clear and cool weather, the Thanksgiving outlook is promising. Saturday, November 23, was a good day in the wholesale market and prices stiffened. The supply of tea roses was rather light, and though it is hard to tell what may come in by the 26th, one cannot believe that there will be any surplus of roses. As to carnations, there is room for doubt. Chrysanthemums are better Thanksgiving property than carnations, and it is now nearing the "last chance" for them. The best cattleyas are likely to go to \$1 per flower, wholesale, and American Beauties may also bring the same. Violets are slow in arriving, and many of them are poor, but we believe there will be enough good stock to supply the demand, providing fair weather prevails on Thanksgiving. If a bad storm should set in, not many violets will be needed. We believe that there will be a good supply of chrysanthemums and, as previously stated, Thanksgiving will about finish them.

NOTES.

The next meeting of the New York Florists' Club will be held on the night of December 9. It will be "election night." It is also expected that the flower show committee will report on the feasibility of having a spring show, or to be exact, whether or not one will be held. Chairman Philip F. Kessler, of the house committee, is likely to provide a substantial lunch, as a good crowd is sure to attend. In this connection it may be repeated that Mr. Kessler is on the ticket for president of the club, and it looks like a case of the office seeking the man. He has been in the business ever since he was a boy—we believe he was born in this city. As a wholesaler, he has established a fine business and has been successful. As a member of the club, he has always been ready to do his share—and has often done more—for its advancement. It is also worth while to state that he is on the level, and if any grower says that Kessler ever cheated him, he is invited to call at our office. We do not keep a bulldog, but we know where we can borrow two for the occasion.

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BEST QUALITY HOLLAND GROWN

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In cases of 900 pips..... 22.50 per case

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Now that the war is over, for we all believe that it is over, although there will doubtless be recurrences of what the lower east side of this city calls "gang fights," reconstruction will be the order of the day. We believe that the florist business of this country has suffered much less than its leading men believed it would, say a year ago. But it has suffered, just to what extent in the aggregate, it is hard to learn. Schemes—on paper—will not reconstruct it. The florists are engaged in an honorable business and do not need to resort to the schemes of clairvoyants and witch-doctors, so the best way to advance the business is for everybody to get busy, grow good stock and treat the public right.

Shortly after we entered the war, a well-known man of this vicinity had occasion to visit one of the army camps where there were a number of young men of his acquaintance. In telling of his visit, the tears came to his eyes and he said: "Many of the boys will not return." We were forcibly reminded of that remark, when recently visiting the Hession store, Madison avenue and 76th street, from which eight men entered the army. Of those, John W. Ellison, of the Rainbow Division, was killed in action September 29, and Andrew McCabe died of pneumonia on the same day. John T. Hession, a nephew of E. J. Hession, was killed in action, September 29.

"Peace hath its victories, no less than war," is a saying that has become a proverb. We will now see that it also makes great changes and brings disappointments as well. Some time ago, L. B. Nason gave up his wholesale store at 116 West 28th street and took a good position in a shipbuilding plant, he having had previous experience in that line. The slowing down of that industry threw him and many others out of employment. But he could fall back on the florist business and has again opened in the wholesale line at 106 West 28th street.

On November 11, the day of the "peace celebration," Leikens, of Madison avenue and 55th street, arranged an elaborate decoration in the residence of W. K. Vanderbilt, Jr., 606 Fifth avenue. The decoration was in celebration of the signing of the armistice. He recently went to Wilkes-Barre, Pa., to fill a large funeral order and says he never before in his life had seen so much coal.

Anton Bronk and wife, who conduct a retail store at 1469 First avenue, are mourning the deaths of a son and daughter who died recently, on the same day, of pneumonia following influenza. The son was 17 years old; the daughter, Mrs. Frances J. Hlavac, was 26 and is survived by her husband and a baby daughter.

Ed. Sakell, who owns the Star Florist Market, 130 First avenue, has taken the store at Columbus avenue and 86th street, formerly conducted by the late John Manolos. He is a good fellow, and we wish him success.

Cardas Brothers have a good retail store at Broadway and 181st street, and in addition to being always well stocked with cut flowers, they carry a



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A. Skalnik has a good retail store at 1450 First avenue, and is doing a good business. In that locality, many of the residents are Bohemian and of that descent, and they are liberal patrons of the florists.

The Colonial Florist, Broadway and 157th street, has a grand window display of yellow chrysanthemums. His large ice box is always well stocked with all the leading varieties of roses.

One of the busiest retail stores that we have recently visited, is Mrs. Snyder's, Second avenue and 59th street. She has been filling large orders for funeral work.

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Avenue Floral Co., The, New Orleans, La.
Baer, Julius, Cincinnati, O.
Baumer, August R., Louisville, Ky.
Bergrow's, 946 Broad St., Newark, N. J.
Boland, J. B., San Francisco.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Broadway Florist, 204 Broadway, New York.
Buckbee, H. W., Rockford, Ill.
California Florist, Tacoma, Wash.
Central Floral Co., 132 N. State St., Chicago.
Central Floral Co., 35 Broadway, Detroit, Mich.
Clarke's Sons, David, New York.
Cooke, Geo. H., Conn. Ave. and L, Washington.
Cooke's, Albany, N. Y.
Donaghy, Alfred, Omaha, Neb.
Dard's, 44th and Madison Ave., New York.
Drakos Co., 2953 Broadway, New York.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 19 W. Adelaide St., Toronto.
Eble, Chas., New Orleans, La.
Eyles, 106 State St., Albany, N. Y.
Fallon, Florist, Roanoke, Va.
Fox, J. M., & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., 1133 O St., Lincoln, Neb.
Frey & Frey, 1338 O St., Lincoln, Neb.
Friedman, 522 S. Michigan Blvd., Chicago.
Galvin, Thos. F., Inc., New York.
Gasser Co., J. M., Cleveland, O.
Gracklow, Charles H., Philadelphia, Pa.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hardesty & Co., Cincinnati, O.
Hart, Henry Inc., 1000 Madison Ave., New York.
Heini & Sons, J. G., Terre Haute, Ind.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hesslan, Madison Ave. and 76th St., New York.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
House of Flowers, Hackensack, N. J.
Huscroft's Flower Shop, Steubenville, O.
Ideswild Greenhouses, Memphis, Tenn.
Jahn, Hugo H., Brooklyn, N. Y.
Joy Floral Co., Nashville, Tenn.
Keller Son's, J. B., Rochester, N. Y.
Kottmiller, 426 Madison Ave., New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 25 E. Madison St., Chicago.
Leborious, J. J., Duluth, Minn.
Leikens, Madison Ave. and 55th St., New York.
Littlefield Florist, Worcester, Mass.
London Flower Shop, The, Philadelphia, Pa.
Luslow Flower Shop, Washington, D. C.
Malabar Bros., New York.
Matthews, the Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
May & Co., L. L., St. Paul, Minn.
McKenney, New York.
Metairie Ridge Nursery Co., New Orleans, La.
Meyer, A., 1082 Madison Ave., New York.
Miller Floral Co., Salt Lake City, Utah.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
New York Floral Co., Yonkers, N. Y.
North Shore Floral Co., Chicago.
Palmer, W. J., & Sons, Buffalo, N. Y.
Pappas, D. J., 2751 Broadway, New York.
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Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Phillips Bros., 938 Broad St., Newark, N. J.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Porter Floral Co., El Paso, Tex.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Rodgers, J. W., Dayton, O.
Rosery Floral Co., The, Newark, N. J.
Snake O. C., Los Angeles, Calif.
Schiller the Florist, 221 V. Madison, Chicago.
Severy, Edward, Paterson, N. J.
Seery, Edward, Passaic, N. J.

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Shaffer, Geo. C., Washington, D. C.
Smith & Fettes Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumm, G. E. M., New York.
The Flower Store, Martinsburg, W. Va.
The Flower Store, Washington, D. C.
Trepel, Joseph, Brooklyn, N. Y.
Walker Co., The, F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Weir, James, Brooklyn, N. Y.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wills & Segar, Onslow Crescent, S. Kensington,
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The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held at Chicago, June, 1919.

CHATHAM, ONT.—The Wm. Rennie Co., Ltd., of Toronto, will erect a two-story warehouse in this city.

CHICAGO HEIGHTS, ILL.—It is reported Armour & Company will build a fertilizer plant here to cost \$500,000.

LAKE FOREST, ILL.—David D. P. Roy was adjudicated bankrupt November 8, liabilities \$5,000, assets \$2,500.

DENVER, COLO.—The Colorado Seed Co. reports brisk shipping business, many orders going to eastern points.

It is said the cargo of the S. S. Skipton Castle at New York includes a quantity of new hily of the valley.

DR. R. T. VAUGHAN, eldest son of J. C. Vaughan, has been ordered to Camp Greenleaf, Ga., preparatory to overseas service.

Two inches of frost in the middle west, November 24, sent a chill through the seedsmen and florists who are still trying to finish outdoor bulb planting.

VAUGHAN'S SEED STORE, Chicago and New York, have begun shipments of new crop seed beans and sweet corn from their Michigan growing station.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade November 26 were as follows: Timothy, \$8.00 to \$10.75 per 100 pounds, no change from last week.

THE yield of clover seed in the United States for 1918, is estimated at 1,248,000 bushels, a yield of 1.5 bushels per acre compared with 1.9 for a seven-year average.

BOUQUET GREEN is coming along slowly, so is the demand. Snow has fallen in the woods, the weather is colder. It will take a good price to get planting continued.

"BEAN AND PEA WEEVILS" is the title of Farmers' Bulletin No. 983, just issued by the Department of Agriculture, Washington, D. C. Twenty-four pages, profusely illustrated.

THE large number of surplus lists now in circulation show great variations in values and keep the seed jobber guessing. Are these real surpluses or is it a question of financing?

THE further harbor delay in docking the belated Dutch bulbs at New York was a great disappointment to both importers and growers who have already waited more than 10 weeks for these bulbs.

FRENCH prices are said to be considerably lower for immediate delivery. Cancellation of open orders by both American and British seed houses have discouraged the growers' former notions of prices.

TOLEDO, O.—Clover opened 10 cents higher November 25, closing at \$25.90, a gain of 50 cents during the week. Cash timothy was 5 cents lower, selling at \$5.15; December, \$5.20; January, \$5.25 and May \$5.35.

HOLLY.—Reports indicate a short supply, many districts giving no promise of quality, or quantity available for breaking. Several firms say they are out of it. Prices for such as is obtainable will be from \$1 to \$2 per case higher than last season. If freights are slow, express service will be needed and prices even higher.

NEW YORK.—Dock congestion has been of great annoyance here to bulb importers. For example, the dock where the steamer Khiva unloaded French bulbs October 8 was not cleared until November 23. Thirty cases, on which the numbers had been destroyed and identity lost, were recovered on the dock, and offered for sale to the highest bidder.

Onion Seed Crop of Canary Islands.

The second largest crop of Canary Island onion seed ever shipped to the United States has just ended its movement toward American ports, large final shipments bringing the 1918 purchases by American buyers to a final value of \$98,458, according to Commerce Reports. Of this amount \$2,548 worth were shipped to Porto Rico and the remaining \$95,910 to the United States proper. This amount has been exceeded but once, when in 1917 \$137,289 of onion seed was taken by American buyers.

That the 1918 crop would be exceptionally good was forecasted in the report made by the consul at Teneriffe, April 12, 1918, wherein it was stated that "the outlook is for a yield approximately about 15 per cent above the average and probably little, if any, below the record production of last year." As a matter of fact the yield fully realized the estimate made on April 12, while orders placed by American buyers decreased approximately 40 per cent, as compared with last year.

This has left an unusually large excess of seed on hand with the growers, and ungraded seed was being offered on the market as low as \$0.20 per pound, without finding takers.

As a result, many growers are now figuring on a decidedly reduced planting for 1919. This past season showed exceptionally good results for the white or "crystal wax" variety of seed, while the yellow and red grades showed a yield which was hardly up to the average.

The threatened delays in shipments, due to the uncertain conditions governing the movements of Spanish steamers, resulted in sailings sufficient to permit of the shipment of approxi-

mately 80 per cent of the orders. The last shipment via Cuba, this being the preferred and more rapid route, was made on August 4, 1918, since which time the Canary Island shipments to the United States, via Cuba or Porto Rico, have been completely interrupted.

Many inquiries have been received at the consul's office from American onion-seed buyers as to the development in this trade during recent years. The following figures give the value of the shipments to the United States during the last five crop seasons: 1914, \$43,293; 1915, \$40,828; 1916, \$84,337; 1917, \$137,289; and 1918, \$98,458.

Wisconsin Pea Packers' Association.

The convention of the Wisconsin Pea Packers' Association is in session at Milwaukee as we go to press, the meeting opening November 25 and continuing four days with about 40 delegates in attendance. The programme includes many interesting papers and discussions, among the prominent speakers being Henry Burden, president of the National Cannery Association; W. L. Leitch, of Wisconsin; W. J. Sears, of Ohio; R. F. Clark, president of the Wisconsin Pea Packers' Association; Capt. S. J. Hutchison, of England; Miss Tracy Copp, of the state industrial commission; Frank E. Gorrell, secretary of the National Cannery Association; Frank Gerber, of Michigan; James Anderson, of Utah; E. B. Cosgrove, president of the Minnesota Cannery Association; Dr. W. D. Bigelow, of the research laboratories of the National Cannery Association, and others.

Sugar-Beet Seed Production.

Preliminary returns as reported to the United States department of agriculture indicate that the area used for sugar-beet seed approximated 6,722 acres, with an estimated production of 6,385,205 pounds, an average yield of 950 pounds per acre.

Catalogues Received.

John Lewis Childs, Flowerfield, N. Y., gladioli, cannas, dahlias, etc.; C. U. Liggit, Philadelphia, Pa., plants and seeds; A. E. Kunder, Goshen, Ind., gladioli; J. K. Alexander, East Bridge-water, Mass., dahlias.

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Growers of

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DUTCH BULBS have
reached us at New
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next week we should
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A few Paper White Narcissus, 13 cts., at Market.

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Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Canada's New Weight Standard.

An inspection and sales act recently enacted has established the following weights in pounds when sold by the bushel in the Dominion: Beans, 60; beets, 50; carrots, 50; onions, 50; parsnips, 47; potatoes, 60; turnips, 50. Any bag of vegetables sold as such shall contain the following number of Dominion standard pounds: Beets, 75; carrots, 75; onions, 75; parsnips, 65; potatoes, 90; turnips, 75.

Tomato Pack of 1918.

The commercial tomato pack in the United States in 1918 is about 18,762,000 cases, as compared with 14,789,000 cases in 1917, according to estimates made in the truck crop division of the bureau of crop estimates. The tonnage of tomatoes used by manufacturers for canned tomatoes in 1918 is estimated at \$52,840 tons, compared with 672,207 tons in 1917; and for soup, pulp, puree, etc., 545,035 tons in 1918, compared with 224,069 tons in 1917.

Prices of Indoor Fruits and Vegetables.

Chicago, November 26.—Cucumbers, 2-dozen box, \$4.00 to \$4.50; celery, crate, 60 to 75 cents; head lettuce, 2-dozen, \$3.00 to \$3.50; radishes, per dozen bunches, 50 cents; tomatoes, per box, 35 to 40 cents.

New York, November 25.—Celery (state), per bunch, 30 to 60 cents; cucumbers, \$1.00 to \$2.50 per dozen; mushrooms, 75 cents to \$1.75 per basket; tomatoes, per pound, 10 to 32 cents; lettuce, per package, 60 cents to \$3.50; radishes, per 100 bunches, \$1.50 to \$2.50.

Potato Growers Meet.

Members of the Wisconsin Potato Growers' Association and the Potato Association of America held a meeting at Milwaukee, Wis., November 21, at which a number of men prominent in the industry were the speakers, among them being W. T. Macoun, J. W. Hicks, president of the Wisconsin Potato Growers' Association, and A. T. Van Scoy. Girls from the city high schools competed in a cooking demonstration at the potato show held in the Auditorium and there was an extensive exhibition of tubers by school gardeners.

Lou D. Sweet, Denver, Colo., member of the national food administration, was elected chairman of the executive committee of the Potato Association of America at the meeting. William Stuart, Washington, D. C., a member of the department of agriculture was elected president to succeed Mr. Sweet; W. T. Macoun, Ottawa, Ont., was re-elected vice-president; F. H. Douthitt, Clinton, Ia., secretary; A. G. Folous, St. Paul, Minn., treasurer.

Sulphate Ammonia as Fertilizer.

For many years we have adhered to the use of nitrate of soda as a chief carrier of nitrogen, either indoors or out in the fields. Experience has taught us how to use it and when, and therefore we were in no mood to change our methods. This season finding us up against a shortage of nitrate soda, we decided to experiment with ammonia sulphate. We used it first as a side dressing to an acre of Stone tomatoes, as soon as the plants had taken a hold in the field. The land was rather a poor field in fertility, but excellent in condition. We used the ammonia in addition to a standard brand of mixed fertilizer, such as is used by farmers today on corn or potatoes; that is, we mixed 25 pounds of ammonia with each 200-pound sack of material. The result was highly satisfactory. We soon had a thrifty growth of the deepest green, and the plants developed steadily into sturdy bushes which set an enormous crop of fruit in spite of a poor growing season. Potatoes and tomatoes alike require a large amount of nitrogen early in their growth to expand their foliage as soon as possible, and in either case, the ammonia filled the bill.

We further used it in the same way on lettuce, celery and spinach with excellent results. The general opinion is that nitrate of soda in its after-effect is alkaline—that is, sweetens the soil, while ammonia sulphate is acid, or sour. However, a proper course of liming must correct this evil. We have so far found no bad effects. We have always used fertilizers under glass, preferring to add some plant food that way than depending entirely upon manure. Lettuce, especially, responds to this kind of feeding, bringing the crops in strong and crisp. As a carrier of potash, we have always saved all ashes secured from the burning of all rubbish, vines and dry weeds or corn stalks.

MARKETMAN.

Boston.

SUPPLY VERY LIMITED.

Business is coming with a rush that keeps the growers hustling to supply the wants of the trade. Cloudy weather the past week caused flowers to mature slowly. The market is quite bare after the early morning rush and prices are soaring higher each day. The trade for Thanksgiving is better than expected and all indications point to brisk demand during the winter months. Due to a lack of help, growers have been caught with a short supply. Chrysanthemums are very high for this season of the year. Bonnafons selling at \$3 a dozen, while the heavy call for pompons has resulted in stiffer prices.

NOTES.

At the annual meeting of the Massachusetts Horticultural Society William C. Endicott was elected president for the ensuing year. Other officers are as follows: Nathaniel T. Kidder, vice-president; Wm. P. Rich, secretary. The directors are Geo. E. Bernard, A. F. Estabrook, John K. M. L. Farquhar and Richard M. Saltonstall.

B. A. Snyder & Co. gave a dinner to the trade upon the occasion of the opening of their new store, November 18. John J. Cassidy acted as toastmaster and remarks were made by Frank Baker of Utica, N. Y., P. Welch, Andrew Christensen and others. A handsome clock was presented to the firm by the trade.

Chas. Evans is having a successful season with his pompons. He is having

good cuts of several varieties, also swainsonas, calendulas and marguerites.

Frank Edgar will cut 3,200 Bonnafons and a large number of pompons for the Thanksgiving trade. He also has a large supply of flowering plants.

At the store of Penn. The Florist, business is unusually good. A Ford delivery car has been added to the service here.

The New England Rose Co. is in full crop with Hadley, Columbia, Ophelia, Stanley and Double White Killarney.

Welch Bros. Co. reports excellent business and anticipates a good holiday trade.

Henry R. Comley reports the demand far better than in previous years.

S. K. G.

Mushroom Growing

By B. M. DUGGAR.

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, \$1.50.

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Lafayette - - - Indiana

R. & M. GODINEAU
SEED GROWERS

Angers, - France

Specialties: Beets - Mangoes, Carrots, Onions, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

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Woolworth Bldg., New York City

Seed Packets

FLOWER SEED SIZES TO CATALOGUE
ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

FREESIA Purity Mammoth

¾ inch and up.

Sweet Peas, Winter Flowering Spencer, best varieties Lilium Giganteum, from cold storage, in cases of 50; Cyclamen Seed, finest American grown; new varieties Cinerarias, Begonias, "Nice" Stocks, etc.

Send us a card stating kind and quantities wanted and we will give you special prices.

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53 Barclay St., thro to 54 Park Place
NEW YORK CITY

BAMBOO CANE STAKES

Size	Number to bale	Price Per bale
NATURAL, 6-9 ft.	600	\$7.00
" 9-12 ft.	400	8.50

Prices ex warehouse New York
Terms—Net cash 30 days.

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95 Chambers Street, NEW YORK

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Flower, Vegetable and Farm

Send your inquiries to

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LONDON, - - - - - ENGLAND

The Premier British Wholesale
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75 YEARS UNRIVALLED REPUTATION

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Bean Growers for the
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J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

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Contract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

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Before Placing Orders for

SWEET PEAS, Spencers, Grandi-
floras, etc., ASTERS and FLOWER
SEEDS in general; TOMATO, LIMA
and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers

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Michell's Fresh Crop VERBENA SEED

Our Mammoth Fancy Strain of this popular bedding plant
cannot be excelled for its free flowering qualities, large size
and purity of colors. We offer

MICHELL'S MAMMOTH FANCY

Blue, Pink, Scarlet, Striped, White

at 30c per trade packet each, or \$1.25 per ounce.

Mixed Colors, 30c per trade packet or \$1.00 per ounce.

**ALSO ALL OTHER SEASONABLE SEEDS,
BULBS AND SUPPLIES.**

Send for Wholesale Price List.

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Plumousus Nanus
Greenhouse-grown
100 ads. \$0.50 5000 ads. \$13.75
1000 ads. 3.00 10000 ads. 25.00
25000 ads. \$36.25

Henry F. Michell Co., 518 Market St.,
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SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
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Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

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Cable Address: "KELWAY, LANGPORT."

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CONTRACT PRICES MAILED ON REQUEST

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Mention the American Florist when writing

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and
Watermelon; Pumpkin and Squash.

FREMONT, - - - - - NEBRASKA.

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The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip,
Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Milford, Conn.
Montana, Idaho, Washington.

Mention the American Florist when writing

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets,
and Seed Potatoes in variety. Also other items
of the short crop of this past season, as well
as a full line of Garden Seeds, will be quoted
you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. K. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

ROCHESTER, N. Y.—John Burchill, nurseryman, has filed a petition in bankruptcy with liabilities \$343.78 and assets \$225.

GALT, ONT.—The Galt Horticultural Society, at its annual meeting November 15, elected the following officers: George Brown, president; D. Nairn and Alexander Fleming vice-presidents; A. McBean, secretary-treasurer.

DETROIT, MICH.—At the annual meeting of the state horticultural society to be held in this city December 10-21, 10 carloads of apples and other fruits produced in the state will be on exhibition. Charles A. Bingham, of Birmingham, is president of the society.

Sirup Production Planned in California.

Redlands, Calif., Nov. 17.—Vineyardists and winery owners of this vicinity are laying plans to convert vineyard products into grape sirup. Machinery is rapidly being installed in wineries at Guasti, Cucamonga and Rochester, near here, to manufacture this sirup, which is said to be an ideal substitute for sugar.

Damages in Misrepresentation Suit.

The Court of Appeals at Rochester, N. Y., has affirmed a judgment of \$700 secured by Clarence S. Lunt against Brown Bros. Co., Ltd., nurserymen of this city, in June, 1917. The action was brought for damages arising from the sale of fruit trees by the defendant, which it is alleged did not prove as represented. The court ruled that the measure of damages is the difference in the value of the land as it is and the value as it would have been if the trees had been as represented. The case has been followed closely by nurserymen in the state.

Illinois First Great Apple Show.

The Illinois First Great Apple Show held at the Morrison hotel, Chicago, November 19-22, mention of the opening of which was made in last week's issue, page 868, proved a complete success, especially in the numerous displays of fine stock and the representative attendance and interest manifested in the event by orchardists throughout the state. As far as the general public was concerned, and taking into consideration the fact that no admission was charged, the number of visitors was not up to what the fine exhibition deserved, but enthusiasm on the part of those who attended was not lacking, and in the general show and the interesting special features they found much of interest. At a meeting of the growers in attendance, it was the consensus of opinion that the show should become an annual event, but discussion showed a division as to whether it should be restricted to a state proposition or be broadened in scope to embrace the industry throughout the middle west. This point will be decided at a later date.

The arrangement of the displays was excellent, each showing to splendid advantage. The plan of Professor B. S. Pickett, of the University of Illinois, in charge of installation and exhibits, of having glass heads for the barrel displays, tried for the first time in the United States, was highly commended, while the fine appearance made by the entries shown in baskets left no doubt that this form of container was the coming package, other advantages being enhanced by the point of economy.

Included in the varieties staged in the numerous entries were fine plates, trays, boxes, baskets and barrels of Jonathan, Grimes, Rome Beauty, N. W. Greening, Delicious, Winesap, Banana, Ben Davis, Black Ben Davis, Gano, Black Twig, Arkansas Black, Akin, King David, Salome, Willow, Huntsman, Minkler, York Imperial, Wealthy, Maiden Blush, Fameuse, and Stark.

Prominent in the list of principal prize winners were the following: A. W. Brayton, Mount Morris; Moon Orchard Co., Barry; Lilly Orchard Co., Lilly; F. H. Simpson, Flora; C. G. Winn, Griggsville; W. R. Severhill, Tiskilwa; H. M. Simpson, Parkersburg; T. S. Smith, Chicago; Commercial Orchard Co., Olney; L. R. Bryant, Princeton; J. R. Lambert, Coatsburg; E. L. Walker, Pearl; Guy Beauman, Tunnel Hill;

F. P. Anderson, Anna; Perrine Bros., Savoy; Shedecker Bros., Jerseyville; J. H. Cornier, Boston; J. M. Hinckley, Du Bois; W. L. Mounts, Carlinville; J. Mack Tanner, Flora; A. L. McClay, Hillview, and H. G. Street, Hebron. The sweepstakes cup was awarded to F. H. Simpson, Flora, for a barrel of Delicious.

There were numerous exhibits of insecticides, pumps and hand and power sprayers, among the firms represented being the Deming Co., Salem, Ohio; Friend Manufacturing Co., Gasport, N. Y.; Niagara Sprayer Co., Middleport, N. Y.; Martin-Senour Co., Chicago; Sherwin-Williams Co., Cleveland; Bean Sprayer Co., Chicago; Inter-State Chemical Co., Newark, N. J.; Hayes Pump & Planter Co., Galva, Ill.; Ward Pump Co., Rockford, Ill.; Nitrate Agencies Co., New York; Package Sales Corp., South Bend, Ind.; J. D. Hollingshead Co., Chicago; Corona Chemical Co., Milwaukee, Wis.; Glidden Co., Cleveland, Ohio; Detroit White Lead Works, Detroit, Mich., and Lambert Chemical Co., St. Louis, Mo.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONRAD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
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Specialists in Specimen Stock FOR LANDSCAPE WORK

Hardy Rhododendrons, Azaleas, Box-woods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Mention the American Florist when writing

Hill's Evergreens

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.

The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

Mention the American Florist when writing

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown June, N. Y.

Plant Propagation, Greenhouse and Nursery Practice.

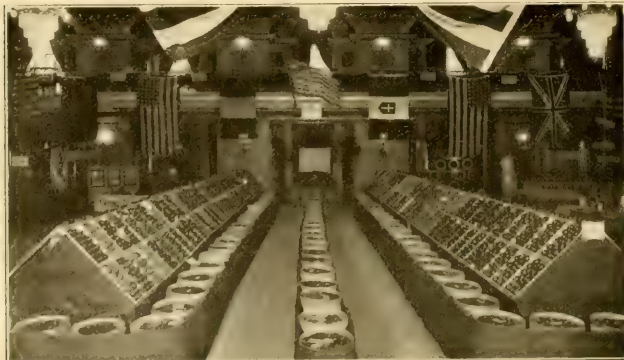
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342 pages, illustrated. Price, \$1.50.

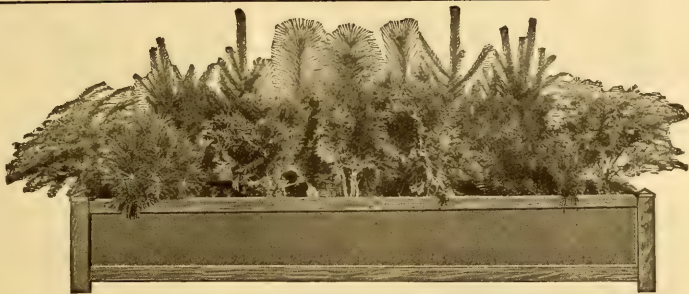
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ILLINOIS APPLE SHOW AT CHICAGO, NOVEMBER 19-22.



WINDOW BOX EVERGREENS

Especially Grown, Bushy, Symmetrical Stock.

	Each	Doz.	100
Assorted varieties, \$9.50 per 50.....			\$18.00
Assorted varieties, extra select balled plants.....	\$0.50	\$5.00	
Picea Canadensis (Black Hill Spr.), extra bushy, 12-18-inch, balled.....	.50	5.00	
Pinus Mugho (Dw. Mt. Pine), bushy, 6-10-inch, balled.....	.50	5.00	
Thuja Pyramidalis (Pyr. Arb. Vit.), extra fine, 12-18-inch, balled.....	.50	5.00	

MINIATURE XMAS TREES

Well formed, thrifty, shapely stock.

1 - 1 1/4-ft.....	@ \$10.00 per 100
1 1/2 - 2 -ft.....	@ 14.00 per 100
2 - 3 -ft.....	@ 22.00 per 100

EVERGREENS FOR TUBBING

Owing to scarcity of Boxwoods, hardy evergreens will be largely used in their place. We have prepared a very complete line at attractive prices. Correspondence solicited.

The D. HILL NURSERY CO., Inc. (Box 404), Dundee, Ill. **Evergreen Specialists**
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Miniature Xmas Tree.

"MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company

WYNCOTE - - PA.

WRITE FOR PRICES"

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Geraniums

Nutt, strong 2-in., per 100.....	\$2.00
Vlad, strong 2-in., per 100.....	2.00
Ricard, strong 2-in., per 100.....	2.00
Dracena Indivisa, good thrifty stock for growing on, 2-in., per 100.....	2.00

ELMER RAWLINGS, Allegany, N. Y.

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 60 years' experience.
All seasons varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

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GERANIUMS

Rooted Cuttings. Can be sent safely by parcel post, have had one complaint from over 200 shipments.
S. A. Nutt and Buchner. \$15.00 per 1000
Foltevine and Ricard... 17.50 per 1000

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

FLOWERING and FOLIAGE Plants for Xmas

CYCLAMEN Persic. Gig.....	\$9 to \$24 per doz.
DRACAENAS, in varieties, as Marg. Story, Terminalls, Craigi, Lord Wolseley, Aurea.....	\$12 to \$36 per doz.
ERICAS Fragr. Melanthera.....	9 to 60 per doz.
ERICAS Pres. Carnot.....	9 to 30 per doz.
ORANGES.....	\$1 to \$6 each
JERUSALEM CHERRIES.....	\$6 to \$18 per doz.
PEPPERS.....	12 to 24 per doz.
PANDANUS Veitchii.....	9 to 15 per doz.
PHOENIX Robelenii.....	\$2.50 to \$4 each

Packing charge, 5% of total amount of bill; minimum charge, \$1.

Terms: Cash with order, please.

Anton Schultheis, 316 Nineteenth Street, COLLEGE POINT, N. Y.

Mention the American Florist when writing

Storrs & Harrison Co.

PAINESVILLE NURSERIES

Catalogues and Price Lists
Free on Application.

PAINESVILLE, - OHIO

Mention the American Florist when writing

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

Mention the American Florist when writing

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, page 612. Correspondence solicited.

Mention the American Florist when writing

CRAIG QUALITY PLANTS

Avoid All Risk and Delay

By ordering your CHRISTMAS STOCK NOW. Arrange with your local grower to keep it for you and deliver at the holidays.

Five Strong Leaders in Flowering Plants

Cyclamen, Poinsettias, Begonias, Heather, Otaheite Oranges.

FOLIAGE PLANTS, in great variety.

CROTONS, magnificently colored. **FERNS**, Norwood, Smithii, Scottii, Teddy, Jr.; **Dracaena Massangeana**, Lord Woolesey, Pandanus Veitchii.

In spite of the war conditions our stock is absolutely the best we have ever offered.

ROBERT CRAIG COMPANY, Branch, Norwood, Pa. **4900 Market St., Philadelphia, Pa.**

Fort Wayne, Ind.

BUSINESS RETURNS TO NORMAL.

With the lifting of the influenza ban, and the decreasing of the epidemic, business resumed more of a normal aspect during the week just passed, than it has since the middle of October. Funeral work has continued good, but the abnormal demand of the past few weeks has subsided. A large number of pre-nuptial parties called for flowers, especially for corsages for the honor guest, and attractive table decorations, and counter trade has been much more brisk than recently, due to the increased number of shoppers since the removal of the ban. The supply of roses and carnations has been greatly curtailed by the dark weather, and many of the retailers are finding considerable difficulty in filling orders. Carnations are especially scarce, and prices quoted for them are very high. Roses are of very fine quality with some splendid blooms of Ophelia. Violets are coming into this market very slowly, and only a limited supply is expected for Thanksgiving. Sweet peas are also scarce, and miniature roses, snapdragons and orchids are only in fair supply.

NOTES.

Handsome specimens of Turner chrysanthemums and Ophelia roses were staged in a very effective way in the window of the Flick Floral Co. This firm's line of blooming plants is very complete, and their obconics are especially worthy of mention.

A fine display of cyclamen, the first of the season, is being shown in the attractive window of Ed Wenninghoff, who reports business in blooming plants very active, especially since the curtailment in the supply of cut flowers.

The Doswell Floral Co. is cutting a large variety of the late chrysanthemums and report that they will have a good crop for their Thanksgiving trade.

H. K.

MINNEAPOLIS, MINN.—The fifty-second annual meeting of the Minnesota State Horticultural Society will be held at the West hotel, this city, December 3-6.

WESTERLY, R. I.—By order of the receiver, the large house of S. J. Reuter & Son, Inc., is being torn down and the glass, piping and other material will be sold.

Special 7-inch Boston Fern Offer 75c each

Our stock of 7-inch Boston Ferns is exceptionally large, and the plants are fine for immediate sales or for potting on into 8-inch or 9-inch pots. They are pot grown and well established.

OTHER BARGAINS IN FINE POT GROWN BOSTON FERNS

6-inch.....50 cents each 9-inch.....\$1.50 each
8-inch.....\$1.00 each

GOOD BUYS IN WHITMANI FERNS

7-inch.....75 cents each

KENTIAS are scarce, and every florist who has facilities should grow as many of these as possible.

Kentia Belmoreana, 2 1/4-inch.....\$1.25 per dozen
Kentia Forsteriana, 2 1/4-inch.....1.25 per dozen
Kentia Belmoreana, 5 inch, made-up.....9.00 per dozen

We Have 200,000 Small Kentias to Offer.
Get Our Prices on Larger Quantities.

PTERIS WIMSETTI

4-inch, \$10.00 per 100. Nice bushy plants for Christmas baskets or boxes.

ENGLISH IVY

4 inch.....\$15.00 per 100

BEGONIA GLOIRE DE LORRAINE

7-inch.....\$1.50 each

THE GEO. WITTBOLD CO.

745 Buckingham Pl., L. D. Phone, Graceland 1112. Chicago

Fall Stock

Write for List of
Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower,
PEKIN, ILL.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Speciality

Mention the American Florist when writing

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$7.50 per 1,000. VAUGHAN'S SEED STOKE, Chicago and New York.

BEGONIAS.

Begonia Chatelaine, 3-in., \$10.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

BULBS.

Bulbs, French Paper White, Daffodils, Tulips afloat and expected soon. Lily bulbs from storage. French Cadium, Freesias. See our advertisement elsewhere in this issue Vaughan's Seed Store, Chicago and New York.

Bulbs. Cold storage Giganteum, 7 to 9-in., (300 to case), \$21.00 per case; 8 to 10-in., (250 to case), \$25.00 per case; 9 to 10-in., (200 to case), \$30 per case. A Henderson & Co., 211 N. State St., Chicago.

Bulbs, French; ready for immediate delivery. For varieties and prices see display advertisement elsewhere in this issue. Dutch bulbs are scarce in all varieties. Write for quotations. James Vick's Sons, Rochester, N. Y.

Bulbs. Gladioli. Clean, healthy, fine stock, ready to ship. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Cold storage giganteum, sound and dormant. 7-9 (300 per case), \$22.50 per case. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Bulbs, Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

French Bulbs. For varieties and prices, see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Lilium Giganteum, from cold storage, 7-9 (300 to case). Write for prices. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

CALENDULAS.

700 Calendula—Orange King, fine 2-in. at \$3 per 100. Not pot bound or lanky. Cash. HEITMAN-OESTREICHER CO., 5610 North Ave., Milwaukee, Wis.

Calendulas, 2½-in. pots. Orange King, fine plants, \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

CARNATIONS.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

CROTONS.

Crotons. Fine healthy stock. 4-in., \$4.50 per doz., 5-in., \$9 per doz.; 6-in., \$11 to \$15.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

DAHLIAS.
The best cut flower and garden varieties. Get our prices for best quality stock. LYNDBURST FARM, Hammon, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jet., N. J.

DAISIES.

Daisies. Bellis. Montrosa, pink or white, also Longfellow and Snowball. Fine strong plants, \$2.50 per 1,000, \$6.75 per 3,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

DELPHINIUMS.

Delphinium Per.—Light and dark blue, extra strong transp., seedlings sown in May, \$3 per 100. Cash. HEITMAN-OESTREICHER CO., 5610 North Ave., Milwaukee, Wis.

DRAACAENAS.

Dracaena Massangeana, 4-in., \$50 per 100; 6-in., 75c to \$1.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

EVERGREENS.

Window box evergreens, miniature Xmas trees and evergreens for tubbing. Fine especially grown, shapely and symmetrical stock. For varieties and prices see display advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

FERNS.

FERNS. Boston, Roosevelt; Whitman, Scholzei, Whitman Cometa and Teddy, Jr., out of 2½-in. pots, \$5.00 per 100; 3-in., \$10.00 per 100. Teddy, Jr., 5-in., \$25.00 per 100. The Reeser Plant Co., Springfield, O.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

FERNS.

FERNS. Boston, heavy plants from 5-in. pots, \$4.50 per dozen, \$35 per 100. Extra heavy 6-in., \$6.00 per dozen. THE WAGNER PARK NURSEY CO., Sidney, O.

Ferns. Boston, 7-in., special price of 75c each. 6-in., 50c; 8-in., \$1.00; 9-in., \$1.50 each. Whitman, 6-in., 50c; 7-in., 75c; 8-in., \$1.00; 9-in., \$1.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns. Boston, 2½-in., heavy, \$6 per 100; \$55 per 1,000. Whitman, 2½-in., \$6 per 100; \$55 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

Ferns. Boston and Scotti, 5-in., \$3.00 per doz., \$25.00 per 100; 4-in., \$15.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Holly Ferns. Cyrtomium Rochfordianum, 2½-in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbach, Ferndale, Arkov, Minn.

FREESIAS.

Freesia Purity Mammoth, ¾-in. and up. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

GERANIUMS.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$25.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings, S. A. Nutt and Buchner, \$15.00 per 1,000; Ricard and Potevine, \$17.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GREENS.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. Caldwell The Woodsman Co., Evergreen, Ala.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. E. A. Beaver, Evergreen, Ala.

Greens. Scarlet Immortelles, \$55.00 per 100; Bouquet Green, \$10 per 100 lbs. Vaughan's Seed Store, Chicago and New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

KENTIAS.

Kentia Forsteriana and Belmoreana. For sizes and prices see display advertisement elsewhere in this issue. Poehlmann Bros. Co., Morton Grove, Ill.

Kentias. Belmoreana and Forsteriana, 2½-in., \$1.25 per dozen; 5-in., made-up, \$9.00 per dozen. The George Wittbold Co., 745 Buckingham Place, Chicago.

Kentia Belmoreana, 6-in., \$1.00 each; 5-in., 75c each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley Pips for quick forcing, \$25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms. Large Latania and Pandanus Veitchii. Suitable for large halls and hotel decorations, from 10 to 15-in. pots and tubs, \$10.00 each. HENRY SMITH, Grand Rapids, Mich.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, well-colored, 6-in. pots at \$1.00 each; large plants, \$2.00 to \$5.00 each. HENRY SMITH, Grand Rapids, Mich.

Pandanus Veitchii, 4-in., 50c each; 5-in., 75c to \$1.00 each; 6-in., \$1.50 each; 7-in., \$2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

Pansy plants for greenhouse planting, extra large, strong, transplanted plants in bloom. "Superb Strain", \$1.00 per 100. Cash. BRILL, CELERY GARDENS, Kalamazoo, Mich.

PRIMULAS.

Baby Primula Malacoides, 3-in., \$10; 4-in., \$15; 5-in., \$25; 6-in., \$50 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ROSES.**EXTRA FINE 2½-INCH ROSE PLANTS.**

White Killarney	100	1,000
Sunburst	\$4.00	\$35.00
George Elgar	5.00	45.00
	4.00	

AMERICAN BEAUTY BENCH PLANTS.

\$12.00 per 100; \$110.00 per 1,000.

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162 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2081.

Roses. Own root, 2½-in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. Milady and Richmond, \$7.00 per 100, \$65 per 1,000. 3½-in. stock \$35 per 1,000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

Field grown, two-year-old, hardy own-root stock. See display advertisement in issue of November 2, page 733. Western Rose Co., Pasadena, Calif.

New and standard roses for all uses; get list. Leedle Co., expert rose growers, Springfield, O.

SEEDS.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Asparagus plumosus, greenhouse grown. For prices see advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurst, Swedesboro, N. J.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Pansy. New crop Florists' Mixture, tr. pkt., \$1.00; ¼ oz., \$2.00; oz., \$7.00. A. Henderson & Co., 211 N. State St., Chicago.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

SEEDS.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Elliott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbenia in variety. Waldo Rohmert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Flower and vegetables. Renowned specialties. Sale to seed merchants only. JOS. PAQUET, seed grower, Nice, France.

Seeds; specialties: Beets, mangroes, carrots, cabbages, celeries, parsley, narsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 228-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seed. Sweet pea. All the new and standard varieties. Send for descriptive price list. C. U. Liggit, 325 Bulletin Bldg., Philadelphia.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds. flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SMILAX.

Southern Wild Smilax. Standard case, \$2.25. Long needle pines, 3 to 4 ft., doz., \$1.00; per 100, \$7.50. Gray Moss, 15 lb. bag, \$1.50. Fancy stock, fresh goods and quick service. J. A. CURRY & CO., Drewry, Ala.

VEGETABLE PLANTS.

Cabbage, celery and Triple Curled parsley plants. Field-grown, 50c per 100, \$3.00 per 1,000, prepaid, \$2.00 per 1,000, not prepaid. F. M. Pattington, Scipioville, N. Y.

VINCAS.

VINCAS. Vinca variegata, good heavy field grown clumps, \$5.00 per 100; \$45.00 per 1,000; THE REESER PLANT CO., Springfield, O.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for catalogue. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., \$3.00. The Excell Laboratories, 115-117 E. South Water St., Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Japanese Kyogi chip mats, 24x36 inches, \$3 per doz. assorted; \$17.50 per 100, solid colors, \$20 per 100 for checkered (two colors) mats.—Takeuchi Bros., 444 Bush St., San Francisco, Calif.

Spruce and pine tree cones. Fine for decorating and Xmas wreaths. Spruce Cones, \$3.50 per 1,000; Pine Cones, \$4.00 per 1,000. Colorado Seed Co., Denver, Colo.

Patriotic cards, 100, 85c; 200, \$1.50; 500, \$3.00; 1,000, \$5.00. Write for samples. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

MISCELLANEOUS.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 513 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastic for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

FLORISTS' SUPPLIES.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietrich Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moulring Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, bothed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

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Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Pank for fumigating. Nicotine Mfg. Co., St. Louis.

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SUPERIOR CARNATION STAPLES. Mend your wilt carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE, 264 Randolph St. Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

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STAKES.

Bamboo cane stakes. 6 ft., \$21 per bale, 6-9 ft., \$7 per bale; 9-12 ft., \$8.50 per bale. McHutchison & Co., 95 Chambers St., New York.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Erne & Company, Chicago.
Fexy, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Goldstein & Futterman, New York.
Grossberg-Tyler-Finnermann Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusk & Co., Kansas City, Mo.
Kyle & Foerster, Chicago.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The, Leo, Philadelphia, Pa.
Pappas, Nicholas G. & Co., New York.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykrass, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reld, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Slebrecht, Geo. C., New York.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Trendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo., Co., Chicago.
Zech & Mann, Chicago.

BOOKS FOR FLORISTS.

The following books should be in every florist's and gardener's library. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price, \$2.00.
Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50 cents.
The Garden Month by Month.—By Mabel Cardot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, \$4.30.
The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, \$1.50.
The Book of the Feony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 250 pages and 44 illustrations. Cloth. Price, \$0.60.
Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, \$1.50.
Success in Market Gardening. By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, \$1.10.
Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 390 pages. Illustrated. Price, \$1.10.
How to Lay Out Suburban Homes.—By Herbert J. Kullaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, \$2.00.
Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants. Illustrated. 325 pages. Price, \$1.50.
Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, \$1.50.
Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, \$1.75.
Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 160 pages, 60 illustrations. Price, \$1.50.
The American Flower Garden.—By Nellie Blanchan. Well bound, 368 pages and 92 illustrations. Price \$5.35.
Lawns and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, \$1.10.
Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 50 pages, illustrated. Price, 25 cents.
The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, \$2.25.
Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, \$6.
The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, \$2.
Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, \$10.00.
Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, \$1.00.
Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, \$1.50.
Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, \$1.00.
Daffodils, Narcissus, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, \$1.21.
House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, \$1.20.
Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, \$2.00.
The Book of Water Gardening.—By Peter Bisset. 200 pages. 130 illustrations. Price, \$2.50.
Strawberry Growing.—By Prof. S. W. Fletcher. 225 pages. Profusely illustrated. Price, \$1.75.
Landscape Gardening.—By Sam'l Maynard. 338 pages, 165 illustrations. Price, \$1.50.
Chrysanthemum Manual.—By Elmer D. Smith. Profusely illustrated. Price, 50 cents.
Mushroom Growing.—By B. M. Dugger. 200 pages, fully illustrated. Price, \$1.50.
The Goldfish.—By Hugo Mulder. 160 pages, handsomely illustrated. Price, \$2.
How to Grow Roses.—By Robert Pyle. 121 pages. Illustrated. Price, \$1.00.

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CONCENTRATED PULVERIZED
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Pulverized or Shredded
CATTLE MANURE
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The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

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*The Insecticide that
kills plant Lice
of many species*

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale. Gallon, \$2.50
Quart, \$1.00

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For mildew, rust and other blights affecting flowers, fruits and vegetables. *Quart, \$1.00 Gallon, \$3.50

VERMINE.

For ear worms, angle worms and other worms working in the soil. *Quart, \$1.00 Gallon, \$3.00

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Was originally incorporated under the laws of New Jersey on June 1, 1887. Since that date it has promptly paid nearly half a million dollars for glass broken by hail.

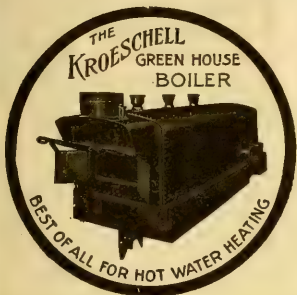
At the present time it has no liabilities, and, besides its emergency fund, it has a reserve fund of \$15,000.

An insurance with the Florists' Hail Association means prompt payment in case of loss.

For further particulars address
JOHN G. ESLER,
Secretary, Saddle River, N. J.

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on your greenhouses, and after you have investigated the plan of this Association, organized by the growers of Ohio for your especial benefit, you will want the protection offered you.

A postal card from you will place our by-laws, rates and full information in your hands. Do not neglect this important feature of your business.

The Florists' & Gardeners' Insurance Association,

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ST. LOUIS.

Nassau County Horticultural Society.

The monthly meeting of the Nassau County Horticultural Society was held in Pembroke hall, Glen Cove, N. Y., on November 13, with a large attendance of members. President Robert Jones occupied the chair.

G. W. Wyatt, of Glen Cove, was elected an active member and Arthur Gibb of Glen Cove an honorary member of the society. For the monthly exhibits the following were appointed as judges: Benjamin Sutherland, John W. Everitt, and Joseph Adler, who made the following awards: Best three chrysanthemums, white, three pink and three yellow, all won by James McCarty. Exhibition, three heads of celery, cultural certificate, Frank Petroccia; honorable mention, John Dombrowski. For a vase of seedling chrysanthemums, Jas. Holloway. Mr. Holloway also exhibited 43 potatoes from one tuber planted on August 24. He also made a few interesting remarks on the subject.

A letter of condolence was ordered sent to the family of the late Mrs. C. F. Cartledge, and to Herman Boucher, a member of the society who has recently lost his wife.

President Robert Jones generously offered a prize of \$10 for the best table decoration, for gardeners' assistants only. The first prize will be \$5, the second \$3 and the third \$2, to be competed for at the next meeting. Competition for the society prizes will be 25 Brussels sprouts; six leeks and 50 single violets. It was decided to hold a smoker with the next meeting, December 11.

HARRY GODBRAND, Cor. Sec'y.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No. Diam.	Ea.	Doz.	100	No. Diam.	Ea.	Doz.	100
10 20 in.	\$3.25	\$37.50	\$287.50	50 12 in.	\$1.50	\$15.00	\$110.00
20 18 in.	2.75	30.00	237.50	30 10 in.	0.95	10.50	77.50
30 16 in.	2.25	26.00	195.00	70 8 in.	0.75	8.25	62.50
40 14 in.	1.90	22.00	168.75				

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.



Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, 714-716 Chestnut St., Philadelphia, Pa.

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Azalea Pots, Hanging
Baskets, Lawn Vases,
Urns, Etc.

Red Pots

Refined Clays—Skilled Labor.

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"Moss Aztec" Ware

WM. M. WARRIN,

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Vol. LI.

CHICAGO AND NEW YORK, DECEMBER 7, 1918.

No. 1592

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ESTABLISHED 1885

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The thirty-fifth annual convention will be
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Christmas Number NEXT WEEK

Mail your copy early to re-
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American Florist Co.

440 S. Dearborn St., CHICAGO

PROFITABLE PRODUCTION.

Paper by Otto H. Amling, Read at a Meeting of the Chicago Florists'
Club, November 7, 1918.

Present Conditions Hit Grower Hardest.

As a member of a committee appointed by the worthy president of our club "to make recommendations for bettering conditions in the trade," I wish to say that I have made a careful study of this subject, and my observations and experience lead me to submit for your kind consideration, first, an analysis of the situation and then, recommendations for improvements. At the present time, under existing conditions, all branches of the trade are suffering and not getting the returns they should from their business. The hardest hit of all is the grower, the backbone of the business, who has by far the greatest investment of any, the biggest fixed expense in depreciation and otherwise, and an extremely hazardous business. He is at present facing a serious situation and wondering whether it will be possible for him to survive. However, upon his welfare depends the further existence of the wholesaler and retailer.

Reports show that many greenhouse establishments are now operating at a loss, and of these quite a number, finding it impossible to produce at a loss indefinitely, will close down all or part of their houses, to keep from losing more. This reduction in the supply, added to the former output of the glass already abandoned, may cut quite a figure in the future of our business, and directly affects the wholesaler and retailer. To prevent further curtailment of production, it is necessary to get better average prices for the grower than those prevailing in past seasons. To this end, the co-operation and assistance of all branches of the trade are needed. Better average prices will keep the growers above water, increase the com-

mission and lessen the handling expenses of the wholesaler, and insure the retailer a steady flow of stock.

It has been suggested that the only solution of the grower's problem is the establishment of a powerful growers' organization to handle the selling and establish a chain of stores for the direct disposal of flowers to the public at profitable prices. This, however, may be unnecessary, as there is no reason why the established wholesale houses should not handle the stock at prices that will enable the grower to make ends meet. To accomplish this it is necessary in the first place for the wholesaler to know what profitable prices for flowers are, and secondly, to get them. Many wholesalers have no producing experience, and that of others is antiquated. Therefore, it is necessary for the grower to supply him with an accurate record of the present day cost of production per flower, from which he can determine the price he should get for the different varieties and grades from time to time to bring the season's average up to where it should be. I am convinced that a thorough knowledge of what it costs to produce each flower today will open the eyes of many men in the flower business, and lead them to realize more fully that each flower has a value, and spur them on to get better average prices and not sell as cheaply as has been common practice most of the time in the past.

Good Prices for the Asking.

Profitable prices can be secured by the wholesaler, if asked. Many times, it requires nothing more. It should be borne in mind that nature brings on by far the largest quantity of stock during the spring and summer months, and that the prevailing price in these

months, in a great measure, decides the season's average price. Even the prices may seem high during some months, when production is low, to make up for the low averages prevailing at other times, requires selling at these good figures. Uniform prices by all houses on equal stock, and the establishment and maintenance of a minimum price on flowers, such as \$1 per 100 on roses, the benefit of their large purchases, 50 cents per 100 on carnations, and similar figures on other staple articles, would also result in materially improving weekly returns to the grower, as frequently just as much stock can be sold at these figures as could be moved if allowed to drop still further, thereby demoralizing the market.

It would be better, in times of abundance, to donate to the hospitals of the country the unsold surplus, if any, after prices have reached these extremely low levels, than follow the practices of many wholesalers to offer stock for sale at 50 cents per 100 when his competitors are asking an established minimum of \$1 per 100. No greater quantity of stock is sold at the lower figures and the loss to the grower and wholesaler is tremendous. It matters little whether John Doe's stock is sold, or that of Jim Smith, not whether one wholesaler makes the sale, or another. The main thing is that some one makes a profitable sale and not below the established minimum. If this is kept in the minds of all wholesalers, the wonderful mutual results will be reflected in the grower's statement.

Reconsignment and Regrading.

Another practice of the wholesaler which has frequently come within my own personal observation, which does not work out to the grower's best interests, is the reconsignment of stock, and the neglect at times of one wholesaler to charge another market price for goods bought although the stock so purchased is oftentimes again billed out at top market prices. In fact, some wholesalers have few or no consigners, and openly boast of being able to buy stock from others at prices enabling them to resell at wholesale at figures yielding them as high as 100 per cent profit. Growers can curb this practice and get the full price at which the stock is billed to the retailer, less the usual 15 per cent commission, by so distributing their stock that no one house will be overloaded on certain stock, and placing it as nearly direct to the buyer as possible.

A uniform system of grading such as roses by all growers, to a certain length of stem, say 12 inches and under, 15 inches, 18 inches, 24 inches, 30 inches, 36 inches and 48 inches, is to tie them in bundles of 50 each, allowing one extra for breakage, which would materially lessen the expense of handling the stock by the wholesaler, as frequently stock can be sold in these original bundles, and thereby eliminate some of the breakage and bruises incidental to re-grading. Open flowers, ready for immediate sale, should be kept separate. Bundles of a given length of stem would reduce the practice of some of the wholesaler's employees in cutting stems short unnecessarily, just because they think they ought to be so. Often have I witnessed this, much to my disgust. It costs money to grow every inch of stem on a rose, and the full length of stem should be utilized whenever possible, and stems reduced in length no more than necessary.

Advisory Board Suggested.

A plan that has struck me as practical is the establishment of an advisory board, consisting of three representative men from each branch of the trade, wholesalers, retailers and "growers," meeting twice a week to discuss prevailing conditions. Such meetings would help in a great measure towards bringing closer co-operation. Such board, for instance, could issue bulletins after each meeting, a separate one to the retailers featuring the items that represent the best value at the time, owing to the quantity on hand. The prospects of the cut for the next few days as gauged by the weather conditions, and by information furnished by the growers, would also help him with his plans. Retailers would be thus enabled during times of over-abundance to get bargains, if quantity purchases



Otto H. Amling, Chicago.

are made, and should go out and make a splurge, giving the public part of thereby moving a large quantity of stock (much the same as the dry goods man in his line), resulting in new customers, and a handsome profit, besides eliminating the competition of the department stores. The growers' bulletin would contain timely advice such as: "Cut stock tighter, due to the prevailing heat wave; market overfilled on roses; pinch that stock you can to have it come later; quite a lot of stock arriving infected with mildew; get after thrips, etc." The recipient of this bulletin would stop to think whether any of his stock had been neglected in any way, and much could be accomplished in this way toward raising the quality of flowers received on the market. Under prevailing conditions, the individual wholesaler often hesitates to call a grower's attention to his neglect, fearing he may lose a consignor even though such advice would mean many dollars in his pocket, still more to the grower, and more general satisfaction to the retailer.

Wholesaler's Position Important.

In conclusion, I wish to say that after all, the wholesaler, as the grower's selling agent, and the source of supply of the retailer, controls the situation, and it is my honest belief that he can do

more than any other at this time to furnish immediate relief to the grower, enabling him to continue his difficult task in these times of stress, and by so doing improve his own welfare, as well as that of the retailer.

My general idea of improvements in the present system and affording immediate relief for the grower, can be termed as "Cutting off the rough edges of present practices of the wholesaler," and closer co-operation with him by his retailer and the grower. Permit me to summarize the foregoing in the following brief recommendations:

1. Growers, study the costs of production and bring them to the knowledge of the wholesalers.

2. Wholesalers, do not be bashful about asking a price, and remember that your season's returns per flower must average above the costs to enable the grower to live, and that the price received during the months of heaviest production decide the average more than the seemingly high prices usually prevalent when cuts are low.

3. Wholesalers, establish a minimum price of \$1 per 100 on roses, 50 cents per 100 on carnations and similarly on other staple articles.

4. Wholesalers, always bear in mind that even though you may lose a sale by asking a price from a customer who wants to buy for a song, that by maintaining uniform prices, some other man will make a profitable sale, resulting in mutual benefits.

5. Growers, consign your stock to the house through which it reaches the retailer most direct.

6. Wholesalers, charge one another full market price. You owe it to the growers.

7. Growers, co-operate with, and assist your wholesalers by a uniform system of grading and bunching, adopting such standard sizes as 12, 15, 18, 24, 30, 36 and 48 inches for roses.

8. Wholesalers, remember that each inch of stem costs money to produce, and utilize full length whenever possible.

9. The election of a representative advisory board of nine members, three to be chosen from each branch of the trade, meeting twice weekly in the trade's interest.

10. The issuance of two semi-weekly bulletins, one for the retailer and one for the grower.

11. Retailers to purchase as much as possible the items on the long side of the market in sufficient quantity to prevent stock from reaching the department stores, thereby reaping the benefit for themselves.

It has been my aim to depict conditions as they exist, not solely to criticize, but with a view to effect improvements which will insure the future prosperity of our business, and result in mutual benefits. I would urge a discussion of these recommendations and the adoption of those that meet your approval.

The Figures.

Cost of production has been arrived at by taking the total operating expenses for the year, including proper depreciation charges and six per cent interest on the total investment and dividing this into the total number of square feet of bench space. Thereafter, the cost per square foot is used as a basis for all other determinations.

The cost of operation per square foot of bench space of an exclusive rose growing establishment for the fiscal year ending June 30, 1918, was 67.6



ASTER AMERICAN BEAUTY, CARMINE ROSE.

Grown by John Bodger & Sons Co., Los Angeles, Calif.

cents per square foot, divided as follows:

Wages	24.44c per sq. ft.
Coal	11.32c per sq. ft.
Commission on sales	19.14c per sq. ft.
Depreciation	4.73c per sq. ft.
Interest on investment	4.55c per sq. ft.
General expenses	3.88c per sq. ft.
Fertilizers	2.15c per sq. ft.
Boxes, expressage, etc.	1.58c per sq. ft.
Water, power bills, etc.	1.40c per sq. ft.
Plants and seeds	1.26c per sq. ft.
Taxes, (state)	1.13c per sq. ft.
Insecticides76c per sq. ft.
Insurance03c per sq. ft.

The present-day cost of operating each square foot is, and the total for the current year will be, much higher than the average prevailing during the past year. For instance, quite a lot of coal was bought the fore part of the year at lower figures and with lower freight rates attached than obtainable now. Labor also is considerably higher. The latter you will note comes first in order of importance, with coal ranking next. These two represent a grower's heaviest expense items, and any increases are reflected immediately on his balance sheet. Of course, the advances of other items since last year, also add to a grower's difficulties.

Considering all advances, and the extremely hazardous nature of the business, with little or no insurance, due to the almost prohibitive rates, I feel the gross returns per square foot per season to meet present conditions, and provide a profit commensurate with the chances taken, should be no less than 96.2 cents per square foot on roses and similar crops requiring the same high temperature, fertilizer and amount of time to handle. These figures would be somewhat lower in the case of carnations and other cool growing crops.

The cost of operating per square foot is the basic figure for all other deter-

URGENT.

Plant Imports Danger.

Unless the plant growers and nurserymen of the United States take prompt and vigorous action, it is likely that all imports of palms, azaleas, roses, rhododendrons, box and bay trees, etc., also general nursery stock, from Europe will be shut out under the proposed plan of the federal horticultural board unless the present programme of that body is changed.

What To Do.

Every florist, nurseryman and seedsmen should at once telegraph protests to his representatives in Congress, both Senate and House of Representatives, also to Dr. C. L. Marlatt, Chairman Federal Horticultural Board, Washington, D. C.

Do It Today.

inations. Some varieties of roses, such as Russell and others, are sometimes set closer, but the average planting distance of most growers is 12x15 inches. Each plant thus occupies 14 square feet of bench space. The gross returns per plant on roses should be not less than \$1.20 on varieties occupying 14 square feet, and proportionately, according to distance set.

The average wholesale price for the year that must be obtained to reach this figure depends on the quantity of flowers a plant will produce on an average per season. Compilation of the average production, good average flowers per plant from records of the past three years, together with the average length of stem on Russell (later we expect also to have an accurate record of the average length of stem of other varieties), shows as follows:

Russell	17.3 flowers
Brilliant	32.4 flowers
White Killarney	35.1 flowers
Mildred	25.4 flowers
Opheelia	26.5 flowers
Sunburst	28.4 flowers

Taking \$1.20, the lowest amount a plant should return in a season, and dividing it into the average yield of each variety for a number of years, gives us the average price that should prevail on each variety, namely:

Russell	6.26c each
Brilliant	3.69c each
White Killarney	3.29c each
Mildred	4.67c each
Opheelia	4.38c each
Sunburst	4.52c each

The selling price should necessarily be considerably higher for select stock and correspondingly lower for stock grading lower. Also, the prices during the cold season, when the yield is limited and operating costs heaviest, should go above the year's average because of the exceeding low prices during the season of heaviest production.

Although I have no late records on carnations, from past experience and from the best information obtainable, I would venture to say that the gross returns per square foot on carnations should be no less than 81 cents per square foot. Figuring a carnation plant as occupying 7.9 square feet of bench

space, and taking a general average yield on all varieties of 18 flowers per plant, would bring the season's price to 2½ cents per. Selling prices of all other flowers and plants can be determined from the foregoing basis.

Lilium Candidum.

Long before the longiflorum lilies of Japan became prominent or were forced for market, *Lilium candidum*, called the Annunciation lily, was the recognized Easter flower. Their beautiful spikes containing from 10 to 12, and sometimes more flowers and buds, with their bright yellow stamens, combined with a delightful fragrance, made them especially valuable for church and altar decorations.

They are easily grown, but do not like too much heat, doing best in a carnation temperature. They should be potted immediately on arrival and placed in cold frames, when they commence to grow at once, soon having their leaves above the soil. Freezing does not seem to hurt them. They can be flowered in from six weeks to two months after being brought inside, depending on weather conditions.

All the bulbs are imported, the best stock being grown in the north of France. Robert Craig, of Philadelphia, Pa., said, in referring to this variety, that at one time, before the introduction of the longiflorums, he grew them in quantity, they being in good demand as cut flowers in late winter, and at Easter were the recognized flower for altar and church decoration. He thought that today, a number of plants together in a tub or pan, done the same as the gigantesms, would make very acceptable plants for the Easter market.

Unfortunately, this year they are practically unobtainable, as owing to war conditions, not ten per cent of the orders for candidums that were given the French growers have been filled.

They are valuable in the rock garden or herbaceous border, their beautiful white spikes standing well above the other flowers. Their blooming season is in the middle of June. As a cut flower, they are in demand at this season for weddings and design work.

Munro Buys Reuter Range.

Charles Munro, prominent grower of New Haven, Conn., with a large range in that city, has purchased the establishment at Westerly, R. I., formerly conducted by S. J. Reuter & Son before that firm went into bankruptcy and will conduct it on a larger scale than ever. The property, which was bought by the Washington Trust Co., to cover a mortgage, is being made ready for resumption of business as rapidly as possible, the sale including greenhouses, extensive land holdings and a residence.

LOS ANGELES, CALIF.—H. J. Ryan, of Alhambra, has been appointed county horticultural commissioner.

CANTON, O.—Wm. F. Raebel, who suspended business last year to enter government service, has reopened in the Auditorium market.

CENTRAL CITY, NEB.—Joseph W. Lawson, formerly of Fulton, Ill., has completed a new range here with 12,000 square feet of floor space and reports very satisfactory business.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Sibley's Attractive Establishment.

The accompanying illustration shows the entrance to the attractive establishment of Charles W. Sibley, Athol, Mass., as it appeared in September of the present year. The plantings were all made last year, with the exception of the *Hydrangea paniculata grandiflora*, which were set out in tubs this spring. The doorway is covered with ampelopsis. The common woodbine is native to that section and nothing is more beautiful in summer than to see the walls of houses and the fences in the field covered with this vine. The tub in the center of the picture is filled with pink and white coleus, while the shrub at the left is a *retinospora*. The geraniums, variety *Jean Viaud*, have attracted much attention, nothing finer having been seen in the vicinity.

Next Week in the Flower Shop.

There is often a dull spell in the early days of December, and particularly now when there are no debutante teas. If this is to be our lot this year, the most should be made of the opportunity it presents in preparing for the coming busy holiday period, which is now but two weeks away. If any of the various lines of stock for the Christmas trade have not been ordered, they should be

shaped trees, not over 24 inches in height, can be decorated with small wired bunches of red immortelles at the ends of the branches. A generous bow around the tub finishes an ornament suitable for the Christmas dinner or gift table. We have seen trees that ordinarily sold for \$2 and \$2.50, with the addition of half a bunch of red immortelles and ribbon bow, sell for \$5 to \$6.

Every spare moment should be utilized in making boxwood and evergreen wreaths. With a good stock of these on hand, much of the slavish night work of the last week is avoided. There should be a good stock of spruce or pine cones in assorted sizes, as they add an effect to the wreaths that help their sale materially. Magnolia wreaths, decorated with cones, red ruscus, statice and fresh evergreen sprays, should be ready in quantity for the cemetery demand, which, no doubt, will be an important factor in this year's holiday trade.

Single wire-frame crescent wreaths, wrapped with newspaper, make a good foundation on which to wind the Japanese red chenille. These tied with fresh holly or boxwood, red and white ruscus, a few cones, and finished with a red bow, make a showy wreath for the windows that can be sold for a good profit.

Calendulas are coming to the front as a stock flower, and are seen in all markets. The Orange King and Queen,



LILIUM CANDIDUM.

13 to 14 Flowers to Each Spike.

secured at once. Many who know they need this or that important item, put off the ordering from day to day, until finally it becomes a rush matter that puts everybody to inconvenience, entails unnecessary expense, and oftentimes disappointment and loss.

A good Christmas stock that should be secured now is small Norway or Colorado green spruce. These should be potted or tubbed and placed in shelter, as severe frost will give them a brownish tint that detracts. It is a job that can be finished much better now than 10 days later. A few well-

a light and dark shade of yellow, are alike in form and size, but very distinct in color. Selected flowers are good enough for any assorted box and very effective in table decoration. The stems foul the vase rather quickly, but this can be corrected with a couple of drops of formaldehyde in the water, which prevents fermentation.

Yellow daisies and pansies are a pretty combination for the small tumbler or vase baskets. Small hampers, similarly arranged, will attract attention and induce sales that would not be made without their display.

Do not forget the Paper White narcissus. A showing of planted dishes, with bulbs on pebbles, is sure to interest customers and effect sales. Paper Whites are almost certain to flower, being much more satisfactory than Chinese lilies.

Is the F. T. D. work being featured? Keep the emblem always to the front, in the store or window. The local business that is worked up is entirely new trade that comes because of the

ble for a small attendance, the matter was deferred until the December meeting.

Mr. Craig attributes the cause of present unsatisfactory business conditions principally to lack of cooperation, the three distinct branches of the trade acting separately when they should work in unity, with the result that the trade in general is giving to the public profits that it should retain, and he

the right to fix penalties, fines, etc., when it is deemed necessary, and the ruling referred to the members of the Chicago Florists' Club for final action but all decisions rendered by the committee must be affirmed by at least two growers, two wholesalers and two retailers of such committee before being submitted to the club for final disposition.

As an index to the various branches of the industry and proper classification of firms and individuals, it is suggested that registration cards be sent out to members in the different branches, these to be filled out, and which will aid in placing the member in the class in which he properly belongs, grower, wholesaler or retailer, thus aiding in adjustments.

The object of the committee, as outlined by Mr. Craig, is to give each and every florist, trade justice; a committee that will work hand in hand with all branches of the trade and for the benefit of the business in general, to whom every man in the trade can refer difficulties and business grievances, knowing that the committee was formed to draw all branches closer together in commercial life, and for the benefit of all.

National Publicity for Flowers.

Nearly every mail now brings to the secretary's office, requests, accompanied by cash in various forms, for deliveries of flowers at Christmas in different parts of the country. Many, of course, are from soldiers in France. If our publicity is working to this extent abroad, what may we expect it is doing here at home? Our slogan "Say it with Flowers" is taking hold better even than we expected. And our Christmas advertisements in the magazines are doing just what we intended they should do—they are influencing the public to consider floral offerings as most acceptable and desirable Christmas gifts.

It may be stated once more, that eight magazines of national circulation are carrying our Christmas message. If we can judge by indications, this advertising will result in an enormous amount of business for florists which without it would not be produced. And yet hundreds of florists who will share in this increased business, seem to be unable to make up



SIBLEY'S ATTRACTIVE ESTABLISHMENT, ATHOL, MASS.

increased and country wide delivery facilities offered through the membership of the organization. Overtime work on this idea will bring big returns.

Get the Christmas circular out in good time. It should be in the mail not later than December 15. A list of the novelties in the various lines, nicely worded, and a cordial invitation to see the store in its holiday attire, is sure to bring good results.

Fill a plant basket with plants of Glory fern. In vases among the ferns, place mignonette and cypripediums, and tie the handle with a bow of two-toned green ribbon. Small glass tubes on the handle hidden by the ferns and ribbon, filled with cypripediums will add a finishing touch. Cattleyas are also shown to good advantage in such a basket. Separate flowers can be as readily sold from the arrangement as from vases in the flower case. Cattleya ribbon should be used instead of the green with the latter orchids.

Let one of your Christmas gifts be a subscription to the publicity fund, which is doing so much to boost your business. You are purchasing prosperity when you invest your money along these lines. Send a "ten spot" to John Young, 1170 Broadway, New York. He will send you all their advertising literature. Display it in the store. You will feel the effect of it at once.

Adjusting Trade Difficulties.

At a meeting of the Chicago Florists' Club, September 5, 1918, Arthur A. Craig, after suggesting a method to overcome trade difficulties by cooperation through a joint body composed of five growers, five wholesalers and a like number of retailers, was appointed a committee of one to prepare a working plan in detail to be presented at the November meeting of the club. Due to the peace celebration on that date, and inclement weather which was responsi-

ble suggests the formation of a committee as above mentioned to secure cooperation from all branches as a protection to the industry as a whole, and acting further as a body to whom trade difficulties and grievances could be referred for honest adjustment.

In outlining the rules and by-laws governing such committee, it is suggested that each member must be a grower, wholesaler or retailer or in the florists' supply business, also a member of the Chicago Florists' Club in good standing, each member to hold office for one year, with the exception of the chairman, whose term will be two years.

The committee will judge and debate on all subjects that are referred to it, and then vote what action the grower, wholesaler or retailer should take on the subject in question, having



SIBLEY'S ATTRACTIVE ESTABLISHMENT, ATHOL, MASS.

their minds that it is to their own interests to subscribe to our publicity campaign fund, so that we can complete our plans for the present year. Most subscribers of amounts of \$100 or more are amazed to think that in spite of an improved demand for flowers resulting from our efforts so far, there is an apparent unwillingness on the part of many florists to shoulder even a very small ratio of the expense. A quarter dollar a week seems an insignificant sum, but we should be glad to enter up subscriptions for it just the same—less if anybody thinks they cannot afford that much.

These among our subscribers who have watched closely the progress of our campaign declare that there can be no doubt about the fact that business has been increased from 15 to 35 per cent over what would have been the aggregate this particularly lean year.

The best way to get direct benefit from our magazine advertising is to connect with it locally by running in local newspapers, under a florist's own name, an electrotpe which is, as nearly as possible, a counterpart of the magazine advertisement. Our promotion bureau, 1170 Broadway, New York, supplies these electrotypes at cost. The Christmas electrotpe is now ready. Send us a dollar and it will be promptly mailed. With proper use it will demonstrate to you better than anything else the value of our campaign. It is a sure winner. The hundreds of florists who have used the electrotypes previously sent out, are all back again for the Christmas production. They know its value, for they have determined it by experience.

We have a little pamphlet describing all our aids for direct advertising. Anyone who has not received a copy should drop us a request for one. These aids are designed especially to assist the trade to get the full benefit from our advertising.

The following new subscriptions are recorded annually for four years.

W. H. Baldwin, Conshohocken, Pa.....	\$ 5.00
C. Herman & Son, Frederick, Md.....	5.00
A. N. Kinsman, Jr., Austin, Minn.....	10.00
H. A. Ryan, Cambridge, Mass. (2nd Sub.)	5.00
Edward Jacobi, Irvington, N. J.....	10.00
Valentine Burgevin, Kingston, N. Y.....	25.00
William Swinbank, Sycamore, Ill.....	5.00
R. W. Jacobs, Canton, Ill.....	10.00
R. N. Brancley, Three Forks, Mont.....	5.00
Flower Shop, Pittsfield, Mass. (2nd Sub.)	10.00
J. J. Habermehl's Sons, Philadelphia, Pa.	25.00
Lord's Flower Room, Topeka, Kan.....	5.00
The Silveus Floral Co., Ashtabula, O.....	10.00
Park Floral Co., Denver, Colo.....	25.00
Arthur Taylor, Bounton, N. J.....	5.00
Victor Ridenour, Philadelphia, Pa.....	20.00
Total	\$150.00
Previously reported from all sources.....	\$44,959.25
Grand total	\$45,139.25
JOHN YOUNG, Sec'y.	

German Finances.

With the defeat of the central powers, there is brought to ruin a country that occupied the third place in the world, in national wealth and resources. What the state of Germany's finances is at present is uncertain. What they will do in the future is mere guess work. With her foreign trade gone, her people loaded with the obligations of a discredited government, and with the prospects of an enormous indemnity, Germany's financial greatness can be nothing but a byword for generations to come. The same may be said of Austria.

Our Business.

Synopsis of an address by Robert Craig, delivered at the meeting of the Florists' Club of Philadelphia, November 5.

In opening his address, Mr. Craig stated that owing to the short notice he had not had time to prepare a paper, but would relate his experiences during an active life of over 60 years in the business, as he had started helping his father when about 10 years of age, and with the exception of the time spent in school, had been continuously at it ever since. He said:

"As we learn more from our mistakes than our successes, I think I have made enough of the former to have given me a liberal education, and I think their recital may interest you. In May, 1861, I was standing in the curb market helping my father sell plants at Sixth and Walnut streets. It was the day Fort Sumter was fired upon, and I can recall a mob of men storming the office of a newspaper called the Age, which paper sympathized with the south, and then rushing off to spend their wrath on others of like tendencies. At that time one could count on the fingers of their two hands all the florists in Philadelphia that were of any note—Robert Buist, John Dick, David Ferguson, Robert Scott, Peter Mackenzie, Andrew Dryburg, Fred. Algier and John Sherwood. There were but two stores, and they were in basements, conducted by Hanft Bros., who later moved to New York, and John Ritchie. There were pessimists in those days the same as now. John Dick, who was a private gardener, and desired to start in business, was obliged to do so over the protests of his friends who tried to dissuade him on the ground that there

were already too many, and he would have no chance of success. I remember as a boy, pulling celery plants on a rainy morning, hearing one of the men who were waiting for them say: 'There's lots of money in hothouses,' and the other say, 'No, not now; there are too many of them.' Andrew Dryburg was the fashionable florist of those days. He had a large stock of camellias, which were then the popular flower, there being scarcely any roses. He made up all the bouquets for the assembly balls. They ranged in price from \$7.50 to \$20, and were almost all exactly alike except in size. The flowers, besides the camellias used, were stemmed portions of the bracts of the poinsettia, broken heads of bouvardia, stevia, sweet alyssum, etc. His help consisted of but one man, whose salary was \$10 a week. All his business was done at the greenhouses, quite a distance from the retail section of the city.

"The trials of carrying on business for the past two years have been very severe, particularly for those who have had a number of employees, large ranges of glass to keep up and have had to depend on the greatly curtailed transportation facilities of the express companies for the delivery of their stock.

"There has been a cessation of business in every line of the craft, as many wealthy people thought it was unpatriotic to buy flowers in wartimes and, even closed their conservatories, sold their plants and encouraged their help to go into government industries for the period of the war. All this will soon be changed as, with the successful closing of the war in sight, these



DRACÆNA TERMINALIS.

empty houses will be filled with plants, the gardeners will regain their places, and society resume its activities on an even larger scale than before the war."

While many, particularly those in the trade, complain of the remuneration of the business, the speaker said he thought a comparison with other lines would open their eyes. Commercial agency reports, show that not more than four per cent of men who start in all lines of business succeed, and that the florists could make a better showing than this. Men to be successful should take up or confine themselves to specialties. He cited the cases of several large growers, some with considerable capital, Robert Eust, George Such of South Amboy, Pitcher & Manda, and others, who had each endeavored to keep a stock of the entire list of plants in cultivation, but on account of the great expense involved had failed to succeed. William K. Harris, who had made a great success in his business, confined himself to specialties, growing what he could do well in quantities as the demand developed in the market.

Mr. Craig said he would advise young men engaging in the business to become specialists, as in confining themselves to one line, they would bring a perfection and finish to their stock that would insure for it a ready market at the highest prices. He also advised every florist about to start in business to carefully select his location, in a portion of the city that the ground was likely to enhance in value, and then purchase the property. There were numbers of instances in the large cities and communities all over the country where florists, who, although diligent all their lives, had had but a fair measure of success, but were able finally, on account of the great increase in the value of their real estate, to retire with a competency. There would be great rejoicing and impetus to business, both in this country and abroad at the close of the war. He predicted that even in Germany, when our victorious soldiers marched through the streets of Berlin, that the people would regard them as their deliverers, and strew their paths with flowers.

He predicted a great future for the business in this country; the love of flowers would never pass out, but would be always increasing. Florists should not become discouraged at the present trials, but work earnestly for the good times that were surely coming when all would join in the general prosperity.

National Business Headquarters Urged.

At a meeting of the Manufacturers' Export Association in New York recently, B. S. Cutler, one of the speakers, made the plea that the business interests of the United States deserve a national headquarters where a policy of affirmative constructiveness will rule the day or at least there should be sufficient counterbalance to the numerous agencies in restraint of trade that political expediency has brought into being during the last 20 years. He outlined his conception of the economic structure of the country as a "great workshop common to all." With every livelihood an "effort in association," neglect to any was declared to react eventually on all the others. This view was placed in contradistinction to the doctrine preached by cynical journalism, seeking to pile up circulation, and by irresponsible agitators, to the effect that business is intrinsically immoral and subversive of the public good.



DRACÆNA MANDAÏNA

Dracaenas.

One of the most useful of the ornamental greenhouse plant section is the dracaena. There is scarcely a collection, no matter how small, but boasts of a *D. terminalis*, fragrans of Massangeana. These three varieties are grown universally. Very few, however, grow their own stock, depending on imports or the products of less than a dozen growers, who specialize on dracaenas and other foliage stock. Dracaenas are for the most part grown from canes or stalks of the plant, which are obtained in Cuba, Porto Rica, Isle of Pines, Trinidad and other tropical climes. The canes are from one-half to one inch in diameter. They are cut into 12-inch lengths and laid in a bed of sand and peat covered about half an inch. Breaks are soon seen above the surface and in eight weeks the strongest of these are ready for cutting. A 12-inch length will develop from two to four shoots. The cutting is taken an inch from the cane, leaving a stump which will make two breaks, each of which often send up two shoots after they have been cut back. The cuttings are rooted in the regular sand propagating bed, being ready for pots in three weeks.

Plants can be secured in larger quantities at first if the canes are cut into six-inch lengths, but the cuttings are not as strong, nor does the bed produce as long. Some varieties last longer than others—*terminalis* is done in two years; Lord Wolseley lasts three to four. The heavy leaved types, such as Massangeana, fragrans, etc., are propagated from stock planted out on tables, from which cuttings are taken all the season round whenever ready. They never have any surplus of

Massangeana, although the propagating bed is 300 feet long by five in width, probably the largest in the country. The miniature *D. Sanderiana* stock for propagating, is kept in three-inch pots. They come quickest when kept pot bound; this is another quick seller.

D. Kelleriana, of which they have now the largest stock in the country, is also grown from cuttings. It is in great demand for holidays as a basket plant.

To get color in dracaenas they must be kept in a growing, healthy condition; the proper watering and syringing is very important, an excess either way being very injurious.

The most popular varieties in the order of merit are *D. Massangeana*, *terminalis*, Lord Wolseley, *De Smettiana*, Paul Cheron and *Mandaïna*. It takes one year to perfect a dracaena in a six or seven inch pot from the time the cutting is taken.

San Francisco.

BUSINESS UNUSUALLY GOOD.

Business is keeping up steadily. All the stores report extra good demand for this time of the year. The recent heavy rains have curtailed the chrysanthemum supply, and it is not expected that any extra good stock will be offered from now on. Appleton and Bonaffon are the leaders in yellow, but we are short of a good white. Pink is plentiful and sells well. Pompons are very abundant, and owing to the shortage in other types, prices are picking up for this class of stock. Elaine, one of the oldest and best of florist whites, and largely used and shipped on this coast, is beginning to put in an appearance. This popular old white is a great

lily of the valley, sweet peas, wallflowers, forget-me-nots and baby primroses.

NOTES.

The list of names of florists from this city and vicinity who are in the army or navy should also include Edgar Jackson, Ray Eck and Walter Eck.

Mr. and Mrs. J. A. Peterson's son, Jens Christian, died last week at Camp McArthur, Tex. The trade sympathizes with the family in their bereavement over his untimely death. An obituary notice appears elsewhere in this issue.

Mr. and Mrs. Otto H. Walke's daughter, Helen K., died November 29. She was 19 years of age. The trade sympathizes with the family in their bereavement.

C. J. Ohmer, of West Palm Beach, Fla., has been sending large shipments of excellent asparagus to E. G. Gillett. It has been cleaning up readily.

C. E. Critchell has been getting in an excellent lot of violets that have sold well.

Visitors: J. R. Goldman, G. A. Beckmann, and M. Burns, Middletown; J. W. Rodgers, and G. Reigner, Dayton; J. T. Herdgen, Aurora, Ind.; Fred Rupp, Lawrenceberg, Ind.; Joe Marks, representing A. Henderson & Co., Chicago; Milton Alexander, New York; C. P. Brunner, Springfield, O., and S. F. Purllant, Winchester, Ky. H.

St. Louis.

ALL PRICES TREND UPWARD.

The flower market the past week went soaring. The price of stock from day to day changed, mostly upward. Carnations have reached \$12.50 per hundred, if you are lucky enough to get them. Roses of all kinds are in demand, no prices asked. The same thing holds good for chrysanthemums. Violets are very scarce. The facts are that the supply is entirely inadequate, and it has created a condition we have not faced before. The retailers are swamped with orders and fill them to the best of their ability. For Thanksgiving, fortunately there was a big supply of chrysanthemums and pompons. This was lucky, as this city had the biggest trade in its history. Advance orders placed by the retailers for their stock, insured the necessary supply. Even at that, most of the retailers were sold out by noon and closed up. The writer estimates that the volume of business done exceeded last year's about 25 per cent. Some of this increase no doubt is due to publicity. Plants of all kinds sold well, the large chrysanthemums and pompons of course being the big sellers. With chrysanthemums pretty well cut out, the conditions in regard to supply of stock will not better themselves very much until after the first of the year when carnations, sweet peas and bulbous stock comes in stronger. Green also has big demand, smilax being rather scarce.

NOTES.

It is rumored that Al Gumz, of the Windler Wholesale Floral Co., and W. A. Rowe of Kirkwood, found the skids well greased and the sands rather hot on a certain journey they undertook within the last few days.

The banquet which the publicity committee had scheduled for the early part of December, has been postponed indefinitely on account of the ban on such meetings until the influenza epidemic has subsided.

Among the florists recorded as sick are Oscar Ruf, Chas. Young and Oscar May. They are all doing nicely, and expect to be at business shortly.

From the present outlook, Christmas this year will have to be a plant Christmas, as the supply of cut flowers certainly will not be adequate.

J. J. W.

OBITUARY.

John Henry Small.

John Henry Small, of the firm of J. H. Small & Sons, a lifetime resident of Washington, D. C., and since boyhood identified with the florist trade of that city, passed away on the morning of December 2, age 63 years. He had been in poor health for months, but kept about until 10 days previous to his death.

A complete sketch of the life of the deceased would include the leading features of the florist trade of the national capital during the past 50 years. Reared in the business by his late father, for whom he was named, and who may be said to have put the florist industry of that city on its feet, John H. Small, Jr., as he was then called, was always alert for any new features of the business. If he had a



The Late John Henry Small.

Of J. H. Small & Sons, New York and Washington

hobby, it was good stock. Frequently he had said to the writer: "We are always willing to pay a good price, but we want good stock." He believed in a high standard for the craft and shaped his course accordingly. He was not understood by everyone. By some he was considered as being cold and self-contained, but when relaxed from the strain of business, he was kind, cordial and warm hearted.

As previously stated, he was born in Washington and from boyhood had been active in the business, taking his father's place in the management when infirmities of age incapacitated the latter, and at the time of his death became the head of the organization. Some years previous to this, another store was opened in New York, the business there being continued to the present time under the management of Charles Albert Small, a brother. At the opening of this fine new establishment at Madison avenue and 52nd street, John H. Small was present and a report of the event with illustrations appeared in THE AMERICAN FLORIST at that time.

John Henry Small stood high in the Masonic fraternity, being Past Grand Master of the District of Columbia. In

his activity in raising funds for the building of a Masonic temple in Washington some years ago, he overworked himself and was compelled to go away for a short time to recuperate. To the appeals of churches and charitable organizations he was always a liberal contributor. He was prominently identified with numerous banking and commercial organizations.

He is survived by a widow and three children: Lieut. J. H. Small, Jr., U. S. A., now in France; Mrs. Small Slemen and Mrs. H. B. Leary; by one brother, Charles Albert Small, and by several sisters.

A. F. FAULKNER.

Corporal Raymond C. Thoires.

Corporal Raymond C. Thoires, son of James M. Thoires, 524 Market street, Camden, N. J., died in a hospital in France, October 4, from shrapnel wounds received in battle. Young Thoires enlisted in the 104th regiment of engineers of Camden, when just past his twenty-first birthday. He was trained at Anniston, Ala., and went overseas in June last. Notice of his death was not received until November 24.

The deceased was one of the best liked young men in Camden. He was associated with his father in business and was active in church work. He was a member of the Florists' Club of Philadelphia, and very popular, his bright disposition making him friends everywhere.

K.

Private Jens Christian Peterson.

It is with deep regret that we announce the death of Private Jens Christian Peterson, beloved son of Mr. and Mrs. J. A. Peterson, 3132 McHenry avenue, Westwood, Cincinnati, O., to whom is extended the heartfelt sympathy of their many friends in the trade.

Private Peterson, who was a member of Co. H. 35th United States Infantry, passed away at Camp MacArthur, Waco, Tex., of double pneumonia, November 25, age 25 years. He had been at Camp Travis for a short time, his company having been ordered overseas. It was his great ambition to go to France, and but for the armistice his hopes would doubtless have been realized. He was a popular young man with a promising future and his death in the prime of early vigor will be mourned by many friends.

Patrick Donigan.

Patrick Donigan, who had been a salesman in the wholesale district of New York since the business was in its infancy, was found dead in his bed on the morning of December 2. He was apparently in good health when he retired on the previous evening. He was about 60 years old.

Our first record of him is when he worked for James Hart, the pioneer of the wholesale business in New York. Later, he was for 10 years with Ford Brothers, and when that firm dissolved, he continued with M. C. Ford for over eight years. A short time ago, he took a position with Joseph J. Levy, 56 West 26th street. He was unassuming and faithful, and was well liked by his employers and the trade in general.

A. F. F.

Herman Kurth.

Herman Kurth, aged 29 years, for a long time with Reed & Keller, Inc., New York, well-known dealers in florists' supplies, in the capacity of traveling representative, died of pneumonia November 24, at his home, Union Hill, N. J. He was well liked by his kind and his associates because of his kind and courteous disposition.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements. Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday. We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST

440 S. Dearborn St., CHICAGO

"In God's name, cheerily on, courageous friends,
To reap the harvest of perpetual peace.
By this one bloody trial of sharp war."

THIS ISSUE 52 PAGES WITH COVER

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MINSTRELOE supply this season appears to be quite limited.

IMMORETTES are scarce and dear and not always of good size or quality.

EASTER falls on April 20 next year, almost three weeks later than last Easter.

Boxwood is very scarce. Florists who need this would do well to secure their supply early from reliable sources.

The Changing Outlook.

Many florists, extremely pessimistic, and rightfully so from July to October, now enthusiastic over prospects for the coming months, are providing all stocks which will insure them flowers and plants to care for a good big trade.

LILY OF THE VALLEY may be used to take the place of white Roman hyacinths, scarce and dear. So far there is no news of new crop lily of the valley or lilies.

Chrysanthemum Society of America.

REPORTS OF EXAMINING COMMITTEES.

Boston, Mass., November 16.—Robert E. Mills, yellow sport of Wm. Turner, Japanese incurved, scored 89 points, both commercial and exhibition; exhibited by Robert L. Dunn, St. Catharines, Ont.

Chicago, November 23.—Victory, white incurved, scored 87 points commercial; Loyalty, yellow incurved, scored 88 points commercial; exhibited by Elmer D. Smith & Co., Adrian, Mich. Robert E. Mills, yellow sport of Wm. Turner, Japanese incurved, scored 87 points commercial; exhibited by Robert L. Dunn, St. Catharines, Ont.

Cincinnati, Ohio, November 16.—Titanic white Japanese incurved, scored 90 points commercial, Silver Ball, white Japanese incurved, scored 90 points commercial; exhibited by Elmer D. Smith & Co., Adrian, Mich.

REGISTRATION OF NEW CHRYSANTHEMUMS.
Mary Louise, bronze sport of Patty, incurved, by the Davis Floral Co., Davenport, Iowa.

CHAS. W. JOHNSON, Sec'y.

Society of American Florists.

The officers of the various florists' clubs and societies are reminded that if their organizations can qualify for representation upon the executive board of the Society of American Florists, evidence of qualification in accordance with by-law 2, section 2 (a) must be in the hands of the secretary before January 1 next. It is necessary, under the by-law, that a complete list of membership of an affiliating organization be presented, together with a certified copy of a resolution passed by the body, expressing a desire for such representation.

JOHN YOUNG, Sec'y.

Florists Should Get Share.

Dun's review of Chicago trade says: "Retail business in the last two weeks has been gaining momentum steadily until now it is as large or larger than ever, with prospects that these conditions will continue through the holidays. Although it is rather early for the heaviest Christmas rush, shops are crowded. The change in the character of the buying is most noticeable, and many lines, such as evening clothes and more expensive grades of wearing apparel, knick-knacks, toys and others of recently much exploited 'nonessentials,' have come into their own with the removal of restrictions, governmental and conscientious."

Express Rate Increases.

The advance in rates on express lines under federal control, expected to produce \$24,000,000 additional revenue annually, provides that north of the Ohio and Potomac rivers and east of the Mississippi, the increase in merchandise rates ranges from 16 to 17 cents per 100 pounds, regardless of distance hauled in that territory. The increase in the balance of the United States will range from 10 to 12 cents per 100 pounds on merchandise. Increase in rates on food products will be about three-fourths the increase in those for merchandise.

Thanksgiving Trade.

The volume of 1918 Thanksgiving business, according to reports received, seems to have been limited only by the supply of stock on hand, the stores experiencing an early cleanup in almost every instance of cut flowers and plants, the latter saving the day in many cases where the limited offerings of the former were quickly depleted. Prices as a rule were unusually good and were paid without complaint. Chrysanthemums easily led the demand as in former years, while pompons proved more popular than ever. Roses in all grades and varieties sold well and carnations brought exceptionally good returns considering the quality of the flowers offered, the receipts being of small proportions. Everything considered, general results were very satisfactory, and in many cases total sales exceeded those of any previous year.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

New Orleans, La., December 8, 2 p. m.—Gardeners' Mutual Protective Association, 114 Exchange place, New Orleans. Secretary, 4539 Rampart street, New Orleans.

Baltimore, Md., December 9, 8 p. m.—Gardeners' and Florists' Club of Baltimore, Exchange hall, St. Paul and Franklin streets, Robert T. Patterson, secretary, 934 East Preston street, Baltimore.

Cincinnati, O., December 9, 8 p. m.—Cincinnati Florists' Society, Hotel Clifton, Alex. Osterdamm, secretary, 10 E. Third street, Cincinnati.

New York, December 9, 8 p. m.—New York Florists' Club, Grand Opera House building, Eighth avenue, 23d street, John Young, secretary, 1150 Broadway, New York.

Rochester, N. Y., December 9, 8 p. m.—Rochester Florists' Association, 95 East 23d street, Ambrose H. Seckel, secretary, 359 Linden street, Rochester.

Springfield, O., December 9, 7:30 p. m.—Springfield Florists' Club, Arthur Leedle, secretary, Springfield.

Pittsburgh, Pa., December 10, noon.—Retail Florists' Association of Pittsburgh District, luncheon at Seventh Avenue Hotel, Orville Crissman, Diamond Bank building, Pittsburgh.

Seattle, Wash., December 10, 8 p. m.—Seattle Florists' Club, Hotel Duane, Thos. Wylie, secretary, Holly street, Seattle.

Chicago, December 11, 8 p. m.—Gardeners' and Florists' Union, No. 10,615, 232 North Clark street, Louis Heidtman, secretary, 4633 Fulton street, Chicago.

Lenox, Mass., December 11, 7:30 p. m.—Lenox Horticultural Society, Town hall, Lewis Barnes, secretary, care of Allen Winden, Lenox.

Madison, N. J., December 11, 8 p. m.—Morris County Gardeners' Club, Reeve's hall, Madison, Edward Reagan, secretary, Morrisstown.

New York, December 11, 8:30 p. m.—Greek-American Florists' Association, 119 East 23d street, C. P. Thomas, secretary, 58 West 28th street, New York.

Poughkeepsie, N. Y., December 11, 2 p. m.—Putnam County Horticultural Society, Falkirk building, Theo. H. DeGroff, secretary, Hyde Park, N. Y.

Davenport, Ia., December 12, 8 p. m.—Tri-City Florists' Club, at home of member, Wm. Goos, secretary, Bettendorf, Ia.

Newark, N. J., December 12, 8:30 p. m.—Essex County Florists' Club, Reeve's hall, David Murphy, secretary, 181 Clinton avenue, Irvington.

New London, Conn., December 12, 8 p. m.—New London Horticultural Society, Municipal building, State street, Stanley Jordan, secretary, Harkness estate, Waterford, Conn.

St. Louis, Mo., December 12, 2 p. m.—St. Louis Florists' Club, no regular meeting place, J. Windler, secretary, 2300 South Grand avenue, St. Louis.

Hartford, Conn., December 13, 8 p. m.—Connecticut Horticultural Society, County building, Alfred Dixon, secretary, Wethersfield.

Dobbs Ferry, N. Y., December 14, 8 p. m.—Dobbs Ferry Horticultural Society, Odd Fellows' hall, Howard Kaubert, secretary, Dobbs Ferry.

New York, December 14, 4:30 p. m.—Horticultural Society of New York, American Museum of Natural History, Geo. V. Nash, secretary, Botanical Garden, Bronx park, New York.

Des Moines Flower Show.

December 10-13, Des Moines, Ia.—Mid-West Horticultural Exhibition, D. S. Wilson, Des Moines, chairman of committee on flowers; Francis Sestier, Des Moines, vegetables.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv. For Plant Ads., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Man for commercial garden and greenhouse. Address
Montgomery Gardens,
Sac City, Iowa.

Help Wanted—A working foreman, single man preferred. Good wages for the right man. Address
Wolfe, The Florist,
Waco, Texas.

Help Wanted—First-class designer and salesmen, good salary, steady position. Apply at once.
Rosery Floral Co.,
167 Market St., Newark, N. J.

Help Wanted—Florist for municipal greenhouses. Mon. who has received his training in Europe preferred. Apply to
E. F. A. Reinisch,
Supt. of Parks, Topeka, Kansas.

Situation Wanted—By gardener-florist, single, age 35 years, many years' Scotch-American experience. Good references. Address
Key 945, care American Florist.

Situation Wanted—By first-class gardener; married, one child; will consider commercial place; prefer small private place where house or quarters are furnished; best references. Address
L. LE CLERE, Eagleville, Mo.

Greenhouse Wanted—Will buy range of about 15,000 sq. ft.; good location in Central States. Address
Robert E. Artman, Portland, Ind.

For Rent—On very reasonable terms, about 20 acres good land, house, barn, greenhouses, 100 fruit trees, pair of mules, all kinds of trucking and farming tools and implements, or a man to manage on moderate salary and share of the income. Address
Box 452, Hummelstown, Pa.

Storeman Wanted.

Steady position and good wages to man of ability. Apply
WEILAND-RISCH CO.,
154 North Wabash Ave., CHICAGO

For Sale

Splendid Greenhouse Site

Seven acres, south slope, R. R. on north end. Electric power can be had. South end soil extra good for outside planting. Price \$500 per acre.

J. D. Vandercook, Owner, Lombard Ill.

FOR SALE.

Owing to death of proprietor, a good paying store on the south side of Chicago will be sold at a bargain on easy terms to responsible party. Chance of a lifetime for man or woman to get an established paying business at such attractive terms. Investigate now.

Key 942, care American Florist.

Help Wanted

Growers for plant department at Morton Grove. State full particulars in first letter or apply at

POEHLMANN BROS. CO.
MORTON GROVE, ILL.

Rose Growers

We can handle more Roses as well as other stock to good advantage on commission. Our trade has increased to such an extent that we have room for a few growers who will find it more than worth their while to ship to us.

A. T. Pyfer & Co.

WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.

Help Wanted

A good honest working store man at once. Steady position. State salary and reference. Will wire acceptance. Must know the flower business.

Matthews The Florist
Dayton, Ohio

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000, \$5.00. Samples on request. Electro of leaf, postpaid, \$2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

GLADIOLUS BULBS

We have on hand a supply of Gladiolus Bulbs that will just suit your purpose for planting in your empty benches. All the finest varieties guaranteed true to name. Send in your order now for quotations.

This is what one of our customers wired:

"Can use 5,000 more Gladiolus Bulbs at same quality and price."—Telegram from Wm. L. Rock Flower Co., Kansas City, Mo.

AMERICAN BULB CO.

172 N. Wabash Ave.,

Phone Randolph 3316

CHICAGO

Mention the American Florist when writing

Madison, N. J.

The Noe family of Madison has established a fine reputation as rose growers, particularly in American Beauties. From the extent of their glass, they have long supplied the New York market with a large share of its American Beauties. In addition to his partnership with Joseph Ruzicka, Louis A. Noe owns a large range in his own right and an interest in two other large ranges. The business was founded many years ago by the late Louis M. Noe, father of Louis A. Noe. Joseph Ruzicka has, we believe, been with the Noes ever since he was a boy. He is a fine grower and an all around good man. He was born in Bohemia, but is one hundred per cent American. The entire product of the Noe ranges and the Noe & Ruzicka range is sold in the rooms of the New York Cut Flower Company by Matthew Sampson, Jr., who is one of the directors of that company.

When the Duckham-Pierson Company, over a year ago, started to build a large area of glass and fitted up their range in the most modern style, some of the wise ones thought they were taking a great risk, and it did look that way, but they have made good and been favored by the then unforeseen events. Excepting American Beauties, they grow all the leading varieties of roses and their stock is fine and blooming freely. Their Russells, Columbias, Ophelias, Hadleys, Double White Killarneys, and Wards are particularly noteworthy.

As proof that the florists, as a rule, are not easily discouraged, we have found that the leading growers of this city went right ahead during the summer in planting and caring for their stock, which is now in fine condition,

and they have the satisfaction of knowing that they will get a needful supply of No. 1 buckwheat anthracite and bituminous coal. A number of them already have good supplies. The No. 1 buckwheat makes a hot fire if properly handled, that is, spread evenly and not too thick over a layer of ashes on the grates.

Anthony Ruzicka, who went into business for himself in this city about two years ago, has a fine stock of Ophelia and other leading varieties of roses. Previous to embarking for himself, he had held important positions as foreman in large ranges, having been six years with the Noes, a number of years with L. B. Coddington, and later with the Rowatons, Conn., Greenhouses.

The Charles H. Totty Company, having scored a series of successes in the fall shows with a great variety of chrysanthemums and their roses, Premier and Columbia, is now busily engaged in propagating a great stock of Premier to fill their enormous orders. Noe & Ruzicka have ordered 10,000 plants of this rose.

Noe & Ruzicka, who several years ago bought the Brant range, and spent a large sum on it in additions and repairs, have an exceptionally fine stock of American Beauty, Columbia, Hadley and Ophelia roses and are now cutting a good crop.

Henry Hentz, Jr., specializes in American Beauties and has fine stock. He is also a member of the firm of Hentz & Nash, Inc., of New York, and a member of the Bedford Flower Company, which has an extension range at Bedford Hills, N. Y.

R. B. Holmes has a good variety of roses, his Russells and Columbias being fine.

A. F. F.

Washington, D. C.

STOCK IS UNUSUALLY SCARCE.

"There is a general shortage of all kinds of flowers in face of an increasing demand," said a leading Washington florist to the local correspondent of THE AMERICAN FLORIST. "Many of the retailers are finding it difficult to get enough flowers to make a showing in their ice boxes. We are selling flowers that in previous years we would have been ashamed to offer, let alone ask the prices that we must now get. Small bunches of pompons cost 50 cents each at wholesale, and you cannot always get adequate stocks of these. In previous years, with the arrival of Thanksgiving day, these hung fire and nobody wanted them. Now it is found they relieve the general situation. Roses are very scarce, and there are not enough to go around. Orders are placed well in advance of their arrival in the market when it is possible to get wholesalers or growers to accept orders with anything like an assurance of their being filled. The roses that are offered are very good. Hadleys are selling at \$35 per 100. Marylands are fine and coming with two-foot stems, which bring \$15. Ophelia holds its own at \$12.50. Small roses are popular for corsage work. Single violets are in big demand. They are prime favorites in this city, and their sale greatly surpasses that of the double violets. This year the doubles are highly unsatisfactory. They come by parcel post and are greatly delayed in transit, being heated up when received and shatter quickly. Small flowers of all kinds are welcomed and they sell well. Pansies, stevia, mignonette, etc. fill out the stocks. I look for a big winter business, but it will depend very largely on our ability to get flowers." B. F. L.

The American Florist
CHRISTMAS NUMBER

TO BE ISSUED
NEXT WEEK

JUST RIGHT FOR THE
CHRISTMAS AND HOLIDAY TRADE

Many orders for Seeds, Bulbs, Plants and Supplies needed
now will be placed during the next 30 days, and Grow-
ers, Manufacturers and Dealers can secure a
large share of this business by
liberal advertising in

The Christmas Number

No Change in Prices. Single Column Inch, \$1.00; Page of 30 inches, \$30.00,
with the usual discounts on a series of insertions.

AMERICAN FLORIST COMPANY
440 So. Dearborn Street
CHICAGO

*For upwards of 30 years the representative paper of the
Florists, Seedsmen and Nurserymen of the
United States and Canada.*

PLEASE SEND YOUR COPY FOR THIS ISSUE AS EARLY AS POSSIBLE

California Field Grown Roses

We offer strictly hardy, vigorous, two years old, own root stock grown on land suitable for the development of the roots. If you have not tried our roses, send for a sample order and be convinced of satisfaction guaranteed. Grade "A"—This is our regular stock. Teas and hybrid teas, about 18 inches, and up to 24 inches. Climbers and hybrid perpetuals about 24 inches, and up to 30 inches. "B"—This is light stock, suitable for mailing or potting.

BUSH ROSES

	Price per hundred	
	A	B
Amarie de Grief, H. T., flesh.	\$20.00	\$15.00
American Beauty, H. P., red.	15.00	12.00
Antoine Revoire, H. T., flesh.	15.00	12.00
Arthur R. Goodwin, A. B., copper-red.	20.00	15.00
Baby Doll, pol., yellow edged pink.	15.00	12.00
Baby Erna Teschenbord, pol., crimson.	15.00	10.00
Baby Henriott, pol., shrimp pink.	50 each	
Baby Ramler, pol., crimson.	13.00	10.00
Beauty de Lyon, A. B., shrimp pink.	20.00	15.00
Betty, A. T., copper pink.	15.00	12.00
Black Prince, H. P., dark red.	15.00	12.00
Bride, T., white.	15.00	12.00
Bridesmaid, T., pink.	13.00	10.00
British Queen, H. T., white.	13.00	10.00
Captain Christy, H. P., pink.	13.00	10.00
Cecile Brunner, pol., salmon pink.	13.00	10.00
Champ Willard, H. T., pink.	20.00	15.00
Cheerful, H. T., orange pink.	35 each	
Charm Watson, H. T., blush pink.	13.00	10.00
Cleveland, H. T., pink.	35 each	
Columbia, H. T., pink.	13.00	10.00
Crimson Queen, H. T., red.	15.00	12.00
Deutschland, H. P., yellow.	20.00	15.00
Donald MacDonald, H. T., red.	13.00	10.00
Duchess of Albany, H. T., pink.	13.00	10.00
Duchess of Edinburgh, H. T., pink.	20.00	15.00
Duchess of Normandy, H. T., salmon pink.	20.00	15.00
Duchess of Wellington, H. T., yellow.	13.00	10.00
Edward Mowley, H. T., red.	13.00	10.00
Etoile de France, H. T., red.	13.00	10.00
Etoile de France, Jr., H. P., red.	13.00	10.00
Etoile de Lyon, T., yellow.	20.00	15.00
Francis Scott, H. T., pink.	13.00	10.00
Frau Karl Druschki, H. P., white.	13.00	10.00
George Ahrends (pink Frau Karl Druschki), H. P., pink.	13.00	10.00
George C. Ward, H. T., yellow.	13.00	10.00
George Elgar, H. T., yellow.	13.00	10.00
George Dickson, H. P., red.	13.00	10.00
Gorgeous, H. T., orange yellow.	13.00	10.00
Gen. Jacqueminot, H. P., red.	15.00	12.00
Gen. McArthur, H. T., red.	13.00	10.00
Gen. Sup. A. Jansen, H. T., pink.	13.00	10.00
Golden Gem, H. T., yellow.	20.00	15.00
Grass on Tepitz, C., red.	13.00	10.00
Hudley, H. T., red.	20.00	15.00
Harry Kirk, H. T., yellow.	20.00	15.00
Helen Gould, H. T., red.	13.00	10.00
His Majesty, H. T., red.	25.00	20.00
Hosler Beauty, H. T., red.	20.00	15.00
Hugh Dickson, H. P., red.	20.00	15.00
H. V. Machin, H. T., dark red.	35 each	
Iona Herrman, H. T., yellow.	13.00	10.00
Irish Elegance, H. T., single pink.	13.00	10.00
Irish Fire Flame, H. T., single orange.	50 each	
Isobel, H. T., single orange edged scarlet.	13.00	10.00
J. B. Clark, H. P., red.	13.00	10.00
Jonkheer J. L. Mock, H. T., pink.	13.00	10.00
Joseph Hill, H. T., pink.	20.00	15.00
Juliett, A. B., yellow.	15.00	12.00
Kaiserin, H. T., white.	15.00	12.00
Killarney, H. T., pink.	15.00	12.00
Killarney Brilliant, H. T., deep pink.	15.00	12.00
Killarney Queen, pol., red.	13.00	10.00
Le Detroit, H. T., pink.	13.00	10.00
Lady Alice Stanley, H. T., pink.	13.00	10.00
Lady Patterson, H. T., pink.	15.00	12.00
Lady Hillington, H. T., yellow.	13.00	10.00
La France, H. T., pink.	13.00	10.00
Los Angeles, H. T., coral pink.	75 each	

CLIMBING ROSES

	Price per hundred	
	A	B
Cl. American Beauty, H. N., red.	\$13.00	\$10.00
Cl. Bell Siebrecht, H. T., pink.	15.00	12.00
Cl. Bride, T., white.	15.00	12.00
Cl. Bridesmaid, T., pink.	15.00	12.00
Cl. Cecile Brunner, pol.	13.00	10.00
Crimson Rambler, H. T., red.	13.00	10.00
Cherokee, white.	13.00	10.00
Cherokee, pink.	13.00	10.00
Cherokee, Ramona, H. T., red.	13.00	10.00
Dorothy Perkins, W., pink.	13.00	10.00
Dr. W. Van Fleet, W., flesh.	20.00	15.00
Duchess D'Auerstadt, T., yellow.	13.00	10.00
Cl. Etoile de France, H. T., red.	13.00	10.00
Cl. Frau Karl Druschki, H. P., white.	13.00	10.00
Cl. Grass on Tepitz, C., red.	13.00	10.00
Gold Ophir, copper.	15.00	12.00
Cl. Gainsborough, H. T., flesh.	13.00	10.00
Cl. Helen Gould, H. T., red.	50 each	
Cl. Hosler Beauty, H. T., red.	20.00	15.00
Cl. Hugh Dickson, H. T., red.	15.00	12.00
Cl. Kaiserin, H. T., white.	15.00	12.00
Cl. Killarney, H. T., pink.	15.00	12.00

BUSH ROSES

	Price per hundred	
	A	B
Ludwig Moller, or yellow Frau Karl Druschki.	\$25.00	\$20.00
Miss Stewart Clark, H. T., lemon chrome.	35 each	
Mme. A. Chatney, H. T., rose pink.	13.00	10.00
Mme. C. Testout, H. T., pink.	15.00	12.00
Mme. C. Testout, H. T., golden yellow.	35 each	
Mme. Edward Herriott, H. T., copper pink.	25.00	20.00
Mme. Leon Pain, H. T., pink.	13.00	10.00
Mme. Melane Souper, H. T., yellow.	15.00	12.00
Mme. Philip Revoire, H. T., yellow.	15.00	12.00
Mme. Segond Weber, H. T., pink.	15.00	12.00
Madison, T., white.	15.00	12.00
Maman Cochet, T., pink.	15.00	12.00
Marie Van Houtte, T., yellow.	15.00	12.00
Mary Countess Ilchester, H. T., red.	5.00	12.00
Melody, H. T., yellow.	13.00	10.00
Meteor, T., red.	13.00	10.00
Mildred, H. T., red.	13.00	10.00
Mrs. A. R. Waddell, H. T., salmon yellow.	20.00	15.00
Mrs. Aaron Ward, H. T., yellow.	20.00	15.00
Mrs. Harold Thayer, H. T., pink.	20.00	15.00
Mrs. Charles Russell, H. T., pink.	25.00	20.00
Mrs. F. W. Vandewater, H. T., pink.	35 each	
Mrs. George Shawyer, H. T., pink.	15.00	12.00
Mrs. John Laying, H. P., pink.	20.00	15.00
Mrs. Sarah Yeats, H. T., red.	13.00	10.00
Mrs. Wakefield Christie Miller, H. T., pink.	13.00	10.00
My Maryland, H. T., pink.	15.00	12.00
Old Gold, H. T., single yellow.	20.00	15.00
Ophele Supra, H. T., sport.	50 each	
Papa Gontier, T., red.	15.00	12.00
Paul Neyron, H. T., pink.	15.00	12.00
Perle de Jardin, T., yellow.	13.00	10.00
Perle D'or, pol., baby yellow.	50 each	
Pink Cecile Brunner, pol., sport.	20.00	15.00
Pink Ophele, H. T., pink.	15.00	12.00
Prima Norma, H. T., pink.	15.00	12.00
Primrose, H. T., yellow.	15.00	12.00
Prince de Bulgarie, H. T., salmon pink.	13.00	10.00
Prince de Rohan, H. T., pink.	13.00	10.00
Radiance, H. T., pink.	13.00	10.00
Ragged Robin, T., red.	13.00	10.00
Rainbow, T., stripe.	35 each	
Rayon D'or, H. P., copper yellow.	15.00	12.00
Rhea Ried, H. T., red.	20.00	15.00
Robin Hood, H. T., red.	50 each	
Rosalind, H. T., glaucous.	50 each	
Rose Marie, H. T., pink.	15.00	12.00
Red Radiance, H. T., red.	15.00	12.00
Red Cochet, T., red.	15.00	12.00
Richardson, H. T., red.	13.00	10.00
Rodhutte, pol., baby cherry red.	13.00	10.00
September Morn, H. T., pink.	50 each	
Silvia, H. T., yellow Ophele.	20.00	15.00
Soliel D'or, H. P., yellow.	13.00	10.00
Souf de P. Carnot, H. T., flesh.	15.00	12.00
Sunburst, H. T., yellow.	20.00	15.00
Tipperary, H. T., yellow.	50 each	
Titania, or Indian Summer, H. T., yellow.	15.00	10.00
Ulrich Brunner, H. P., red.	15.00	12.00
Verna Machey, H. T., yellow.	13.00	10.00
Welsh, H. T., pink.	15.00	12.00
White Killarney, H. T., white.	15.00	12.00
White La France, H. T., white.	15.00	12.00
White Maman Cochet, T., white.	25.00	20.00
Willowmere, A. B., shrimp pink.	15.00	12.00
Winnie Davis, H. T., pink.	13.00	10.00
Yellow Banksia, yellow.	13.00	10.00

CLIMBING ROSES

	Price per hundred	
	A	B
Cl. La France, H. T., pink.	\$13.00	\$10.00
Lamarque, Nol., white.	15.00	12.00
Cl. Labret, H. T., crimson.	13.00	10.00
Cl. Mme. C. Testout, H. T., pink.	15.00	12.00
Cl. Maman Cochet, H. T., pink.	20.00	15.00
Marshall, N., pink.	20.00	15.00
Cl. My Maryland, H. T., pink.	20.00	15.00
Cl. Papa Gontier, T., red.	20.00	15.00
Cl. Perle des Jardin, T., yellow.	20.00	15.00
Cl. Rainier, T., stripe.	13.00	10.00
Reine Marie Henriette, T., red.	13.00	10.00
Reve, D'ier, Nol., yellow.	20.00	15.00
Cl. Rhea Ried, H. T., red.	13.00	10.00
Souf de Wooten, T., red.	15.00	12.00
Cl. Sunburst, H. T., yellow.	13.00	10.00
Tauschendschen, H. T., white.	13.00	10.00
Cl. Wm. Allen Richardson, Mol., copper yellow.	13.00	10.00
White Banksia, white.	13.00	10.00
Winnie Davis, H. T., pink.	13.00	10.00
Yellow Banksia, yellow.	13.00	10.00

TERMS. Two per cent off cash with order. If orders to be shipped by C. O. D. send one-fourth cash. Quantity. Five per cent off for assorted orders of 500 or more. Ten per cent off for 5,000 or up. Please make all orders in multiples of 10; less than 10, add one-half to price, except on varieties marked "each." Time of shipment. We usually begin digging stock about middle of December and ship January to March. Prices are net F. O. B. here. Free packing. Express: all stock packed very light with paper and burlap for express. The rate of general shipping unless otherwise ordered. Sent by freight are entirely purchaser's risk. Order early. Place your order at once and be sure of a prime list.

WESTERN ROSE CO., Pasadena, Calif.

A Reconstruction Period—

Reconstruction is the watchword of today.

The florists' business must undergo changes to conform with the new order of things.

Old and unprofitable varieties must make way for the new and profitable ones.

The increased cost of production demands it.

We therefore submit for your consideration three grand novelties of proven merit.

Mr. E. G. Hill's two new seedling roses

Rose Premier

(1919)

As large and as fragrant as American Beauty.

As free as Ophelia.

As impressive as a well done Russell.

PRICES—Own Root

\$ 30.00	per	100
70.00	per	250
250.00	per	1,000
600.00	per	2,500
1,125.00	per	5,000
2,100.00	per	10,000

500 at the 1000 rate.

Grafts, \$5.00 per 100 additional.

Columbia

(1918)

A big-type rose of true pink color, free and an "easy doer."

Ask any one who is growing it their opinion of Columbia.

PRICES—Own Root

\$ 16.00	per	100
150.00	per	1,000

Grafts

Prices on application.

Carnation Laddie

DORNER, 1918

Color a warm rose salmon pink. Prolific and early. A good keeper and of largest size. PRICES—Rooted Cuttings. \$7.00 per 100; \$60.00 per 1000.

THE JOS. H. HILL CO.
RICHMOND, INDIANA

For December and the Christmas Trade

we have to offer in extra choice quality:

Begonia Glory of Cincinnati

Strong 5-inch, at.....\$9.00 to \$12.00 per dozen Extra heavy 6 inch, at...\$18.00 to \$24 00 per dozen
A limited number of large specimens at \$2.50, \$3.00, \$4 00 and \$5.00 each.

Begonia Gloire de Lorraine

6-inch, at.....\$12.00 to \$18 00 per dozen

Cyclamen Giganteum

Now in bud and bloom, at.....\$6.00, \$9.00, \$12.00 and \$18 00 per dozen
Larger specimens, full of flowers, at.....\$2 00, \$2 50 and \$3.00 each

Our stock of above is exceptionally fine this season.

Asplenium Nidus Avis

(Bird's Nest Fern)

In choice specimens, at \$9.00, \$12.00, \$18.00, \$24.00, \$30.00 and \$36.00 per dozen

Pandanus Veitchii

Large specimens only, at.....\$5.00 to \$7.50 each

We make a specialty of growing above-mentioned plants in choice quality, so we feel that we can give you entire satisfaction.

Kindly let us have your orders early, so that we can reserve your wants.

J. A. PETERSON & SONS, Westwood, Cincinnati, Ohio

P. S.—Unable to send my son to see you this season. Will take good care of any orders you may send us. J. A. PETERSON.

Cash with order from unknown correspondents.

Mention the American Florist when writing

Kansas City, Mo.

THANKSGIVING SUPPLY EXHAUSTED EARLY.

The market was well supplied with Thanksgiving stock but the retailers ran out early in the day as the demand was far ahead of expectations. In pot plants, the demand was so heavy, that some growers had to cut into the Christmas supply to a point where color was just showing. In cut flowers, Bonnaffon was the big seller and the quality was superb. Roses and carnations were not in very large supply and they sold out quickly. Orchids, sweet peas and excellent stevia were included in the offerings.

NOTES.

The Wm. L. Rock Flower Co. reports one of the largest Thanksgiving demands it ever had and sold immense

quantities of cut flowers and plants. Made up baskets moved well and there was a brisk call during the week for funeral work.

The Peterson Floral Co. is more than pleased with business. They say the "Deer" advertisement brought wonderful results. They think the text is as good as Phil Foley's experience in going fishing and catching a bear.

W. J. Barnes reports the heaviest Thanksgiving trade since he has been in business. His supply cleaned up early and he had to draw on his Christmas begonias when pot chrysanthemums ran out.

Arthur Newell says he never had a holiday trade that was handled as satisfactorily. Buyers were easily pleased and fancy stock moved well. He has had a big run of funeral work.

H. Kusik & Co. handled the largest supply of chrysanthemums during the week in their history. A cleanup resulted and more could have been moved had they been available.

Charles Thomas, of the Rosery, said his greatest difficulty was to get enough stock, as the demand was far beyond his expectations.

A. F. Barbe grew more chrysanthemums this year than ever before, disposed of them easier and got better returns.

T. J. Noll & Co. passed through one of their heaviest week's business. They sold out clean.

The Oakwood Floral Co. did not cut as heavily on roses as expected, due to cloudy weather.

E. J. B.

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

Cut Flowers, Plants and Florists' Supplies

Everything in Seasonable Cut Flowers and Greens.

PLANTS WE ARE NOW OFFERING:

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.	Kentia Forsteriana, made up, 5-in. pot. \$1 to \$1.25 each.	Begonia Chatelaine, 3-in. \$10.00 per 100.
Kentia Belmoreana, 2½-in. pot, \$12 per 100.	Livistona Rotundifolia, 4-in., \$8 per doz.	Dracaena Massangeana, 4-in. pot, \$50 per 100.
Kentia Belmoreana, 3-in. pot, \$20 per 100.	Livistona Rotundifolia, 5-in., \$9 per doz.	Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.
Kentia Forsteriana, 3-in. pot, \$20 per 100.	Livistona Rotundifolia, 6-in. \$1.25 each.	Crotons, 4-in., \$4.80 per doz.
Kentia Forsteriana, 4-in. pot, \$8 per doz.	Phoenix Roebelenii, 5-in. pot, \$1 each.	Crotons, 5-in., \$9 per doz.
Kentia Belmoreana, 4-in. pot, \$8 per doz.	Pandanus Veitchii, 4-in. 50c each.	Crotons, 6-in., \$1 to \$1.50 each.
Kentia Forsteriana, 5-in. pot, \$12 per doz.	Pandanus Veitchii, 5-inch, 75c to \$1.00 each.	Baby Primula Malacoides, 3-in., \$10 per 100.
Kentia Belmoreana, 5-in. pot, \$12 per doz.	Pandanus Veitchii, 6-inch, \$1.50 each.	Baby Primula Malacoides, 4-in. \$15 per 100.
Kentia Forsteriana, 6-in. pot, \$2 each.	Pandanus Veitchii, 7-inch, \$2.00 each.	Baby Primula Malacoides, 5-in., \$25 per 100.
		Baby Primula Malacoides, 6-in. \$50 per 100.
		Rubber Plants, 5-in., 75c each.

MAKE UP YOUR XMAS STOCK NOW

We have stocked a supply of plain and decorated Wreaths of Magnolia, Lycopodium and a combination of Grasses and Waxed Flowers. The most satisfactory method of buying these, we suggest a sample dozen or so. We have also an assortment of Flowers, Gypsophila, Grasses and Lycopodium for decorating the plain Magnolia Wreaths as per illustration. The assortment enough for 50 wreaths is \$10.00.

We will certainly please the most critical florist with our line of Baskets. We handle the lines of many well known manufacturers as well as our own. Try a \$10.00 to \$25.00 assortment and be convinced.



No. 52.

18 inch.....	each, \$1.50
21 inch.....	each, 1.75
24 inch.....	each, 2.50
27 inch.....	each, 3.00

Magnolia Leaves, Cycas Leaves,
Wheat Sheaves, Ruscus,
Oak Sprays (Long or Short.)

Crepe Paper

All Colors.....\$40.00 per 100 Rolls

Let us estimate on your Fall Orders.

LYCOPODIUM WREATHS

Made of prepared Lycopodium.
Will keep indefinitely.

	Per 100		Per 100
14 inch.....	25.00	18 inch.....	\$35.00
16 inch.....	30.00	21 inch.....	45.00
		24 inch.....	60.00

ROSES All Our Own Growth

Fresh Cut Stock Shipped in from Our Greenhouses Twice a Day.

Our Roses are of unsurpassed quality and big value at the prices quoted.

The quality is good—Buy direct from the Grower.

Beauties, Russell, Hoosier Beauty, Ophelia, White Killarney and Sunburst.

CURRENT PRICE LIST

	Per doz.	Per 100
AMERICAN BEAUTY—		
According to length of stem.....	\$1.50 to \$8.00	
RUSSELL and COLUMBIA—Best in this market.	Per doz	
Good, extra long	\$4.00	
Good, lengths	3.00	
Good, medium	\$2.00 to 2.50	
Good, short	1.00 to 1.50	
HOOSIER BEAUTY, OPHELIA, SUNBURST, WHITE KILLARNEY—SHAWYER		
Long stems	\$12.00 to \$15.00	
Good, medium	8.00 to 10.00	
Good short	6.00	
ROSES, Our Selection		\$6.00
STEVIA		2.00
GREENS.		
ASPARAGUS & SPRENGER, per 100.....		\$2.00 to \$3.00
Asparagus Sprays in large lots at very low prices.		
GALAX, green and bronze, per 1,000.....		2.00
NEW FANCY FERNS, per 1,000.....		\$4.00 to \$5.00
ALL OTHER SEASONABLE STOCK AT MARKET PRICES		

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

THANKSGIVING TRADE HEAVY.

The Thanksgiving trade was exceptionally heavy this year with the sales equal to those of 1917 and in some instances very much better, which is remarkable considering the great shortage of stock. Everything in cut flower cleaned up completely at high prices at an early hour and the demand in general was so heavy that it was impossible to fill anywhere near all the orders. Carnations were exceedingly scarce and commanded regular Christmas prices. Chrysanthemums were probably never in such short supply for Thanksgiving as this year and the grower probably never received such high returns for the quality of the stock he cut. Poinsettias were in fairly good supply and cleaned up quickly at high figures. Roses were also on the short side and it was impossible to fill anywhere near the demand. Sweet peas were practically off crop and the supply of violets was quite scant. Calendulas, snapdragons, mignonette, Paper White narcissus, daisies, stevia, pansies, gardenias, orchids, lily of the valley and lilies also cleaned up quickly at surprisingly good Thanksgiving prices. The market was bare when the rush was over and the dealers were well satisfied with the total sales but regretted the fact that they were unable to take better care of their customers owing to the extreme scarcity of stock as was predicted in these columns in the last three issues. The writer advised everyone in the November 16 issue to place their orders immediately as prices would advance over the advertised quotations which they did on almost all items with the possible exception of fancy long stemmed roses. Green goods were in heavy demand but there was plenty to go

around. Stock at this writing is as scarce if not more so than for Thanksgiving and is cleaning up in all lines at high prices.

THANKSGIVING IN THE RETAIL STORES.

The local retail florists report a good Thanksgiving trade which was about equal and in some instances better than that of 1917. The heavy rain on Thanksgiving day affected business to a great extent, especially as far as the loop stores were concerned. Stock was exceedingly scarce and high in price this year, consequently very few were caught with much stock left on hand, owing to the rain, and those who were are not complaining, for prices in the wholesale market were as high if not higher than they were before Thanksgiving. Roses sold at high figures, especially fancy American Beauty, which brought \$12 and \$15 per dozen retail. Mrs. Chas. Russell, Columbia, Milady, Hoosier Beauty and in fact all the other varieties available sold at high prices and while a few of the customers complained of the cost, the majority of them paid the price. Carnations were exceptionally scarce and high this year and very few were offered. Chrysanthemums and poinsettias were the leaders everywhere. They were not any too plentiful but saved the day, owing to the extreme scarcity of all other stock, especially pot plants, which were practically out of the market with the possible exception of a limited supply of cyclamen. Sweet peas, orchids, gardenias, lily of the valley, violets, snapdragons, calendulas, daisies, stevia, mignonette, Paper White narcissus and other miscellaneous stock sold at high prices, most of which came in handy for basket work and gave one an opportunity to make the customer believe he was receiving his money's worth. The only complaint heard on all sides was

PERCY JONES

INC.

56 E. Randolph St., CHICAGO

Water-proof Crepe Paper

\$40.00
per
100 Rolls

Van's 100% Service

Means earnest, sincere, untiring effort devoted to your interests—service such as you have only believed possible to obtain from a member of your own firm—intelligently rendered by one who makes a thorough study of your wants.

the inability to secure stock even at the prices asked, but everyone seemed to realize the condition, being on the ground, and made the best of the situation. November as a whole was a most satisfactory month for the retailer, when the sales showed a great increase

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

—TRY US ON—

ROSES and CARNATIONS

Fancy Sweet Peas, Lilies, Lily of the Valley and Complete Line of Greens.

We Close at 5 P. M. Week Days.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

		Per 100
MRS. CHAS. RUSSELL		
Specials		\$20.00 to \$25.00
Select		15.00
Medium		10.00 to 12.00
Short		6.00 to 8.00
RICHMOND		
Select		\$10.00 to \$12.00
Medium		6.00 to 8.00
Short		4.00 to 5.00
MILADY		
Select		\$10.00 to \$12.00
Medium		6.00 to 8.00
Short		4.00 to 5.00
Killarney		
White Killarney		Per 100
Killarney Brilliant	Select	\$10.00
My Maryland	Medium	\$6.00 to 8.00
Camp Welland	Short	4.00 to 5.00
Sunburst		
Ophella	Select	\$10.00
	Medium	6.00 to 8.00
	Short	4.00 to 5.00

		Per 100
ROSES, OUR SELECTION		\$ 5.00
Carnations		6.00
Harrisil		15.00
Chrysanthemums, per dozen		3.00 to 5.00
Pompons, per bunch35 to .75
Sweet Peas75 to 1.50
Valley		6.00
Adiantum		1.00 to 1.50
Asparagus, per bunch50c to 75c
Boxwood		per bunch, 35c
Ferns		per 1,000, \$5.00
Galax, bronze and green, per 1,000		1.50
Leucothoe Sprays		1.00
Smilax		per doz. strings, \$3.00

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave. Chicago

Try Us On What You Need In Cut Flowers and Greens.

over the same period of 1917. Everyone is now devoting their spare time to getting things in shape for Christmas, which is only a short ways off and everyone is expecting it to be the greatest ever, if not the best in years

NOTES.

John Welsh, Sr., and wife, 4910 North Hoyne avenue, have the sympathy of the entire trade in the loss of their son, William, who died of pneumonia in France October 13, while serving with the colors. He was 27 years of age and was well known to the trade, having been in charge of his father's greenhouses for a number of years. He was one of the finest young men in the

trade and a great help to his parents, who are heartbroken over his death, but proud of the gold star that will be a lasting monument to one who made the supreme sacrifice for his country and friends.

Larry Mathes who has been in the employ of Weiland & Rich since he was honorably discharged from the United States army early last spring left November 23 to accept a position with the J. M. Gasser Co. at Cleveland, O. He was with the Shotwell Floral Co., Fargo, N. D., for several years before he joined the colors but was employed here previously.

A. Lange reports that his Thanksgiving sales were greater than those

Patriotic Cards

100...\$0.85 200...\$1.50
500... 3.00 1000... 5.00

Write for samples.

The John Henry Co., LANSING MICH.

Mention the American Florist when writing

of 1917, notwithstanding the heavy rain all day November 28, which meant the loss of several hundred dollars.

WIETOR BROS.

30 East Randolph St.,

L. D. Phone
Randolph 2081

CHICAGO

ROSES and CARNATIONS

We can fill your order better than any other house in this market, and stand ready to prove it. Order here.

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	\$20.00
Medium	15.00
Good	10.00
RICHMOND, KILLARNEY BRILLIANT.	
White-KILLARNEY-Pink,	
SUNBURST-OPHELIA.	Per 100
Select	\$10.00
Fancy	8.00
Medium	7.00
Short	6.00

MINIATURE ROSES.	Per 100
Baby Doll	\$2.00 to \$3.00
Elgar	2.00 to 3.00
ROSES, OUR SELECTION.	6.00
CARNATIONS	\$5.00 to 6.00
MISCELLANEOUS.	Per 100
Valley	\$6.00 to \$8.00
Lilacs	15.00

Ferns, per 1,000.	5.00
Smilax, per doz. strings.	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengeri, bunch.	.50
Asparagus Plumosus, bunch.	.50
Boxwood, per lb.	.35

Other Green Goods Market Rates.

Charles Richter, well known to the local trade through his connection with Wietor Bros., died at his home at 1031 Milwaukee avenue from pneumonia, Wednesday, November 27, at the age of 28. The funeral was held from the home the following Saturday, with services at St. Boniface church and burial at St. Boniface cemetery. He was with the colors at an eastern cantonment but was rejected on account of ill health, but was up and around until the day previous to his death. He leaves a brother known as "Butch" Richter, who is employed at A. Lange's East Madison street store.

Zech & Mann experienced the heaviest Thanksgiving business in the history of the firm, with a grand cleanup in all lines. Business has been exceptionally good since, with both a heavy local and out-of-town call for stock. Mr. Zech received a letter this week from A. F. Fitzsimmons, chairman of division 19 of the united war fund drive, thanking him for the splendid work he did in this connection in handling the campaign among the florists.

E. F. Winterson is well pleased with business the past year at the E. F. Winterson Co.'s store, which showed a great increase over 1917. Mr. Winterson has been on the job every minute of the day and has managed to keep things going in tip-top shape, even with a shortage of help. He is awaiting the return of his able assistant, Fred Krauss, who is with the American troops in France, and is holding his job open for him.

Andrew Chronis says that November was one of the best months the Alpha Floral Co. ever experienced and included a record breaking Thanksgiving trade. The people in general paid the high prices asked without any complaint on almost all stock, but usually selected something else in preference to carnations when pricing the stock.

W. G. Matthews, the well-known florist of Dayton, O., was here on a business and pleasure trip this week. He reports business as good and is optimistic in regard to the future, notwithstanding it is difficult at times to secure all the stock desired on account of the extreme scarcity existing for the past month or more.

George Weiland, president of the Chicago Flower Growers' Association, is the proud father of a baby boy who arrived at his home in Evanston, December 1. He has five children, four boys and a girl, who are going to be florists and relieve him of the responsibility of the entire business in later years.

Kennicott Bros. Co.'s total sales for Thanksgiving were equal to those of 1917, which were by far the best this firm ever experienced. Mr. Kennicott was particularly well pleased with the result, which was doing remarkably well considering the general scarcity of stock in this as well as other markets.

Percy Jones, Inc., expected to have a big Thanksgiving business and did but it was greater than the proprietors even hoped for. Business has been exceedingly brisk at this house since Thanksgiving and Manager Van Gelder reports that their sales for November 30 established a new high record.

O. J. Friedman had a brisk Thanksgiving trade, with the sales showing a great increase over the same period in 1917. The highest prices in the history of the firm were realized this Thanksgiving, fancy American Beauty roses bringing \$15 per dozen and chrysanthemums \$12 per dozen.

Miss L. A. Tonner, of O. A. & L. A. Tonner, is back from a month's visit at Baconton, Ga., where she supervised the harvesting of the crops in her pecan groves. H. C. Wulbrandt and wife who also have a grove there returned with her by train after motoring down six weeks ago.

The Grossberg-Tyler-Finnermann Co. reports a brisk demand for artificial stock during the present scarcity of natural flowers. They have a splendid line of all items on display at their store which includes a wonderful reproduction of cattleyas and carnations.

N. J. Wietor reports that Wietor Bros.' Thanksgiving business was the best ever and was more than pleased with the total sales for this occasion. His firm was particularly strong on chrysanthemums and pompons, which sold quickly at high prices.

John Michelsen says that the E. C. Amling Co.'s trade for Thanksgiving exceeded all expectation, with the sales running way ahead of 1917. Business has been so good since Thanksgiving that everything is cleaning up as quickly as it arrives.

Kyle & Foerster are more than pleased with their Thanksgiving business, which exceeded all expectations. Their sales for Saturday, November 30, were the largest ever experienced for any other one day outside of the holiday period.

Charles Kruchten, brother of John Kruchten and Henry Kruchten, and son of Nic Kruchten, who is with the American troops in France, was safe according to reports received recently, although he had gone over the top several times.

Miller & Musser have had a good season and notwithstanding the general shortage of stock that has been experienced the past several months, find that their sales have increased considerably over the same period of 1917.

William Hembreiker, of Hembreiker & Cole, Springfield, was a welcome visitor this week, leaving December 3 for Joliet. He says that business has been unusually good with his firm this year, which was the greatest ever recorded.

Tom Conlon, superintendent of Poehlmann Bros. Co.'s plant department at Morton Grove for many years, has taken a position as gardener with J. F. Tilt, wealthy shoe man, who has large conservatories on the north side.

The Batavia Greenhouse Co. is having a good call for American Beauty roses, which it grows on a large scale. Fancy stevia is attracting the attention of the buyers at this store.

D. D. P. Roy is now with the American Bulb Co.

O. A. & L. A. TONNER

Wholesale Cut Flowers, Greens and Supplies

30 East Randolph St., CHICAGO

Mention the American Florist when writing

Poehlmann Bros. Co. had the best Thanksgiving trade it ever experienced since it has been in business, and the only complaint the proprietors have to make is that stock in general was so scarce that all the orders could not be filled as completely as desired. Otto W. Freese, manager of the cut flower department, visited the greenhouses at Morton Grove, December 3, to get a line on stock for Christmas and brought back the report that the outlook is very encouraging for a very satisfactory cut of roses and carnations, which will all be needed if the demand is anywhere as good then as it was for Thanksgiving, and the indications are that it will be.

Erne & Company had their share of the Thanksgiving business and were fortunate in having a good supply of late chrysanthemums and pompons in addition to their regular line to supply their customers with. This firm's business has increased to such an extent that they are rapidly outgrowing their present quarters.

A. T. Pyfer & Co. are more than pleased with their Thanksgiving business, which was being exceedingly brisk and cleaned up all the available stock. Mr. Pyfer is expecting the arrival of a large shipment of red winter berries this week, which are rather late in making their appearance this season.

The Chicago Flower Growers' Association reports a record Thanksgiving trade, with the best November ever experienced. This firm is handling a large supply of late chrysanthemums, which include particularly fine Helen Frick and Jennie Nonin. Fancy orchids are in brisk demand here.

J. A. Budlong had a brisk Thanksgiving trade which was the best ever and kept the force on the jump at all times. Roses have been in good supply at this house the past few months and have brought unusually high prices all through the fall season compared to other years.

Peter Reinberg took care of all of his regular customers in fine shape for Thanksgiving, notwithstanding the great scarcity of stock. Carnations are arriving in larger supply here but the demand is so strong for them that there is never a surplus.

The John Kruchten Co. report that November was the best month in the history of the firm, due to a record-breaking Thanksgiving and a heavy day November 30. December 2 was a record-breaker and better than the previous Saturday.

C. L. Washburn says that trade is so brisk at Bassett & Washburn's store that it is impossible to fill more than half the orders, owing to the great scarcity of stock. Their Thanksgiving sales were away ahead of last year.

Hoerber Bros. had a good cut of fancy chrysanthemums to offer for Thanksgiving, which had considerable to do in making it the best the firm ever recorded. Some fine roses are now recorded at this establishment.

A. L. Vaughan & Co. report a heavy Thanksgiving business, with the sales comparing most favorably with those of last year. Some exceptionally fine boxwood is arriving regularly in quantity at this establishment.

George Reinberg is cutting quite heavily in roses, which are worth more money now than they were before Thanksgiving and are cleaning up early.

O. A. & L. A. Tonner report that their total sales for Thanksgiving were three times greater than those of the same period of 1917.

George Mohn, of Vaughan's Seed Store, is confined to his home with influenza.

Joe Budlong and wife are visiting in Florida.

Quality
Speaks
Louder
Than
Prices

**BEST
QUALITY**

To Be
Had in

Prices
as
Low
as
Others

Roses Carnations

Columbia, Russell, Milady, Ophelia, Sunburst, Mont-rose, Double White and Pink Killarney, Hearst, Ward, Nesbit, Brunner, Richmond and Stanley.

None better on the Chicago Market.

All Colors **CARNATIONS** Good Quality

We are now in heavy crop with Carnations; hence we can take good care of you on this item as well as Roses.

CHOICE STOCK OF

Valley, Easter Lilies, Calendulas
Violets, Rubrum Lilies, Pansies
and all other Seasonable Stock.

Don't Forget Us on Greens

—AS WE HAVE—

Mexican Ivy, Asparagus, Sprengeri, Ferns, Adiantum, etc.

If you want good stock and good treatment, buy of
Chicago's most up-to-date and best located
Wholesale Cut Flower House

We are in constant touch with market conditions, and when a decline takes place, you can rely upon orders sent us receiving such benefits.

 You can increase your profits and business by sending all orders direct to

J. A. BUDLONG

184 North Wabash Avenue, Chicago

VALLEY, ROSES
and CARNATIONS
A Specialty.....

WHOLESALE
GROWER OF

Cut Flowers

 SHIPPING ORDERS GIVEN CAREFUL ATTENTION 

We are open until 8 p. m. on Saturday, but closed all day Sunday

PICK THE BEST MARKET

—and have the assurance of a service that is advantageous to all Distant Buyers.

YOUR



PROTECTION

CHICAGO

—TRY

Kennicott Bros. Co.

Wholesale Dealers in Cut Flowers and Plants

For 37 Years

CHICAGO

Gottfried Amling, well-known resident of Forest Park, died Monday, December 2, at the age of 87. He was born in Germany, but spent the greater part of his life in this country, where he was a valued and respected citizen in the community in which he lived. He was the father of E. C. Amling, the well-known wholesaler, W. H. Amling and A. F. Amling, well-known growers at Maywood, Herman Amling, Mrs. Belling and Mrs. Dreschler, of Oak Park, and Mrs. Henry Wehrmann, wife of another of Maywood's leading growers. The funeral was held from his late home in Forest Park, December 5, with interment at Concordia cemetery. It was largely attended, and the floral offerings, which were many and beautiful, included a large number from various firms in the trade.

In the bankruptcy proceedings of Pyfer & Olsem, the Central Trust Company of Illinois, trustee, has filed a petition for an order to sell certain real estate and other property, a hearing on which will be had in the office of the referee in bankruptcy, 907 Monadnock block, December 12, at 10 a. m.

Weiland & Risch are cutting a good supply of roses and carnations which clean up right along at high figures. The rose Mrs. Bayard Thayer is in exceptionally heavy demand and the variety Champ Weiland, which originated with them, is more than holding its own with the other offerings.

Eric Johnson, manager of the A. L. Randall Co.'s cut flower department, has no complaint to make in regard to Thanksgiving business, which was the heaviest ever and absorbed all the stock on hand. Pompons were a leader here and sold as quickly as they were unpacked.

Joseph Ziska & Sons' wire department is working overtime to keep up with the orders, which are so numerous that a couple of competent men can find immediate employment here.

Allie Zech received a card this week announcing the arrival of 11a Fern, seven and one-half pounds, at the home of Mr. and Mrs. R. Williams, South Bend, Ind., December 1.

C. O. Wilcox, who covered the south for the W. W. Barnard Co., for many years, joined the traveling force of Wood-Stubbs & Co., Louisville, Ky., December 2.

Visitors: William Hembreiker, of Hembreiker & Co., Springfield; W. G. Matthews, Dayton, O.; A. J. Stahelin, Redford, Mich.; A. E. Turner, Mosinee, Wis.; S. W. Coggan, Battle Creek, Mich.; H. M. Burt, Jackson, Mich.



Bouquet Green in Bulk in Stock.

Green Wreathing, Boxwood, Laurel, Mistletoe, Magnolia Leaves, Japanese Roping, Cycas Leaves, Xmas Ribbons, Chiffon, Immortelles, Ruscus and like Supplies.

CHICAGO Vaughan's Seed Store, NEW YORK

Mention the American Florist when writing

Detroit.

GOOD SALES AND PRICES HIGH.

The Thanksgiving demand in this city was very good, giving a distinct indication of the permanent revival of old-time pre-war business. There was an immense supply of chrysanthemums on hand, as well as roses of all grades and varieties to suit the most fastidious buyers, and while the necessarily stiff prices deterred some, the line of purchasers continued until the downpour of rain Thursday dampened their ardor. Chrysanthemums led in popularity, although many roses were sold. Carnations were rather scarce and cannot be said to be a factor thus far this fall. The heavy chrysanthemum cut of the week made great inroads on the stock intended for later use and in consequence a shortage is already in sight for the early part of this month. The

big peace parade, scheduled for Thanksgiving day could not be held on account of the inclement weather and some of the features included some floral work that the florists were to be favored with. Active preparations are being made by retailers for Christmas and big lines of artificial work will appear for the event. Flowering plants in considerable variety are promised by local growers and some foreign stock will find a market here.

NOTES.

Thomas Browne, whose Hudson car was stolen last July, was able to get possession of it again at Dayton, O., last week and he and Frank Walling made the trip to effect its return.

Robert Rahaley made a flying trip to Cleveland, O., November 30.

Visitor: S. Seligman, New York.
J. F. S.

For
Your
Supply of
CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.



A HOLLY WREATH

Red and Green

FOR HOLIDAY CIRCULARS AND ADVERTISING.

Plates for printing this fine Holly Wreath in two colors—green leaves and red berries and ribbon—\$3.50 per set of two plates. Larger size, $3\frac{3}{4} \times 4$ inches, \$5.75 per set of two plates.

Plate shown here for one color, \$2.00. The large size, one color, \$3.25.

Cash with order.

American Florist Co.

440 S. Dearborn St., CHICAGO.

Nashville, Tenn.

VERY GOOD THANKSGIVING BUSINESS.

No greater was the rush of the football players on Thanksgiving day than that of the flower buyers for white and yellow chrysanthemums for the occasion. It started the previous day and all hands were busy waiting on the trade and buyers seemed to fear they would get left in the distribution, evidently having taken warning from former Thanksgiving days and they did their shopping early. The florists were well prepared and the shops were beauty places. Some magnificent blooms were on sale and brought top prices. The best sold easily at \$9 per dozen and even at that price people clamored for them. The football field seemed to be a divided mass of gold and black and white and purple. The demand continued until there was practically a cleanup and the chrysanthemum was but a memory. By almost unanimous consent the local growers have allowed the violet to go by. The war and extreme labor conditions in this city have made it impossible for this flower to get proper attention at the proper season. Roses and carnations are now very fine and lilies are again becoming prominent in the daily cut. There is some talk here, although it could hardly be said to be complaint, about the unusually high prices of all kinds of flowers in the wholesale markets which naturally is reflected in retail sales. The Thanksgiving trade was fully 50 per cent better than last year according to general report.

NOTES.

The Joy Floral Co. reports a splendid day and were well prepared to meet the demand. The window decorations here were specially pleasing and attracted much attention, one with immense golden chrysanthemums in large vases against a background of black velvet, the other with white chrysanthemums with purple plush.

This firm has a new pink carnation sport, showing a sprinkling of white, a flower large in size and perfect in form. Orchids are also in bloom at their establishment and find ready sale for corsage bouquets. There was a fine sale of plants for the Thanksgiving trade.

Gentry Bros. had a beautiful window of flowers and plants, all in yellow and white with ribbon loops and streamers overhead. With the exception of a few less choice plants and some cut stock everything cleaned up nicely. This firm is having a fine cut of American Beauty. All of their roses are going well.

Louis Haury, Jr., had the field all to himself in the market house the day before Thanksgiving. In addition to a full stall, he had a wagonload of fine begonias, ferns, geraniums, etc., and his sales were unusually good.

The McIntyre Floral Co. had a big trade, with an ample supply of chrysanthemums, orchids and roses for the heavy call. A fine cut of carnations is now coming in from this range.

M. C. D.

Fort Wayne, Ind.

SHORT SUPPLY LIMITS SALES.

The Thanksgiving demand, this year, was all that could have been wished for, but the supply was far from being adequate, and it was for this reason that the reports of the Thanksgiving day trade for 1918 are not so good as the florists here would like. The late chrysanthemums, especially, fell far short of the necessary quantity, and the quality, also, was poor, in comparison with the Thanksgiving stock of other years. Chadwick, Eaton, Jones, Bonaffon, and Turner were the principal varieties offered, and the prices asked for them were entirely out of proportion to the quality of the blooms. Noth-

Z E C H & M A N N

30 E. Randolph St.
CHICAGO

Long Distance Phones | Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady

Sunburst

Shawyer

Ward

Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

Rubrum

CARNATIONS

Valley

Cattleyas

CHRYSANTHEMUMS

Good White and
Yellow in quantity

POMPONS.

Calendulas

Single and Double Violets

Stevia

GREENS.

Plumous

Sprenger

Galax, bronze

Galax, green

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Leucothoe

KYLE & FOERSTER

WHOLESALE FLORISTS

160 N. Wabash Ave.,

CHICAGO

Long Distance Phone, Randolph 6784

ERNE & COMPANY

-WHOLESALE FLORISTS-

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

ing sold under \$4 per dozen, and most of them were priced higher. Pompons were little better in quality, and sold for \$1 and \$1.50 per dozen. Carnations brought \$1.25 and \$1.50 per dozen, and were almost impossible to obtain. Some very fine Ophelia, Columbia and Hoosier Beauty roses were in the market. Violets were never so short in supply before. An excellent line of blooming plants helped considerably in the shortage of cut flowers. Business since the holiday has been very good, with a number of weddings, and a large amount of funeral work to keep everyone in the craft busy.

NOTES.

The Doswell Floral Co. reports an increase in the demand for Thanksgiving, but that it was met wherever possible with flowering plants in the place of cut flowers, which were at a premium. Mrs. R. W. Doswell has returned to the store after a several months' absence on account of illness.

A heavier demand than ever before, is the report of the Flick Floral Co. on the Thanksgiving day business. This firm had an immense number of designs, including a casket blanket for out-of-town funerals, and also several weddings throughout Thanksgiving week.

That the scarcity of stock would hardly bring the Thanksgiving business up to last year, is the report of Ed Wenninghoff. He reports stock of all kinds hard to obtain for this holiday, with the exception of flowering plants, and says these sold exceedingly well.

W. J. & M. S. Vesey report a big increase in the Thanksgiving day demand this year over last, and, although they cut quantities of roses, lilies, chrysanthemums, and carnations, they were unable to meet the heavy demand.

In addition to their heavy Thanksgiving trade, the Freese Floral Co. had an elaborate wedding on Thanksgiving day, which included church and house decoration, and bouquets for the bride and six attendants. H. K.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175

CHICAGO, ILL.*Mention the American Florist when writing*

Cleveland.

BUSINESS MEETS EXPECTATIONS.

With a fair supply of stock and prices rather high, the Thanksgiving day trade was up to anticipations. Everything was cleaned up by Wednesday evening and the wholesale houses did not open the following day, there being nothing left to offer. All orders were cut down considerably. There was an excellent call for large chrysanthemums, including Chadwick, Dean, Golden Wedding and Bonnafton. Pompons, as usual, were quickly disposed of. They were possibly the most plentiful of all the offerings. Carnations were scarce and will be for some time to come. Sweet peas are now arriving in larger numbers and the supply of Easter lilies is improving. Orchids enjoyed a good call and roses cleaned up early. Greens are about equal to requirements. Christmas goods are now beginning to make their appearance in the wholesale houses in a varied assortment.

NOTES.

Sergeant Carl Witthuhn, brother of Walter Witthuhn, has been gassed and is recovering in a hospital in France, and Walter Harlick, formerly with the Cleveland Florists' Exchange, has been wounded in action, degree undetermined.

The Cleveland Plant & Flower Co. is handling a fine line of orchids. This firm's supply of boxwood and southern smilax for the Christmas trade is also very good.

W. Q. Potter spent several days of the past week hunting rabbits.

Visitors: Joe Marks, representing A. Henderson & Co., Chicago; S. Seligman,

SOUTHERN WILD SMILAX**\$3.00 per Case.****PERPETUATED SHEET MOSS**

Per bag (100 square feet).....\$3.50

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA*Mention the American Florist when writing.*

New York; E. H. Brown, Canton, O.; D. R. White, Sandusky, O.; W. H. Jones, Lorain, O.

C. F. B.

Dayton, O.

Rolf Zetlitz, of Lima, has acquired the establishment of the Miami Floral Co., the consideration being some \$35,000.

Mrs. W. G. Matthews and family are now well over the influenza.

BROOKLYN, N. Y.—P. Bellantone is building one house 13x40 feet at 55th street and Avenue O.

HARTFORD CITY, IND.—The name of the Hartford City Floral Co., has been changed to Henley Bros., there being no change in management, Robert M. and Henry B. Henley continuing as proprietors. Pelargoniums are a specialty here, six houses being devoted exclusively to them.

The Supply of Our Beauties

is so large that we are in a position to fill your order on short notice. The flowers are very good, of a good color and size. You make no mistake to depend on us for your Beauties.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

THANKSGIVING SUPPLY BELOW NORMAL.

The feature of the past week was the scarcity of flowers, particularly roses, which were at least 50 per cent below normal production for Thanksgiving. This scarcity is thought to be due to the great demand in October when many beds are generally pinched to come into crop the last of November. This condition, it is said, will continue, as all efforts are directed towards getting the best results for the holidays, when it is expected record prices will prevail. There was the usual big demand for chrysanthemums, which considering their heavy sale from the first, was met with a very good supply, particularly of the pompons, of which Mrs. Frank Beu, was most popular. Jennie Nonin, the Chadwicks, Bonnaffon, and Seidewitz were the large flowered varieties. Five and six dollars was the wholesale price for all specials with a clean crop at these figures. Carnations were in fair supply, and the best brought \$8. Deep pink are particularly scarce; the proportion of Mrs. Ward to white is about 1 to 10. There were good offerings of calendulas, snapdragons, sweet peas, stevia and other small flowers, but the demand cleaned up everything at record prices. Easter lilies and callas were also taken at good figures. Violets jumped to \$1.50 a hundred and cattleyas to 75 cents. The wholesale houses had a very heavy out-of-town demand and were united in the statement that they could have sold much more stock had it been obtainable. Pot chrysanthemums sold well, many being cut off as they furnished a grade of flowers that fitted the modest purses. The street men were not so much in evidence on Thanksgiving day. The football games were not important, and a rain, which set in at noon, lasted the day out. Wholesale men say that even under these circumstances they paid better prices for choice chrysanthemums than the stores.

December 2.—The receipts of all stocks of cut flowers is at least from 15 to 20 per cent below normal. Roses, particularly, are wanting, except American Beauties, which are more than equal to the demand. Carnations are nearer to expectation than any other standard stock, but all of high grade bring eight cents. There are a few Jennie Nonin and pompon chrysanthemums. Prices on all stocks are at least 10 per cent higher.

CLUB MEETING.

The regular meeting of the florists' club was held at the Adelphia hotel, December 3, there being a good attendance and great interest was manifested in the proceedings. Mark P. Mills sent in his resignation as president, which was accepted, Edmund A. Harvey was unanimously elected to fill the post, and A. A. Niessen and John Habermehl were nominated for vice president. J. Otto Thilow read his paper on "The Florists' Business in Wartime," a record of many years and full of optimism. He predicted a bright prospect for the craft in the immediate future. Among the visitors present from out of town were William F. and Adolph Gude, Washington, D. C.; Charles A. Dards, New York; John F. Horn, Allentown, Pa.

Air Plants

Per dozen bunches \$1.00
Per 100 bunches 7.50

ARTIFICIAL CAPES

Made of waxed paper. A perfect imitation.
Very desirible; handy, being ready wired.
White only \$2.50
Per box of 300 7.50
Per 1000 7.50

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists,
1320 Pine St., ST. LOUIS, MO

Prepared Oak Shrubs

Fine for Wreath Work.

Can be had in green, brown or red.

Price per carton \$1.75

RUSCUS

Best quality. Holly red or green.

Per pound \$1.00

Get Our Complete List of Other Supplies.

Wholesale Florists,
1320 Pine St., ST. LOUIS, MO

EDWARD REID

Roses, Chrysanthemums, Carnations, Easter Lilies. All seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Dec. 4. Per 100
Roses, Beauty, Special \$60.00@75.00
" Fancy 40.00@50.00
" Extra 30.00@40.00
" 1st 3.00@8.00
" Killarney 6.00@12.00
" My Maryland 6.00@12.00
" Sunburst 6.00@12.00
" Ward 5.00@15.00
" Ophelia 5.00@15.00
" Russell 6.00@15.00
" Shawyer 5.00@12.00
Lilies 15.00@20.00
Cattleyas 60.00@75.00
Carnations 4.00@6.00
Chrysanthemums 10.00@40.00
Pompons35@.75
Sweet Peas75@1.50
Violets75@1.25
Asparagus Sprengerii .35@.50
Ferns per 1,000 2.00
Calendulas 1.00@2.50

BOSTON, Dec. 4. Per 100
Roses, Beauty 20.00@60.00
" Killarney Queen 4.00@6.00
" White and Pink Killarney 8.00@12.00
" Double White Killarney. 6.00@12.00
" Killarney Brilliant 2.00@8.00
" Hadley 8.00@20.00
" Mock 8.00@10.00
" Mrs. Chas. Russell 12.00@12.00
" Taft 6.00@12.00
" Milady 6.00@12.00
" Ward and Hillingdon 6.00@12.00
" My Maryland 12.00@12.00
Carnations 4.00@8.00
Easter Lilies 12.00@20.00
Valley 6.00@10.00
Gladoli 4.00@8.00

CINCINNATI, Dec. 4. Per 100
Roses, Killarney 8.00@18.00
" Mrs. Chas. Russell 12.00@28.00
" Ophelia 10.00@20.00
" Richmond 1.00@10.00
" Sunburst 10.00@20.00
" Shawyer 12.00@28.00
" Columbia 12.00@20.00
Lilium Giganteum 15.00
Carnations 6.00@8.00
Chrysanthemums, per 100 25.00
Callas 12.50@15.00
Sweet Peas 1.00@2.00
Lily of the Valley 4.00@6.00
Violets 1.00@2.00
Orchids 25.00

NOTES.

The question so often asked of late as to the condition of the market when the chrysanthemums are cut out, will soon be answered. Just at present any extra demand would send prices upward with a rush, and there are still quite a few chrysanthemums. The

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses Orchids, Chrysanthemums Carnations

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,

PITTSBURGH, PA.

Growers of Quality Flowers.

CC. POLLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
and Greens

H. Bayersdorfer & Co.

The Wholesale Supply
House of America ...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

coming flowers to be relied upon are increased stocks of roses, carnations, callas, sweet peas, calendulas and snapdragons. Cold storage giganteums should begin to diminish from now on, many claiming the cut after January 1 from held over bulbs will not pay. Paper Whites will be seen in fair quantities, but at higher prices. It would seem as if tulips and Dutch hyacinths would be good crops for cut flowers, tulips particularly being popular, and which should easily bring higher figures to compensate for the increased cost of the bulbs. There will be a good assortment of flowering plants for the holidays, which in both quality and quantity, considering the handicaps of the past year, are a great credit to the growers. Cyclamens, poinsettias, begonias, heather, solanums, as well as celestial and birds eye peppers, are seen in the various stocks in fine shape for Christmas sales. Thanksgiving business was very good with the Leo Niessen Co. The supply of flowers was not equal to the demand, however, and prices advanced from 20 to 25 per cent. Out-of-town business was particularly strong. Chrysanthemums were a great factor. Roses were scarce, but carnations are in fair supply. American Beauty roses, Easter lilies and carnations are leaders at this time.

James M. Thoires, Camden, received notice, November 24, that his son, Raymond, a corporal in the army, had died October 5, from wounds received in battle. Now that the war is over, his father had been looking forward to his early return, and the sad news was a great shock to his family and the trade, who sympathize with him to the fullest extent.

Charles E. Meehan is of the opinion that the growers who have successfully overcome the many handicaps of the past year, and have their houses running to anything like capacity, will be amply rewarded, as flowers will bring high prices for the balance of the season.

Wm. J. Baker has demonstrated to his satisfaction that if calla stems are cut with a slant, instead of straight across, they will not split and curl as they often do when kept for any length of time in jars of water.

George Craig finds that while no two growers agree on the culture of their various plants and cut flowers, yet they appear to be unanimous in that they must get higher prices for their product this year.

G. ST. RUSCH & CO.

Wholesale Florists

Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Dec. 4. Per 100		
Roses, "Beauty, special.....	50.00	@50.00
" " "fancy.....	20.00	@35.00
" " Mrs. Chas. Russell.....	8.00	@25.00
" " Killarney.....	4.00	@12.00
" " Hadley.....	6.00	@20.00
" " Sunburst.....	6.00	@15.00
" " Wards.....	8.00	@20.00
" " Ophelia.....	30.00	@25.00
" " Columbia.....	6.00	@8.00
Carnations.....	6.00	@8.00
Cattleyas.....each	\$0.60	@\$0.75
Valley.....	10.00	@12.00
Lilium Robrum.....	8.00	@12.00
Easter Lilies.....	12.00	@15.00
Snapdragons.....	4.00	@8.00
Calendulas.....	3.00	@6.00
Asparagus.....string or bunch.....	1.00	@1.50
Stulias.....	.25	
Asparagus Stride.....	.50	@.75
Asparagus bunches.....	.50	
Chrysanthemums, per dozen.....	1.50	@4.00
Daggers and Fancy Ferns, per 1,000.....	4.00	@5.00
Violets, single.....	1.00	@1.50
Sweet Peas.....	1.50	@3.00
Mignonette.....	4.00	@6.00
Stevia.....bunch.....	35	

ST. LOUIS, Dec. 4. Per 100		
Roses, Hadley.....	\$3.00	@\$8.00
" Killarney.....	3.00	@6.00
" " White Killarney.....	3.00	@8.00
" " Hoosier Beauty.....	3.00	@10.00
" " Russell.....	4.00	@20.00
" " Sunburst.....	3.00	@10.00
" " Ward.....	3.00	@5.00
" Mrs. Shawyer.....	2.00	@6.00
" " Ophelia.....	3.00	@12.50
Ferns.....per 1,000.....	3.50	
Carnations.....	3.00	@8.00

MILWAUKEE, Dec. 4. Per 100		
Roses, Killarney, W. Killarney.....	5.00	@12.00
" " Ward.....	4.00	@8.00
" " Mrs. Chas. Russell.....	8.00	@25.00
" " Ophelia.....	6.00	@12.00
" " Columbia.....	8.00	@25.00
" " Hoosier Beauty.....	6.00	@15.00
Carnations, assorted.....	4.00	@6.00
Pompons, per bunch.....	.50	@.75
Cattleyas, per doz.....	1.50	@9.00
Violets.....	1.50	@2.00
Calendulas, per beh.....	.35	@.50
Bouvardia, per beh.....	.50	@.75
Stevia.....	2.00	@3.00
Flat Ferns, per 1000.....	5.00	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange

Roses, Chrysanthemums, Carnations

Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

PITTSBURGH, Dec. 4. Per 100		
Roses, "Beauty, special.....	40.00	@50.00
" " "fancy.....	25.00	@30.00
" " "extra.....	15.00	@20.00
" " "No. 1.....	8.00	@12.00
" " Hadley.....	4.00	@15.00
" " Killarney.....	4.00	@15.00
" " Sunburst.....	4.00	@15.00
" " Mrs. Aaron Ward.....	4.00	@15.00
Cattleyas.....	60.00	@75.00
Easter Lilies.....	15.00	
Lilium Giganteum.....	15.00	
Carnations.....	4.00	@6.00
Chrysanthemums, per doz.....	1.50	@3.00
Pompons, per bunch.....	.50	@1.00
Valley.....	8.00	
Violets.....	.75	
Ferns, per 1,000.....	4.00	
Asparagus Sprenger, bunch.....	35	@40
New Crop Green Galax, per 1000.....	1.50	
Mexican Ivy.....	.75	
Stevia, per bunch.....	50	

Edward Dorheim is now back with Berger Bros. His former position here was given up to go into the growing end, but he believes now that he would rather handle flowers than grow them.

The Philadelphia Wholesale Florists' Exchange was fortunate in having good rose shipments and did a heavy Thanksgiving business. Chrysanthemums and carnations were also quantity stocks.

"Everything to be thankful for," was the good word with Edward Reid. Roses and carnations were quantity stocks. Chrysanthemums had a good cleanup. Cattleyas were a feature.

At H. Bayersdorfer & Co.'s, every kind of material for Christmas house or cemetery wreaths is in great demand. Extra hands are necessary to keep up with the orders.

Jos. G. Neidinger reports an unusual demand for red Christmas wreaths, also magnolia leaves to make up into cemetery wreaths, as well as crepe flowers to decorate them.

The Robert Craig Co. is now working overtime in getting out their Christmas plant orders. They have an enormous stock to move during the next three weeks.

Berger Bros. had a good cleanup and could have sold much more stock. Choice chrysanthemums, Easter lilies and carnations are features.

Samuel Lilley declares the Enchantress is still the only sure money maker in carnations from the grower's standpoint.

K.

New York.

THANKSGIVING SALES EXCEED 1917.

With plenty of stock, fair weather, and fair prices, though some of the retailers thought that prices were high, the Thanksgiving business was good, better than last year, and also exceeding some previous years. Doubtless the cessation of hostilities on the fields of Europe has brought great relief to the minds of the people, and though householders paid "war prices" for their turkey and "fixins," many homes were thrown open to soldiers and sailors, which created a demand for table flowers that in the aggregate was good for business. In the wholesale district, most of the buying was done on November 26 and 27. On those mornings, the Cut Flower Exchange opened for business at 5 a. m., and the other dealers, as a rule, a little earlier, and closed one or two hours later than usual. Roses and chrysanthemums led the market. There was, of course, a call for other stock, but the heaviest buying was as above stated. The pompon and single chrysanthemums are now in such variety that most all tastes can be pleased, and roses will sell, if anything sells. Though carnations and violets brought good figures for a time, \$8 per 100 for carnations and \$1.50 for violets, the call for them was slower than it has sometimes been, and white carnations by Thanksgiving were a drug. Many of the violets were poor and were being sold by street boys on Thanksgiving morning. The best Hadley roses on the market wholesaled at the rate of \$35 and \$40 per 100; Mrs. Chas. Russell, \$20; special Columbia and Ophelia, \$20 to \$25; American Beauties, special, did not go above \$75. Orchids were a disappointment. Cattleyas started at 75 cents and \$1 per flower, but by Thanksgiving, quantities of fair stock could be bought for 50 cents and less. If violets are to have any standing in this market they must be of better quality than the bulk of what arrived for Thanksgiving. A lot of them would shake off when taken from the boxes, and were practically worthless. In recent years, a decline in the call for violets has been noticed, but some good ones will always sell. Growers and wholesalers may as well get wise to

From New York Cold Storage

LILY OF THE VALLEY

BEST QUALITY HOLLAND GROWN

In cases of 500 pips.....\$15.00 per case
In cases of 900 pips..... 22.50 per case

CHAS. SCHWAKE & CO., Inc.
90 WEST BROADWAY, NEW YORK

the fact that starting poor violets at \$1.25 to \$1.50 per 100 will not sell many of them. Stevia and mignonette, lilies and lily of the valley were slow. Roses were in lighter supply than they have sometimes been, and a few wholesalers think they should have moved better, but on the whole, one can find no reasonable ground for complaint. It was a good Thanksgiving, and in the light—or darkness—of past events, there is reason for thankfulness.

December 2.—The weather is cold, the supply of stock moderate and prices are holding firm with but little change from those of Thanksgiving.

AMONG THE WHOLESALEERS.

E. J. Van Reyper, of Geo. Seibrecht's: "Everything went well, with the exception of white carnations."

Frank Traendly, of Traendly & Schenck, said that business was good—never better.

Clarence Slinn, who handles many violets, was disappointed with their poor quality.

Paul Rigo, manager for the Henshaw Floral Co., said that business was very good.

J. S. Fenrick said that everything went all right, but white carnations.

D. J. Pappas, of the United Cut Flower Co.: "Good business."

Percy B. Rigby, of S. S. Pennock Co.: "Very good."

BUSINESS IN THE RETAIL STORES.

Retailers who have been for years in business and have good family trade, reported better sales than last year, and several said it was the best Thanksgiving they ever had. Orders from families are usually sent in a day or two ahead of a holiday. On Broadway, which may be called everybody's thoroughfare, there are between 42nd and 181st street, between 30 and 40 retail stores. On Thanksgiving day, up to 2 p. m., the majority of these stores were crowded with customers buying bunches. Many of the purchases were small, but in the aggregate they were a great help to the trade. The weather throughout the week was fair and cool, up to the afternoon of Thanksgiving, when a drizzling rain set in, but by that time business was about over.

Malandre Brothers, Broadway and 72nd street, had exceptionally fine business. In their show window they had arranged a handsome dinner table decoration. As hostess, "Miss Liberty"—life-sized figure—was gay in draperies of the national colors. Opposite her was a soldier in khaki, also life-size. A profusion of fine flowers were on the table and in the fore and backgrounds.

The Colonial Florist, whose main store is at Broadway and 157th street, with four more stores in different parts of the city, said he had excellent business. On Thanksgiving day, his main store was crowded with customers until closing time.

The Astoria Florist, Broadway and 77th street, said it was the best Thanksgiving business he ever had, and he has been there for quite a number of years.

Ralph Armstrong, of Madison avenue, who has been in business there for



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Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK



Phones Farragut 187 Established 1887
3058

J. K. ALLEN

Wholesale Commission Dealer in

CUT FLOWERS

118 W. 28th St., NEW YORK

West of 6th Ave. Open 6 a. m. every morning.

the past seven years, and was previously with Wadley & Smythe for seven years, said it was the best Thanksgiving business he had ever seen.

At the Dards Store it was stated that business had been excellent. This store made a fine display of poinsettias in pans and other good plant stock. There was considerable business in chrysanthemum plants.

Amsterdam avenue has but few florists, most of its trade going to Broadway, but C. A. Ladiges has a good store at No. 1792. He said that his Thanksgiving business had been "all right."

The Claremont Florists, 3185 Broadway, state they had good Thanksgiving business. They had a fine cut of chrysanthemums from the greenhouses at Morsemere, N. J.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

Telephone:
8864 Farragut.

NEW YORK CITY

GEO. J. POLYKRANAS

Wholesale Commission Florist

CONSIGNMENTS SOLICITED

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105 W. 28th St., New York

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The Right People to Deal With

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Riedel & Meyer, Inc.

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Phones 4024 and 4025 Madison Square.

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NEW YORK, Dec. 4. Per 100

Roses, Beauty, special.....	50.00@60.00
" extra and fancy.....	50.00@60.00
" No. 1 and No. 2.....	8.00@15.00
" Hadley.....	4.00@50.00
" Honsler Beauty.....	4.00@12.00
" Francis Scott Key.....	4.00@50.00
" Columbia.....	6.00@20.00
" Prima Donna.....	6.00@20.00
" Alice Stanley.....	6.00@15.00
" Mrs. Geo. Shawyer.....	6.00@15.00
" Double White Killarney.....	5.00@15.00
" Killarney.....	4.00@12.00
" Queen.....	6.00@15.00
" Brilliant.....	6.00@15.00
" Aaron Ward.....	6.00@20.00
" J. L. Mock.....	6.00@15.00
" Ophelia.....	6.00@15.00
" Red Rover.....	5.00@20.00
" Mrs. Chas. Russell.....	5.00@25.00
Cattleya orchids, special.....	75.00@100.00
Rubrum.....	6.00@ 8.00
Lilies, Longiflorum and Formosum.....	8.00@10.00
Lily of the Valley.....	6.00@10.00
Adiantum Croweanum and.....	50¢ 75
Hybridum.....	3.00@ 4.00
Bouvardia, white.....	2.00@ 4.00
Chrysanthemums, per doz.....	5.00@ 8.00
Carnations.....	1.00@ 1.50
Gardenias, per doz.....	2.00@ 2.50
Violets.....	1.50@ 3.00
Callas, per doz.....	40¢ 50
Sweet Peas.....	3.00@ 4.00
Mignonette, per doz.....	1.75@ 2.00
Asparagus Plumosus, doz. bchs.....	
Smilax.....	

Frank H. Traendly Charles Schenck

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Wholesale Florists and Cut Flower Exchange

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Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
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 { 4423**United Cut Flower Co., Inc.**

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PHONE { 2335 { FARRAGUT
 { 2336**WM. KESSLER,**

WHOLESALE FLORIST

113 W. 28TH STREET.

Bet. Sixth and Seventh Aves. NEW YORK

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N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Desirable wall space to rent for advertising.

Open for Cut Flower Sales at 8 o'clock
every morning.

V. S. DORVAL, Secretary

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The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
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M. C. FORD121 WEST 28TH STREET
NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

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D. FEXY

Wholesale Commission Florist

116 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing



New Dwarf Solanum Cleveland.

J. G. Leikens, Madison avenue and 55th street, said that the business exceeded his expectations, being better than ever before at a Thanksgiving.

At the store of David Clarke's Sons, Broadway and 75th street, which has a fine family trade, business was excellent and equal to former years.

Peter Theopine, manager of the Boulevard Floral Co., Broadway near 86th street, said that their business was much better than last year.

Charles Albert Small, of J. H. Small & Sons, Madison avenue and 52nd street, said that they had "very good business."

At Henry Hart's, Madison avenue and 77th street, it was said to have been the greatest Thanksgiving trade they had ever had.

J. W. Hauser, Madison avenue and 56th street, said that business was better than last year.

NOTES.

It is not sacrilege to carry a revolver to church—if you are chasing a thief—for John Curry, the florist of 1118 Lexington avenue, is being highly commended for doing it. It came about in this way. Dr. Richard Kovac's big twin six touring car was stolen from in front of his house on the afternoon of November 30. Later, being called out on a professional visit, he took his runabout. While driving through 77th street, near Lexington avenue, he saw his stolen car standing there and a stranger seated in it. He stopped his runabout, jumped to the running board of the car and said: "What are you doing in my car?" For answer, the stranger presented a loaded revolver. The doctor got off, but in doing so he managed to shut off the gasoline from the tank to the engine. Enters John Curry. He was standing in front of his store and heard the conversation between the doctor and the thief and ran into the store and got his own revolver. The thief ran south in Lexington avenue with John and the doctor in pursuit, the former firing in the air. They ran him into the church of St. Joan Baptiste, where, assisted by two policemen, they captured him in the choir loft.

Every soldier and sailor of Manhattan, who died for his country in the great war, will have a memorial tree planted for him in Central park. On each tree, the name of the soldier or sailor for whom it is intended as a memorial, will be inscribed upon a bronze tablet. The tablet is to be designed and approved by the municipal art commission. The park department has already contracted for forty American elms, to be delivered for planting next spring. These trees will be planted along the avenue on the Mall, where the old trees are in bad condition and will be removed. The trees along the

NEW DWARF SOLANUM

Cleveland

THE PRIZE WINNER

Fine, Bushy, Dwarf Finished Plants, smothered with berries, for the retail trade.

4 inch..... 25c 4 inch, select..... 35c

BENCH BOSTONS

Fine stock for 5 and 6 inch, 25c and 35c.

CARL HAGENBURGER, West Mentor, Ohio

RAEDLEIN BASKET CO., CHICAGO, ILL.

713 Milwaukee Avenue



- | | |
|---------------|---|
| No. 1. | |
| 25 | Tumbler Baskets, in all colors, complete with metal liners..... \$8.50 |
| No. 2. | |
| 12 | Cut Flower Baskets, 9 to 11 inches deep 24 to 32 inches over all, in all colors and complete with metal liners..... \$9.00 |
| No. 3. | |
| 15 | Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... \$15.00 |

Write for Catalog.

Mention the American Florist when writing

Mall are the only strictly formal planting in the park, so if any of the new planting should die they will be at once replaced by American elms.

Captain J. R. De Lamar, who died in Roosevelt hospital of pneumonia, December 1, was known in the horticultural trade of New York largely on account of the fine exhibits of plants, notably chrysanthemums, which his gardener, Robert Marshall, has in recent years placed in the shows of the Horticultural Society of New York. His estate is at Glen Cove, L. I. Captain De Lamar was born in Amsterdam, Holland, 75 years ago. His career had been adventurous; a shipmaster at the age of 23; a contractor at Vineyard Haven, Mass.; a Colorado miner, where he is said to have made more than \$20,000,000, and finally, a Wall street operator, where he was known as the "Man of Mystery."

At a joint meeting of the flower show committees of the New York Florists' Club and the Horticultural Society of New York, held December 2, it was decided as inadvisable to hold a show in the spring of 1911. This decision was in part due to the difficulty in securing a suitable place to hold a show, the United States government having taken over the Grand Central Palace. It was practically decided to hold a show in the spring of 1920, and an active campaign will be inaugurated with that end in view.

Hession, of Madison avenue and 75th street, has received the news that George Holzschneider, who was his employe for many years, was killed in action, October 14. He was a bugler in the 30th Infantry. That is the third of Hession's former employes who have died in France, besides a nephew. The deaths of John W. Ellison, Andrew McCabe and John T. Hession, were reported in our issue of November 30.

For the two days of the past week following Thanksgiving, the supply of stock was light and though prices were easier there was no heavy drop. As a matter of course there was light buying, November 29, but the following day, being the end of the week, there was necessarily more stocking up and business was fair.

Philip Krebs, a well known grower of Orangeburg, Rockland county, N. Y., who sells his stock in the Cut Flower Exchange, was recently officially notified that his son, Charles W. Krebs, had been killed in action in France. Mr. Krebs has another son in the army. Charles was in the twenty-third year of his age.

McKenney, Fifth avenue and 42d street, reports an excellent Thanksgiving business. On December 2 he arranged fine designs and a pall of orchids and violets for the funeral of Jesse Lewisohn, a well known citizen.

The Interborough is constructing an exit from the Lexington avenue subway right at the door of Leo Klein's store, Lexington avenue and 60th street. Hereafter we expect Leo's window will be a grand exhibit of the finest stock in the market.

George Stathes, the retailer of 889 Columbus avenue, has been notified that one of his two sons who are with the American forces in France, has been severely wounded and is now in a hospital.

Secretary John Young went to Atlantic City, N. J., December 3, to attend a meeting of the United States Chamber of Commerce.

A. F. F.

NORTH WALES, PA.—With ample coal to meet all requirements, the range of the Florex Gardens will run to full capacity this winter.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857



745 Buckingham Place.

L. D. Phone, Graceland 1112

Send us your retail orders.

We have the Best Facilities in the City

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing



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D. C.

Gudes'

Members of Florists' Telegraph Delivery.

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New York.

DRAKOS CO.

FLORISTS

2953 Broadway, Opp. Columbia College

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For Wisconsin Delivery

OF

"Home Grown Flowers"

Get in touch with

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Flowers and Service THE BELLEVUE-STRATFORD
BROAD AT WALNUT STS.

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Max Schling

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785 Fifth Ave.

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Deliveries in Chicago and Suburbs.

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Telephone 4265-4266 Farragut.

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To out-of-town florists: New York.
We are in the Heart of
And give special attention to steamer and the-
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Stock in the market.

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Mention the American Florist when writing

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CHAS. EBLE

Oldest Florist South

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FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.
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Albany, N. Y.

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FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

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Telegraph orders for Dayton will receive our
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MEMBER
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JAMES WEIR, Inc.

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Telegraph orders receive our usual good care
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Artistic Funeral Designs. Flowers for all occasions.

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Seattle's Leading Flower Shop

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Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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 Brooklyn, N. Y.—Joseph Trepel.
 Brooklyn, N. Y.—James Weir, Inc.
 Buffalo, N. Y.—S. A. Anderson, 440 Main St.
 Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
 Chicago—Alpa Floral Co., 146 S. Wabash.
 Chicago—Briggs Floral Co.
 Chicago—Central Floral Co., 132 N. State St.
 Chicago—Friedman, 622 S. Michigan Blvd.
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 Chicago—A. Lange, 25 E. Madison St.
 Chicago—North Shore Floral Co.
 Chicago—Schiller, The Florist, 2221 W. Madison.
 Chicago—G. Wittbold Co., 745 Buckingham Pl.
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 Cincinnati, O.—Hardesty & Co.
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 Dayton, O.—The Park Floral Co.
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 Grand Rapids, Mich.—Grand Eads Floral Co.
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 Kansas City, Mo.—A. Newell.
 Kansas City, Mo.—Wm. L. Rock Flower Co.
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Canada's best known and most reliable florist

Only the Best Dunlop's

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We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

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No order for less than \$3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

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Deliveries to Steamers and All Eastern Ports.

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Telephone orders delivered to all parts of New York City, Brooklyn and Long Island.

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HARDESTY & CO.
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THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

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FLORISTS

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Both Phones, 527

Special attention to mail and Telegraph Orders.
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Artistic Designs and Fresh Cut Flowers

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Greenhouses, 437 Bay Street

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

In **SAN ANTONIO, TEXAS**
It's EDWARD GREEN, Florist

Avenue C at 8th Street

Member of Florists' Telegraph Delivery Association.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to

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All orders carefully filled under the supervision of
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GEORGE ASMUS, Mgr.
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Palmer's
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BUFFALO, N.Y.
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Everything in FlowersPrompt Deliveries to any town or city
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"Up-to-the-Minute" Service and Execution.

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All Orders Promptly Executed

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Keadel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held at Chicago, June, 1919.

AMERICA gladiolus bulbs are said to be harder to clean and put in shipping order than other sorts.

ED. GOLDENSTEIN, of Vaughan's Seed Store, Chicago, is at his desk again after nearly a year's service at Camp Grant with the troops.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade December 4 were as follows: Timothy, \$8.00 to \$10.75 per 100 pounds, no change from last week.

ST. LOUIS, Mo.—D. I. Bushnell is returning from his New England vacation improved in health, although still somewhat weak, and expects to go south in December.

TOLEDO, O.—Clover closed 10 cents higher December 2 at \$25.70, a drop of 60 cents during the week. Cash timothy was 5 cents higher, selling at \$5.00; December, \$5.10; January, \$5.25 and May \$5.35.

THE United States government restrictions on the use of nitrate of soda for fertilizing purposes have been lifted. The nitrate committee, however, remain in control, and it is reported will continue to fix prices each month as before.

REFERRING to clover and timothy, C. A. King & Co., Toledo, O., say that the export demand will be a big factor in determining prices. Some dealers estimate sales of clover for export have been 15,000 bags. Delayed cables have greatly restricted business.

STATISTICS of imports and exports at the port of Amsterdam, show that seeds decreased in imports from 223,612 metric tons in 1915, to 136,120 in 1916, and 32,672 in 1917. In exports, the quantities were 50,156 tons in 1915, 17,729 in 1916 and 6,027 in 1917.

VISITED CHICAGO: Edwin Northrup, of Northrup, King & Co., Minneapolis, Minn., and Miss Isabel Northrup; Samuel Cole, Ventura, Calif., and his son, Lieut. C. A. Cole, who is with the forces at Camp Taylor, Louisville, Ky., the latter recuperating from the influenza.

BALTIMORE, Md.—Thorburn A. Bixler, for a number of years connected with the wholesale field seed trade, whose great great grandfather, Grant Thorburn, founded the firm of J. M. Thorburn & Co., New York, is now associated with J. Bolgiano & Son of this city.

PHILADELPHIA, Pa.—Miss Josephine Helen Michell, daughter of Frederick J. Michell, of the H. F. Michell Co., was married November 20, to Walter G. Arader at St. Madeline's church, Ridley Park, Pa. The bride carried a shower bouquet of white roses and orchids.

CAPITOLA, CALIF.—The Brown Bull Ranch reports business more than satisfactory. Orders are being booked for 1919 delivery of Freesia Purity, God-freew and Aethopica callas, tulips, daffodils and sweet pea seed; also immediate delivery of gladioli and Calla Eliottiana bulbs.

Watch Your Step!

There never has been a time in recent years when it was more difficult to predict our business requirements than today. The natural and customary plan of purchasing a coming season's supply of various stocks by those of the preceding year, or an average of recent years, fails now, as many trials have proven. Care should be taken regarding every purchase of futures, both as to quantities and possibilities of market declines.

Peas and Beans.

Grand Rapids, Mich., Nov. 20

The way the bean crop is turning out in this state is somewhat of a disappointment. It is believed the average will not be over six bushels to the acre, which will not pay the farmers, as almost anything else they can grow will give them better returns. Our crops in other sections proved more satisfactory, but it seems to us that the large surplus that was expected is growing beautifully less, and in our opinion, all garden beans that have been grown this year will be needed for 1919 planting.

Pea crops have been very disappointing also and some varieties are very short.

A. J. BROWN SEED CO.

Fertilizer Regulation.

The appropriation of a sum adequate for the undertaking of investigations of commercial fertilizers is urged by Secretary Houston of the department of agriculture in his annual report, as well as the passage of legislation under which the government could secure to consumers proper protection against misbranded, adulterated and worthless fertilizers entering into interstate commerce.

"I am convinced that there is much indiscriminate use of commercial fertilizers in this country, and, therefore, much waste of money," he says. "This arises from the lack of available satisfactory data. Soils require careful treatment, just as does the human body. A number of states have conducted fertilizer experiments over a long period and have obtained and dissemin-

ated valuable information. Because of the importance of this matter for the whole Union, I believe that the federal government should participate in this work, and that an adequate sum should be made available to the department for co-operative experiments with state institutions."

B. F. L.

Vine and Corn Seed.

Fremont, Neb., Nov. 30, 1918.

Practically all of our cucumber, muskmelon and watermelon crops have been received, cucumber turning out fair yields on a limited acreage and a small crop of muskmelon with acreage also small. Watermelon shows fair production, but no large surplus, and a few varieties somewhat short. Pumpkin and squash are being harvested a little later than usual and only a few crops have been received to date. The work is now progressing, however, and we hope to receive advice of shipments in the very near future.

Sweet corn will be short and many kinds total failures, especially in the early varieties. In field corn, flint and dent are of fairly good quality, but the yield is limited on account of only a small part of the state having grown good crops during the past year, this applying particularly to the larger and later named varieties of white and yellow dent, also to flint, due to limited acreage. We believe, however, that the quality will be good and show a high percentage of germinating vitality.

WESTERN SEED & IRRIGATION CO.

Davy Moves to Juvisy.

With the purchase of the establishment of Dupenloup, Pienness & Larigaldie, at Juvisy France, established in 1845, Davy, well-known seedsman, for a number of years at Arpajon, has moved his business to Juvisy, where he has made extensive improvements, including additional warehouses and modern seed-cleaning machinery, making it one of the largest, up-to-date establishments of its kind in France. Seeds are now being grown on the Davy farms at Arpajon and in the west of France.

Pieters-Wheeler Seed Company

Growers of
High Grade



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Gilroy,
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Beet,
Carrot,
Lettuce,
Onion,
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Correspondence
Solicited.

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Growers of

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Mention the American Florist when writing

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Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALADY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

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Seed Packets

FLOWER SEED SIZES TO CATALOGUE
ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Godfrey Callas Wanted.

State size and price. Address

Key 944, care American Florist.
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Specialties: Pepper, Eggplant, Tomato,
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Grown for the Wholesale Seed Trade

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SEEDS WHICH SUCCEED

Blomdsdale Farm. Bristol, Pa.

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Wholesale Price List for Florists
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THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin,
Sweet, Flint and Dent Seed Corn.

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We carry a reserve stock of the
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Vegetable and Flower Seeds

Try us for Quick Supply.

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FLOWER SEEDS



WE make a specialty of Flower Seeds for Florists and Seedsmen. We carry large stocks of all the popular varieties, such as Asters, Balsams, Bachelor's Button, Calendulas, Cosmos, Dianthus, Marigold, Mignonette, Morning Glory, Portulaca, Phlox, Sweet Peas and Zinnias, etc., and shall be pleased to quote on your list of requirements for present and future use.

VAUGHAN'S SEED STORE
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SIMON LOUIS FRERES & CO.

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(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery,
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Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

English Catalogue on Application.

ENGLISH CORRESPONDENCE.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

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EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin,
Cucumber and Watermelon Seed, and Field
Corn on contract.

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WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion
and Radish.

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Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

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CAREFUL SEED GROWERS AND SEED DIS-
TRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue
to Market Gardeners and Florists.
Pratt & Light Sts., BALTIMORE, MD.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

THE 1918 tomato pack is officially reported about 4,000,000 cases more than last year.

PROVIDENCE, R. I.—The feature of the monthly meeting of the Rhode Island Horticultural Society, November 20, was the lecture of Professor H. D. Phelps on "The Storing of Vegetables," a model of a small storage plant such as may be used in the average home cellar being shown.

Prices of Indoor Fruits and Vegetables.

Chicago, December 3.—Cucumbers, 2-dozen box, \$3.50 to \$5.00; celery, crate, \$1.00 to \$1.25; head lettuce, 2-dozen, \$1.75 to \$2.50; radishes, per dozen bunches, 35 to 40 cents; tomatoes, per lug, \$3.00 to \$3.50.

New York December 2.—Celery (state), per bunch, 30 to 60 cents; cucumbers, \$1.50 to \$3.25 per dozen; mushrooms, \$1.00 to \$1.85 per basket; tomatoes, per pound, 15 to 32 cents; lettuce, per package, 75 cents to \$5.00; radishes, per 100 bunches, \$3.00.

Beets for Influenza.

An Austrian doctor having discovered that beets were a preventative of and remedy for influenza, gave his patients a plateful of beet salad as soon as the fever set in and within eight hours after they had eaten the beets the fever would leave them—so he asserted. According to a report from The Hague, this alleged cure on becoming known in Holland led to such a demand for beets that the price advanced to 40 cents each, whereas before the war they had cost about two cents.

Vegetable Markets.

While the movement is still decreasing, prices continue steady to strong according to reports received by the bureau of markets, United States department of agriculture, for the period November 26-December 2. Potatoes averaged about the same as during the previous week, being slightly lower in the west and very firm in the east. Minnesota and Wisconsin No. 1 sacked whites held at \$1.60-\$1.70 for carlots at Chicago, but weakened slightly in jobbing markets. Northern shipping points were steady. The tone of the onion market improved both east and west. Choice sacked yellow stock advanced to \$1.75 f. o. b. Connecticut valley shipping points and ruled \$1.50 in the Rochester, N. Y., section. California Browns strengthened to a range of \$1.25-\$1.50 and eastern and middle-west sacked yellows held at \$1.25-\$1.75 in most distributing markets. Cabbage values continued to strengthen with sharp gains in producing sections. New York Danish seed advanced fully \$4 at Rochester, closing at \$18-\$22 per ton in bulk. Wisconsin Holland seed was strong in shipping sections and consuming markets advanced to a general

range of \$20-\$27. Chicago advanced \$4 to a range of \$22-\$24. Shipments declined sharply. New York Golden Heart celery strengthened in producing sections, choice field stock ruling \$3.25 in the rough f. o. b. Rochester. Michigan celery was unchanged at \$1-\$1.25 per square at Chicago. California Golden Heart was steady at shipping points at 50-60 cents per dozen. Florida head lettuce ruled \$2 per hamper at Orlando and \$2.50-\$3.50 in consuming markets. California Iceberg was steady at \$3.50-\$4.50 per crate.

Celery.

This has been a remarkable season for celery, especially so in regard to the market. We cannot remember such a shortage of celery, which of course means high prices, for in this business, cost of production has nothing to do with the selling price; the law of supply and demand rules supreme, and the grower must look out for himself where he comes out. Several factors bear on the present situation, namely, a shortage of labor, dry season, and difficult and expensive transportation. In our section, celery has never been a very important market garden crop, owing to the fact that northern producers flooded this market with cheap celery. But this is not the case now, and as long as conditions remain as they are, it will be wise to pay more attention to this crop. This is especially true since the introduction of hilling machinery has simplified culture wonderfully. We have used two implements for some time that work hand in hand, and which have displaced hand labor entirely, and these two are Planet Jr. pivot wheel two-horse cultivator, and the Bonney banker. With the former exact and speedy cultivation is possible, and the latter machine hills as fast as a team can walk and does it well. We have finished this season one of the finest crops of celery we ever saw without any hand labor whatsoever. Of course, this crop was primarily the result of mechanical watering—for without water, we would have had no celery. But with the withdrawal of our labor for war purposes, we never could have completed the crop without the above two machines or similar ones. In the end, mechanical equipment is more reliable than hired help, and this is now more true than ever. The greatest problem to our celery crop has been the harvest, but owing to cheap production, we could afford to spend more for the harvest and did not hesitate to pay \$5 per day for men. Conditions have to be met, and in these notes is our way as practiced this season. We believe many growers could pay more attention to celery with profit. MARKETMAN.

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F. DORNER & SONS CO.,
Lafayette - - - Indiana

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R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips, Growing Crops Given Personal Attention.

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Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
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Mushroom Growing

By B. M. Duggar.

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, \$1.50.

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FREESIA Purity Mammoth

¾ inch and up.

Sweet Peas, Winter Flowering Spencer, best varieties Lilium Giganteum, from cold storage, in cases of 350; Cyclamen Seed, finest American grown; new varieties Cinerarias, Begonias, "Nice" Stocks, etc.

Send us a card stating kind and quantities wanted and we will give you special prices.

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53 Barclay St., thro to 54 Park Place
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SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
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Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS LANGPORT, Eng.

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BAMBOO CANE STAKES

Size	Number to bale	Price Per bale
NATURAL, 6-9 ft.	600	\$7.00
" 9-12 ft.	400	8.50

Prices ex warehouse New York

Terms—Net cash 30 days.

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Flower, Vegetable and Farm

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J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

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JOHN BODGER & SONS CO.,
Contract Seed Growers

LOS ANGELES, CALIFORNIA

Carnation Cuttings

For Early Delivery.

	Pink	100	1000		Red	100	1000
Liddle		\$7.00	\$60.00	Aviator		\$4.00	\$35.00
Cottage Maid		4.00	35.00	Nebraska		4.00	35.00
Miss Theo. true rose pink		4.00	35.00	Beacon		4.00	35.00
Mrs. C. W. Ward, true rose pink		4.00	35.00		White		
Enchantress Supreme		4.50	37.50	Crystal White		6.00	50.00
Pink Delight		5.00	45.00	Matchless		4.00	32.50
Alice		4.00	35.00	White Wonder		4.00	35.00
Enchantress		4.00	35.00	White Perfection		4.00	35.00
Rose Pink Enchantress		4.00	35.00	White Enchantress		4.50	37.50
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Merry Christmas		5.00	40.00	Benora		5.00	40.00
Doris		6.00	50.00		Yellow		
Rosalie		5.00	40.00	Yellow Prince		5.00	40.00
Belle Washburn		5.00	40.00	Old Gold		5.00	40.00

Packing and Boxes Will be Charged for at Cost.

C. U. LIGGIT,

Office:
325 Bulletin Building.

Philadelphia, Pa.



Michell's Fresh Crop VERBENA SEED

Our Mammoth Fancy Strain of this popular bedding plant cannot be excelled for its free flowering qualities, large size and purity of colors. We offer

MICHELL'S MAMMOTH FANCY

Blue, Pink, Scarlet, Striped, White

at 30c per trade packet each, or \$1.25 per ounce.

Mixed Colors, 30c per trade packet or \$1.00 per ounce.

ALSO ALL OTHER SEASONABLE SEEDS,
BULBS and SUPPLIES.

Send for Wholesale Price List.

Henry F. Michell Co., 518 Market St.,
Philadelphia, Pa.

Mention the American Florist when writing

R. C. MCGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO

CABLE ADDRESS: "MCGILL-SEED"
SAN FRANCISCO

CALIFORNIA

Mention the American Florist when writing

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and
Watermelon; Pumpkin and Squash.

FREMONT, - - - NEBRASKA.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip,
Radish, Beet, Carrot, Spinach, etc.

Branches: Wisconsin, Colorado, Milford, Conn.
Montana, Idaho, Washington.

Mention the American Florist when writing

GARDEN SEED

Best Sweet Corn, Garden Beans, Onion Sets,
and Sweet Potatoes in variety. Also other items
of the short crop of this past season, as well
as a full line of Garden Seeds, will be quoted
you upon application to

S. D. WOODRUFF & SONS, 82 Bay St., NEW YORK
and ORANGE, CONN.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward McCon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-fourth annual convention will be held at Chicago in 1919.

MILWAUKEE, WIS.—John Ernst has purchased 12 acres of land on the Janesville road on which he will establish a nursery.

Christmas Tree Embargoes.

From present indications, taking into consideration embargoes, quarantines in several sections against cutting and shipping owing to prevalence of pests, and the difficulties of freight transportation, the Christmas tree supply for the coming holidays seems uncertain as shown by the reports of the following well-known dealers:

According to the W. W. Barnard Co., Chicago, due to the embargo against transportation of evergreens from New England, because of one or two diseases which are spread by the trees when thrown into yards, etc., the firm's source of supply, which from present appearances will be very limited, will be confined to northern Michigan and Wisconsin, while the matter of delay in freights makes the situation even more difficult.

Hall, Wedge & Carter, general commission merchants, Chicago, who for the past four or five years have handled small table Christmas trees in carloads, have abandoned them this season, their action being based upon a communication from the United States railroad administration, received September 23, in reply to a request for information as to whether the small trees would be considered a non-essential product this year, and as to whether in event dealers were allowed to handle them, shipments moving out of Minnesota to Chicago, Atlantic coast points and intermediate destinations would be embargoed. The railroad administration, while stating at that time there was no disposition on its part to take any such action, called attention to the fact that forest products to other than several departments of the government, except shocks, staves, headings and manufactured containers, were under embargo from all parts of the United States and Canada to the points mentioned, and that it would also be necessary for the consignee to obtain a permit covering each shipment.

W. A. Harnis & Co., another prominent Chicago commission firm, who have taken the matter of embargoes up with the forestry divisions of a number of the states in which the bulk of these trees are cut, report that in Maine no new quarantine has been placed on evergreens, the federal restrictions being the only quarantine in force in that state. The New York state laws prohibit the importation of any evergreens from the quarantined area of Maine. In Vermont, there is no law against cutting and shipping such stock, but there is a federal quarantine against the shipping of Christmas trees from certain sections of the state, due to the prevalence of the gypsy or brown-tail moth. New Hampshire has no restrictions placed upon the ship-

ment of evergreens out of the state. The movement of young pine trees has been prohibited on account of the white pine blister rust, but spruce, fir and hemlock are not affected.

Nursery Stock Embargo.

Additional restrictions on the entry into this country of certain classes of nursery stock and other plants and seeds, are urgently needed, according to the annual report of the Secretary of Agriculture, which has just been made public. "The danger of introducing destructive diseases with plants

URGENT.

Plant Imports Danger.

Unless the plant growers and nurserymen of the United States take prompt and vigorous action, it is likely that all imports of palms, azaleas, roses, rhododendrons, box and bay trees, etc., also general nursery stock, from Europe will be shut out under the proposed plan of the federal horticultural board unless the present programme of that body is changed.

What To Do.

Every florist, nurserymen and seedsmen should at once telegraph protests to his representatives in Congress, both Senate and House of Representatives, also to Dr. C. L. Marlatt, Chairman Federal Horticultural Board, Washington, D. C.

Do It Today.

having earth about the roots, and plants and seeds of all kinds for propagation, from little known or little explored countries, is especially great," declares Secretary Houston.

"The large risks from importations of these two classes arise from the impossibility of properly inspecting the former, and from the dangers which can not be foreseen with respect to the latter. Examination of such material is necessarily difficult, and the discovery of infesting insects particularly if hidden in bark or wood, or of evidences of disease is largely a matter of chance. Such control therefore, as a condition of entry is a very imperfect safeguard."

A wide interest in this subject has developed throughout the country, according to the secretary, which has manifested itself in numerous requests from official bodies in all sections for greater restriction on plant imports. As a result of a hearing held last May, at which the whole subject was fully discussed, it is proposed to issue a quarantine which shall restrict the entry of foreign plants and seeds for propagation substantially to field, vegetable and flower seeds, certain bulbs, rose stocks and fruit stocks, cuttings and scions. The entry of these classes of plants is represented to be essential to the floriculture and horticulture of this country.

B. F. L.

Buffalo.

BUSINESS NOT UP TO FORMER YEARS.

With favorable weather during the past week, especially on Wednesday and Thanksgiving day the local trade had the opportunity to handle a large supply of stock, and while results were in the main satisfactory, sales fell below those of former years. Chrysanthemums as usual led the demand but the warm weather during the greater part of the month made the stock soft and hard to keep. Carnations were good but scarce. Roses, while plentiful, were never in great demand. Other stock was limited in supply. The supply of plants was short and prospects for Christmas are none too promising. November was a fairly busy month, but society events and weddings do not call for many flowers at present.

NOTES.

All of the flower shops are brightening up and making their establishments attractive for the coming holiday rush. Several of the department stores have decorated with laurel and holly to encourage early shopping. The florists, however, will not get the benefit of this suggestion, as their orders come in last with the necessity of delivery on short notice.

S. A. Anderson is a busy man these days, arranging for the opening of his Elmwood avenue store and getting ready to assume his new office of county treasurer.

BISON.

VIBURNUM PLICATUM

Also Berberis Thunbergii, Hydrangea paniculata, Weigelia, Spiraea, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENN'A.
Ant. Wintzer, Vice-Pres.

Specialists in Specimen Stock

FOR LANDSCAPE WORK

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.

Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS.

P. O. Berlin, N. J. Williamstown Junco, N. Y.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kalan.

342 pages, illustrated. Price, \$1.50.

American Florist Co.

440 S. Dearborn St.,

CHICAGO



WINDOW BOX EVERGREENS

Especially Grown, Bushy, Symmetrical Stock.

	Each	Doz.	100
Assorted varieties, \$9.50 per 50.....			\$18.00
Assorted varieties, extra select balled plants.....	\$0.50	\$5.00	
Picea Canadensis (Black Hill Spr.), extra bushy, 12-18-inch, balled.....	.50	5.00	
Pinus Mugho (Dw. Mt. Pine), bushy, 6-10-inch, balled.....	.50	5.00	
Thuja Pyramidalis (Pyr. Arb. Vit.), extra fine, 12-18-inch, balled.....	.50	5.00	

MINIATURE XMAS TREES

Well formed, thrifty, shapely stock.

1 - 1½-ft.....	@ \$10.00 per 100
1½ - 2 -ft.....	@ 14.00 per 100
2 - 3 -ft.....	@ 22.00 per 100

EVERGREENS FOR TUBBING

Owing to scarcity of Boxwoods, hardy evergreens will be largely used in their place. We have prepared a very complete line at attractive prices. Correspondence solicited.



Miniature Xmas Tree.

The D. HILL NURSERY CO., Inc. (Box 404), Dundee, Ill. **Evergreen Specialists**
Largest Growers in America

"MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company

WYNCOTE - - PA.

WRITE FOR PRICES"

Mention the American Florist when writing

Geraniums

Nutt, strong 2-in., per 100.....\$2.00

Viaud, strong 2-in., per 100.....2.00

Ricard, strong 2-in., per 100.....2.00

Dracaena Indivisa, good thrifty stock for growing on, 2-in., per 100.....2.00

ELMER RAWLINGS, Allegany, N. Y.

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.

All seasons varieties.

Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. Can be sent safely by parcel post, have had one complaint from over 200 shipments.

S. A. Nutt and Buchner...\$15.00 per 1000

Foitevine and Ricard.... 17.50 per 1000

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

DUTCH BULBS

Three delayed lots of **DUTCH BULBS** reached us at New York last week and are now in stock at both our stores.

Write for a list if your needs for winter work are not complete and we will wire you offers for express shipment.

A few Paper White Narcissus, 13 ctms., at Market.

HYACINTHS, Named, I and II

TULIPS, Single Early, Named

La Reine

Belle Alliance

Chrysolora

Yellow Prince

Cottage Maid

Thos. Moore

CROCUS, SCILLAS, JONQUILS, Etc.

Vaughan's Seed Store

CHICAGO

NEW YORK

— THE — Storrs & Harrison Co.

PAINESVILLE NURSERIES

Catalogues and Price Lists

Free on Application.

PAINESVILLE, - OHIO

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.

Adrian, Mich.

CRAIG QUALITY PLANTS

Avoid All Risk and Delay

By ordering your CHRISTMAS STOCK NOW. Arrange with your local grower to keep it for you and deliver at the holidays.

Five Strong Leaders in Flowering Plants

Cyclamen, Poinsettias, Begonias, Heather, Otaheite Oranges.

FOLIAGE PLANTS, in great variety.

CROTONS, magnificently colored. **FERNS**, Norwood, Smithii, Scottii, Teddy, Jr.; **Dracaena Massangeana**, Lord Woolseley, **Pandanus Veitchii**.

In spite of the war conditions our stock is absolutely the best we have ever offered.

ROBERT CRAIG COMPANY, Branch, Norwood, Pa. **4900 Market St., Philadelphia, Pa.**

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, page 612. Correspondence solicited.

Mention the American Florist when writing

Rochester, N. Y.

BRISK SALES AT HIGH PRICES.

Thanksgiving trade in this city was excellent despite the high prices that prevailed for cut flowers, a considerable increase over the figures of last year. In chrysanthemums, the very poorest brought \$3 per dozen, while the carnations sold at \$2. All roses were in good demand and brought excellent returns. Pompons proved very popular and large numbers of them were disposed of. Violets did not meet with a heavy call. Corsages of roses were the favorites. For table decoration, begonias, cyclamens, primroses, pompons and fern dishes went well. Christmas novelties are now beginning to arrive and advance orders are being booked.

NOTES.

George Kramer is taking the place of George Pringle at Salter Bros.' Main street store, the latter having gone to Florida for the winter because of ill health.

Word has been received from Charles Gow, now with the Canadian Mounted Rifles in France, that he will soon visit this city, bringing with him an English bride.

Sergeant Lester Brown, formerly with H. E. Wilson, is reported in a hospital in France, having been gassed and wounded by shrapnel.

CHESTER.

BRISTOL, TENN.—The Thanksgiving trade at the Fairmount Gardens was about as good as usual, with an adequate supply of flowers of fine quality.

SAC CITY, IA.—Willard H. Montgomery of the Montgomery Gardens, reports business was never better than at present, the demand exceeding the supply. Upon the return of Homer L. Montgomery, now with the 12th Machine Gun Battalion in France, extensive improvements will be made to the present range.

Special 7-inch Boston Fern Offer 75c each

Our stock of 7-inch Boston Ferns is exceptionally large, and the plants are fine for immediate sales or for potting on into 8-inch or 9-inch pots. They are pot grown and well established.

OTHER BARGAINS IN FINE POT GROWN BOSTON FERNS

6-inch 50 cents each 9-inch \$1.50 each
8-inch \$1.00 each

GOOD BUY IN WHITMANI FERNS

7-inch 75 cents each

KENTIAS are scarce, and every florist who has facilities should grow as many of these as possible.

Kentia Belmoreana, 2 1/2-inch \$1.25 per dozen
Kentia Forsteriana, 2 1/2-inch 1.25 per dozen
Kentia Belmoreana, 5 inch, made up 9.00 per dozen

We Have 200,000 Small Kentias to Offer.
Get Our Prices on Larger Quantities.

PTERIS WIMSETTI

4-inch, \$10.00 per 100. Nice bushy plants for Christmas baskets or boxes.

ENGLISH IVY

4 inch \$15.00 per 100

BEGONIA GLOIRE DE LORRAINE

7-inch \$1.50 each

THE GEO. WITTBOLD CO.

745 Buckingham Pl., L. D. Phone, Graceland 1112. Chicago

Fall Stock

Write for List of
Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower,
PEKIN, ILL.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

Asparagus plumosus and Sprengerii out of 3-in. at \$5.00 per 100. Cash please. EDGAR EAST-ERDAY, Nokomis, Ill.

ASPLENIUM.

Asplenium Nidus Avis, in choice specimens, \$9, \$12, \$18, \$24, \$30 and \$36 per doz. J. A. Peterson & Sons, Westwood, Cincinnati, O.

BEGONIAS.

Begonia, Gloey of Cincinnati, strong 5-in., \$9 to \$12 per doz. Extra heavy, 6-in., \$18 to \$24 per doz. Large specimens, \$2.50, \$3.00, \$4.00 and \$5.00 each. Gloire de Lorraine, 6-in., \$12 to \$18 per doz. J. A. Peterson & Sons, Westwood, Cincinnati, O.

Begonia Chatelaine, 3-in., \$10.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

BULBS.

Bulbs, French Paper White, Daffodils, Tulips afloat and expected soon. Lily bulbs from storage, French Candidum, Freesias. See our advertisement elsewhere in this issue. Dutch bulbs are scarce in all varieties. Write for quotations James Vick's Sons, Rochester, N. Y.

Bulbs, French; ready for immediate delivery. For varieties and prices see display advertisement elsewhere in this issue. Dutch bulbs are scarce in all varieties. Write for quotations James Vick's Sons, Rochester, N. Y.

Bulbs, Gladiol. Clean, healthy, fine stock, ready to ship. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs, Cold storage giganteum, 7 to 9-in., (300 to case), \$7.50 per 100; \$21.00 per case. Paper Whites, \$2.50 per 100; \$29.00 per 1,000; A. Henderson & Co., 211 N. State St., Chicago.

Bulbs, Lilium Rubrum, L. Melpomene, L. Magnificum and L. Giganteum. For sizes and prices see display advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs, Cold storage giganteum, sound and dormant, 7-9 in. (300 per case), \$22.50 per case. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Bulbs, Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices, Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, Lilium Giganteum from cold storage, 7-9 in. (300 to case). Write for prices, Chas. Schwabe & Co., Inc., 90-92 West Broadway, New York.

CALENDULAS.

700 Calendulas, Orange King, fine 2-in. at \$3 per 100. Not pot bound or lanky. Cash. HEITMAN-OESTREICHER CO., 5610 North Ave., Milwaukee, Wis.

Calendulas, 2 1/4 in. pots, Orange King, blue plants, \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

CARNATIONS.

Carnation cuttings for early delivery. For varieties and prices see display advertisement elsewhere in this issue. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

CROTONS.

Crotons. Fine healthy stock, 4-in., \$4.80 per doz., 5-in., \$9 per doz.; 6-in., \$1 to \$1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

Cyclamen Giganteum, in bud and bloom, \$6, \$9, \$12 and \$18 per doz. Larger specimens full of flowers, \$2, \$2.50 and \$3 each. J. A. Peterson & Sons, Westwood, Cincinnati, O.

DAHLIAS.

DAHLIAS.

The best cut flower and garden varieties. Get our prices for best quality stock. LYNDBURST FARM, Hammon, N. J.

Dahlias, Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DAISIES.

Daisies, Bellis, Montrosa, pink or white, also Longfellow and Snowball. Fine strong plants, \$2.50 per 1,000, \$6.75 per 3,000, Cash. BILL CELESTY GARDENS, Kalamazoo, Mich.

DELPHINIUMS.

Delphinium Per.—Light and dark blue, extra strong transp., seedlings sown in May, \$3 per 100. Cash. HEITMAN-OESTREICHER CO., 5610 North Ave., Milwaukee, Wis.

DRACAENAS.

Dracaena Massangeana, 4-in., \$50 per 100; 6-in., 75c to \$1.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

EVERGREENS.

Window box evergreen, miniature Xmas trees and evergreens, for tubbing. Fine especially grown, shapely and symmetrical stock. For varieties and prices see display advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

FERNS.

FERNS. Boston, Roosevelt; Whitman, Scholze, Whitman Compacta and Teddy, Jr., cut of 2 1/4 in. pots, \$5.00 per 100; 3-in., \$10.00 per 100. Teddy, Jr., 5-in., \$25.00 per 100. The Reeser Plant Co., Springfield, O.

Ferns, Bird's Nest, 6-in., \$1.50 each. Table 2 1/4-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

FERNS. Boston, heavy plants from 5-in. pots, \$4.50 per dozen, \$35 per 100. Extra heavy 6-in., \$6.00 per dozen. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns, All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns, Boston and Scotti, 5-in., 25c each; 4-in., 15c each. Specimen plants in 10 and 12-in. pots, from \$3 to \$10. Norwood, 6-in., 50c; 6-in., 75c each. H. Vincent, Jr., & Sons Co., White Marsh, Md.

Ferns, Boston, 7-in., special price of 75c each; 6-in., 50c; 8-in., \$1.00; 9-in., \$1.50 each. Whitman, 7-in., 75c. The George Witthold Co., 745 Buckingham Place, Chicago.

Holly Ferns, Cyrtomium Rockfordianum, 2 1/4 in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Bench Bostons. Fine stock for 5 and 6-in., 25c and 35c each. Carl Hagenburger, West Mentor, O.

Boston Ferns, 100 four-in. for \$15.00, Cash please. EDGAR EASTERDAY, Nokomis, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbach, Ferndale, Arkov, Minn.

FREESIAS.

Freesia Purity Mammoth, 3/4-in. and up. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GERANIUMS.

Geraniums in good assortment, including ivy and scented, 2-in., \$2.75 per 100; \$25 per 1,000; 3-in., \$4 per 100, \$35 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

GREENS.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. Caldwell The Woodsman Co., Evergreen, Ala.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. E. A. Heaver, Evergreen, Ala.

Greens. Scarlet Immortelles, \$55.00 per 100; Bonquet Green, \$10 per 100 lbs. Vaughan's Seed Store, Chicago and New York.

KENTIAS.

Kentia Forsteriana and Belmoreana. For sizes and prices see display advertisement elsewhere in this issue. Poehlmann Bros. Co., Morton Grove, Ill.

Kentias. Belmoreana and Forsteriana, 2½-in., \$1.25 per dozen; 5-in., made-up, \$9.00 per dozen. The George Wittbold Co., 745 Buckingham Place, Chicago.

Kentia Belmoreana, 6-in., \$1.00 each; 5-in., 75c each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Kentia Belmoreana, 6-in., \$1.00; 5-in., 75c. R. Vincent, Jr., & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley Pips for quick forcing, \$25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

ORCHIDS.

HAASALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas, our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms. Large Latania and Pandanus Veitchii. Suitable for large halls and hotel decorations, from 14 to 15-in. pots and tubs, \$10.00 each. HENRY SMITH, Grand Rapids, Mich.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, well-colored, 6-in. pots at \$1.00 each; large plants, \$2.00 to \$5.00 each. HENRY SMITH, Grand Rapids, Mich.

Pandanus Veitchii, 4-in., 50c each; 5-in., 75c each; 6-in., \$1.50 each; 7-in., \$2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PRIMULAS.

Baby Primula Malacoides, 3-in., \$10; 4-in., \$15; 5-in., \$25; 6-in., \$50 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ROSES.**EXTRA FINE 2½-INCH ROSE PLANTS.**

	100	\$35.00
White Killarney	100	\$35.00
Sunburst	500	45.00
George Elgar	400	

AMERICAN BEAUTY BENCH PLANTS.

\$12.00 per 100; \$110.00 per 1,000.

VIETOR BROS.

162 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2081.

Roses. Two new seedling roses, Rose Premier, (1919), and Columbia (1918). For prices and description see display advertisement elsewhere in this issue. The Jos. H. Hill Co., Richmond, Ind.

Field grown, two-year-old, hardy own-root stock. See display advertisement in issue of December 7, page 830. Western Rose Co., Pasadena, Calif.

New and standard roses for all uses; get list. Leedle Co., expert rose growers, Springfield, O.

SEEDS.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Asparagus plumosus, greenhouse grown. For prices see advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Huff, Swedesboro, N. J.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Badger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vint, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

SEEDS.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbenia in variety. Wable Robert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Flower and vegetables. Renowned specialties. Sale to seed merchants only. JOS. L'AUQUET, seed grower, Nice, France.

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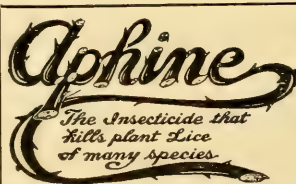
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Trade during the past week was very good, but the Thanksgiving demand was not up to the average. Stock sold fairly well and at satisfactory prices, but the demand was far below the actual supply. Carnations, violets, roses, pompons and orchids were popular items, but the great call was for chrysanthemums, all of which moved well. Pot pompons were good sellers and the same was true of ferns and small palms. The stores are now started for the Christmas trade and from all indications there will be a good demand, but there is a possibility of a shortage of stock. The majority of the greenhouse establishments have closed with the end of the chrysanthemum season and those that are open will be kept busy all winter.

H. A. T.

Patterson, N. J.

The majority of the local retailers agree that the Thanksgiving business was much better than last year. At the stores of Edward Seery, it was stated that they had a great Thanksgiving business, and that their everyday trade was good. In the show window of his Broadway store, there is a large Liberty wreath of magnolia and cypress, with a white dove perched thereon, the national colors being prominent in the arrangement.

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THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

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Bells Across the Snow.

O Christmas, merry Christmas;
Is it really come again,
With its memories and greetings,
With its joy and with its pain?
There's a minor in the carol,
And a shadow in the light,
And a spray of cypress twining
With the holly wreath to-night.
And the hush is never broken
By laughter, light and low,
As we listen in the starlight,
To the "bells across the snow."

—Frances Ridley Havergal.

CHRISTMAS SUGGESTIONS.

The Mid-Winter Harvest.

The brightest, cheeriest holiday of the year is the glorious gift-giving Christmas time, when the thought of making others happy is uppermost in the minds of all. To the florist it is the culmination of one of his busiest seasons. As the farmer harvests his crops in the fall, so, also, do the growers of plants and flowers, who after months of careful preparation, look to the Christmas market for their reward. The handicaps under which, the past season, growers have had to labor, lack of coal, competent help and greatly increased expenses, owing to war conditions, have curtailed the output considerably. Stock in many lines is scarce, and the prospects are that those who have been able to surmount their difficulties, will be in a position to command prices for their products that will amply repay their energy and confidence in the future. Wide-awake retailers everywhere are making great preparations for a business, which, judging by the advance orders and inquiries received, will be quite the equal of any that has gone before. Supply houses, first to feel the increasing enervancy of the retail stores, have had a splendid advance business for all classes of Christmas goods in every section of the country. Commission houses and wholesale cut flower dealers in all the large cities are unanimous in their opinion that all available stock will be disposed of at prices ranging considerably higher than those of last season.

Much is expected of the retail stores, as the final disposition of the stock is in their hands. That they will be equal to the occasion, there is no doubt, although they have also been hard hit in the loss of competent help

and the greatly increased overhead expenses on account of war conditions. Young women have taken the place of men and proved very efficient in much of the work of the store. They have very likely won a position in the business that is pretty sure to continue. Those of the trade who keep a good lookout ahead and have made the best use of the dull periods, although the past two months have shown but little leisure, are fairly well stocked with all kinds of made-up work, such as Christmas wreaths for the window and also for the cemetery, which latter this season, on account of the many recent deaths, will, no doubt, be in big demand.

Too much stress cannot be laid on preparedness. "Always ready" is the watchword of the successful man. Charles Thorley, of New York, once said that any success he had enjoyed came to him because of his always looking ahead and being ready and prepared for every business opportunity as it came along. Henry Penn, of Boston, believes in first being abreast of the times or a little ahead, and then pressing this fact home to the people through newspaper space.

Store Arrangement at Holiday Time.

The arrangement and setting of the store at this busy time is most important. Many shops in the downtown section are crowded with the ordinary daily business, and at holiday times have to make a most intensive use of every foot of space. Some handle only certain lines, while others try to manage by carrying and taking orders from samples, having their stock in a nearby store, from which orders are filled and delivered.

A greenhouse in the rear is always a great help where plants can be

stored closely together and moved out as there is room.

Temporary set stages against blank walls, or in front of cases, provide considerable extra room for the display of plants. It helps considerably if all plants of a kind are kept together. Blocks of color are much more effective than when indiscriminately mixed. A group of oranges or ardisias will attract more attention than single plants. Several of each may be featured with some form of decorations and stood above the others.

A little decoration of the interior with ground pine wreathing and a few stock wreaths of red chenille, hung well up out of the way, is a good setting. Wreaths for cemetery and house decoration can be displayed on wall space or in front of cases.

Temporary shelving over counters, well up above the headline, is a great help, particularly for placing, at rush hours, goods that are sold. Cellar or basement space is valuable, and should be cleared of everything that can be temporarily stored elsewhere. An empty store near by, in which can be carried the stock and Christmas greens, holly, laurel, etc., which is best kept cold, is a great asset. Holly and mistletoe should be kept in boxes open to view, but not handled any more than can be helped. Mistletoe, if in loose sprays, should be bunched and priced, as to allow selection of sprays soon makes junk of the whole lot.

To keep the stock in order, it should be in charge of some one who will replace the unsold goods shown to customers and rearrange broken lots or groups. Frequently, buyers seeing a few empty spaces, will say, "I am too late; your best has been picked out." Filling in with new, or spreading out to make the best showing, leaves no excuse for this thought. If someone, however, is not delegated to look after this work, it is not done, and the store soon has an untidy appearance that affects sales.

Christmas Plant Baskets.

One of the most popular sellers for the holidays is the basket filled with foliage and flowering plants. The supply houses carry a large assortment of these in all shades of single or two-toned colors, also in gilt or silver, which, when artistically filled and decorated with ribbons, are features of any Christmas stock.

There are certain lines of plants that are best suited for the purpose. In foliage, there are crotons in from three to four-inch pots and a few larger, *Dracenas terminalis*, *Massangeana* and *Kelleriana*, four-inch *Pandanus Veitchii*, four-inch *arecas*, *Kentias*, three-inch to four-inch pot *cocos*, *Smithii*, *Norwood* and elegantissima in small sizes, also the *Glory* and *adiantum* ferns. Other *nephrolepis* are too coarse. *Polypodium aureum* is good for large baskets. The birds nest fern from two and a half up to fours is very useful for this work.

While a combination of these plants is good, it takes the addition of the flowering, berried or fruited stock, to make the real effective, salable on sight, basket. Heather in from three to six-inch pots, poinsettias and cyclamens are first selection. *Begonias* are beautiful, but do not hold up. *Celestial* and birds-eye peppers add color, while *Otaheite* oranges and *ardisias* give variety to the expensive arrangements.

Whenever possible, the filling of these baskets should be done at the greenhouses a week or 10 days previous to the time they are wanted. The stock may be gathered from a dozen places, but when all together a number can be filled in a short time, and if well cared for, will get over the moving, straighten out and improve, and can be sent to the store as wanted. This greatly relieves the slavish night work that is required when they are filled in the store as the trade develops.

Care should be taken in color arrangements. White cyclamens and heather look well with poinsettias, while baskets of all poinsettias are very striking. Pink or red cyclamens and heather are a good combination, all, of course, to be used in connection with selections of the various foliage plants. Roman hyacinths work in well, adding grace and fragrance.

Pans and Hampers.

Poinsettia pans are always popular. Many growers make these up, when the plants are young, in from 8 to 12-inch pans. The best are made up about a week before with strong three-inch stock, the edges of the pans bordered with *adiantum* from three-inch pots. These ferns, if bushy, can be divided by cutting the ball in half with a knife from the bottom up to near the top. In this way the roots are not torn apart, those that are cut do not seem to affect the foliage and two plants can be made from one.

Four-inch cyclamens with *adiantum*, in low pans or baskets, the latter with loop handles on the sides, can be made choice and showy. It is the color com-

binations and wealth of bloom that makes these arrangements attractive. Sprigs of holly or evergreens with cones at the ribbon bows, make an effective finish. All these basket receptacles are fitted with tins so that they can be kept watered without danger of drip in the house. The flowering stock in all handle baskets should be placed to face one way, foliage plants or ferns filling in the other side. Bird, or butterfly or figure sticks may be added with good effect.

There are many baskets which are but pot covers, with high handles for decorative ribbon effects. One choice plant in from a six to eight-inch pot, such as a madeup poinsettia, heather or choice cyclamen, is placed in these and makes at once a plant basket. Hamper baskets are also filled the same as those with handles. The lid, nearly fully raised at the back, furnishes a good place for a ribbon bow and streamer.

The show window filled with an assortment of these baskets on pedestals draped with velvet, each standing so as to show its individuality, with a few choice ferns in between, will be a good drawing card the week before the rush.

Wreaths.

Wreaths come into their own at the holiday season. No house decoration is complete without the holly, evergreen or red immortelle wreath, or imitation of the same as is now so effectively made with the Japanese chenille. The holly wreath is one of the most popular, its glossy, dark green leaves and bright red berries,



CHRISTMAS WREATH.

Boxwood, Cones, Holly and Red Ribbon.

combining the Christmas colors, make it the ideal decoration for the window. As a rule, the "fancy" or highest grade wreaths contain two kinds of holly, as it is seldom that the branches bearing the rich, dark green, glossy leaves are heavily berried, for the reason that they grow in low, moist, partially shaded places, while the berries set heavily on trees on higher ground out in the open, in which case the foliage is smaller and a yellowish green in color. Some trees which set heavily with berries have very poor leaves. These branches are gathered and the leaves clipped, leaving only the berries, which are used almost entirely to give color to the wreaths made of the low-land holly, thus making a rich looking combination that is perfect in every respect. The stock, or commercial standard wreath, is wired or wrapped with string on a wire or twisted ring of wild grape vine, willow or other pliable branch. The green, shady holly has broad leaves, which are not so curly as that of the open ground. These make a broad flat wreath to which are added, as the wreath is tied, the berries in bunches, from four to six to a wreath, according to size. The fancy, or high grade wreath, is wrapped on a ring or frame in the same way, but is full rounded in form with the clipped berried branches interspersed throughout the foliage instead of at intervals.

Holly crosses are made the same as the wreaths, generally tied on a frame made of laths. These are used entirely for the cemetery. Some are quite elaborate, made on wire frames with heavy bases to stand upright.

Good full lycopodium wreaths, when made of selected dark green, fluffy stock, have a rich appearance. A slender wrapped ring of red chenille set in or laid over the surface of the green in the center, adds a distinct line of color. A red star of immortelles can be used to fill up the open center. Tied with a generous red ribbon, these are at once attractive and salable. Good sized pompons of red immortelles, set in at intervals, is another method of adding the much desired color.

The fancy evergreen wreath is one of the most artistic. Made of clippings from the nursery rows, there is a variety of form and color that admits of great variation in arrangement. Combined with cones and well-berried sprays of holly, red and white ruscus and other like material, and finished with a red or two-toned red and green ribbon, they are the choice of the shop. The boxwood is also a favorite. A well-made crescent boxwood, decorated with holly berries and cones, which latter should have a little backing of spruce or pine, is a sure seller.

For the cemetery, there is nothing better than the bronze magnolia, which prepared months before, is now decorated with holly berries, cones, red and white ruscus, statice, light sprays of retinospora, hemlock or pine, red immortelles, helichrysums, etc. Fresh green magnolia leaves are preferred by those customers who abhor anything of an artificial nature. These, decorated with fresh flowers, are very good looking and profitable as well.

The red chenille wreath, with the addition on one side of a few sprays of boxwood, red and white ruscus cones, a little holly and a splashing red bow, is a quantity product that



CHRISTMAS BASKET.

Boxwood, Cones, Holly and Ribbon.

makes a good money getter in many shops. A narrow wreath of red chenille or red immortelles, through which is drawn a well-berried and bushy spray of holly, and held together with a ribbon bow, is pretty as a wreath for a window or to send as a Christmas card. The miniature wreaths used for auto car decoration are popular, and will be found good stock to carry.

Wreaths of all laurel, full and generous in their makeup, are, with a bow of ribbon, complete without further additions. Wreaths of hardy ivy are also in demand for the cemetery. These are generally made on mossed frames. Many prefer mossed frames for their boxwood and evergreen wreaths as they claim to get a better effect and a more economical use of material than when tied on. Green and bronze galax are also much used, but as they cannot be prepared much in advance, take up valuable time in the rush hours and should be kept in the background at this busy time.

Evergreen Baskets.

There is nothing more profitable than the small basket of evergreens mixed with other decorative material, such as red and white ruscus, sprays of holly, cones, statice, etc. Ordinary tumblers or low vase baskets are used.

These are mossed and the material stuck in. When tied with a red bow, they are suitable to send as Christmas cards or small gifts. They take but a handful of material, but a minute to arrange, and easily sell for from \$1.00 to \$1.50. A lot of old basket stock that is a bit passe, can be gilded and when filled, looks as good as the new.

Large sized baskets, filled with longer fancy cut evergreen sprays, cones, red and white ruscus, holly sprays, etc., and a ribboned handle, will be found very striking and salable. Showy well made baskets of these materials will bring as much as growing plant baskets of the same size that cost twice as much or more to prepare. Supply houses carry quite a line of burrs, thistles, cones, etc., in all colors, on long stems, which are especially suited to set off the sombre shades of the evergreens.

Taking the Orders.

There are a number of methods in the taking or writing down of orders. Many stores believe they have the best; to them it is almost perfect, yet while efficient no two of these systems are alike. The small store, or one man business, for the most part, still uses a book in which all orders are written

down in rotation as they are received, placing on the margin the day and hour when delivery is to be made. At busy or holiday times, the week is generally dated ahead, one or more pages given to a day as seems necessary. Orders here are always on record, but they sometimes are overlooked, placed on the wrong day, or do not get out on time, by being sandwiched in among a lot of others.

Duplicating slip machines, which make three records at once, one of which is given to the customer or sent with the goods, one turned in to the office, while the third remains in the machine as a closed record of the day's business, are very satisfactory. A good system is to turn in all orders, as received, to the office, where the bookkeeper or cashier takes entire charge of preparing them for the store files. All mistakes of improperly carried out items, whether charge or paid, time of delivery, initials of name, address, etc., that are so common in hastily written orders, are corrected at once when easily remembered. The order is then copied on a small slip about the size of an address tag, the day, date, and time of delivery being on the top line, with the item or items below. The card, if any, is placed in a tag envelope, on which is printed, "This envelope contains card to go with"—plant, design, bouquet or whatever the order calls for is written on dotted lines below. A delivery tag is then addressed, and the card envelope and the slip containing the order, are all three fastened together with a wire stationary clip, the order slip on top. The order is then placed in one of a rack of seven boxes, or a partitioned long box, each plainly marked with a day of the week and one for the future.

This detail work is done much better by the office clerk than by the salespeople, who need every moment to wait on customers. The original order sheets are then filed to be charged later. The work of filling orders progresses rapidly under this system, as the one or more items are on the slip, with which, when packed or selected is placed the card (if any), and the tag is at hand to be tied when the box or package is wrapped. The order slip is initialed and filed by the clerk putting up the order.

The selection of cut flowers for December 24-25 should be made by one or two competent persons. After the supper hour, space in the store is cleared, and the cut flowers in the boxes are brought up. These should never be disturbed or taken out until the orders are to be filled. When received, if properly sprinkled and kept in a cool place, they will remain firm and fresh. As selections are made the flowers with the tag and card are given to others, who pack them in boxes, which have been lined with wax paper, pinning the tag to the box, when filled, which is then passed on to the wrappers. This all may seem a little complicated, but it is a system which greatly simplifies the work when it gets going. Orders that call for plants are given in charge of others, who select, or attach to plants previously set aside, when sold. The great advantage of this system is that everything is at hand to immediately finish the order once it is taken up. When the file boxes are empty, the work is finished, and nothing has been overlooked.

The Telephone.

At this busy time, with the store full of customers, many of them in a hurry, and who have waited some time for the proprietor or their favorite clerk, there is a call over the phone, in fact, incessant calls all day long from customers, who in the quiet of their homes, do not see why Mr. Brown cannot come for "just a minute," and if he does excuse himself to get to them, holds him for five or more.

Everybody recognizes that the telephone is a very important factor in the business. In many stores one-half the orders are received over the phone. Customers expect the same treatment over the wire that they would receive in the store. All phone calls should be answered by the cashier or one of the office force who is familiar with the customers and competent to take orders. They then call the person wanted or take the message or order, which is to be at once given to the person desired for attention. This keeps the service in active operation, which means so much, and is so necessary at this busy time. Many occasional buyers who have no account, and others who call for the first time, will give orders over the phone. In all such cases, when the order is taken, the clerk should say, "How shall we send this, C. O. D., or will you send us a check?" If responsible, the answer is always satisfactory; if not, a poor account is avoided.

Prices for the Holidays.

There should be no difficulty in getting prices that show a good profit at the coming holidays. The early shopping in all the large department stores has set in with a vigor that promises a volume of business likely to break all records. Prices, in many cases, are

much higher than those of even a year ago, and yet this does not appear to make any difference, the stores being crowded as never before.

The way to get a good price is to ask it. At this time, people expect to pay more. Many judge articles by the price; a thing that costs more than something that looks just as good, must, of course, be better.

Many storekeepers judge others, in their ability to pay, by themselves, and price their goods as low as possible, so as not to get the name of being dear or running a high priced store. As a matter of fact, if goods are of number one quality, they will easily bring the top price and draw a clientele of customers that appreciate such stock.

Buying articles for \$1, and selling them at \$2, is the rule in many shops; the immediate transaction looks big, but when balanced in the scale of final adjustment, the net profit is infinitesimal. At all holiday seasons, from 150 to 200 per cent gross profit should be the rule on all perishables, which will include such stock, that not sold has to be carried over until next year.

The art in the fancy wreath or plant basket is worth as much, or more, than the cost of the materials, and should be included in the price. Novelty in design, material or arrangement should be a factor, and the price in keeping with the effect produced. Wreaths of Florida moss, tied up with bows of red ribbon, were a Christmas novelty that last season sold readily at \$10. The material, aside from the ribbon, did not cost 50 cents, yet the effect produced, together with the novelty and the price, put them in a class with others that cost much more but were priced the same.

Many plants can have a featuring touch of color; a ribbon bow, a band of the same about the crepe pot cover, a bird or butterfly stick in the pot, or



HOLLY WREATH WITH BUNCHES OF BERRIES AND NARROW RIBBONS.

if placed in a wicker cover or jardiniere, it shows to better advantage, the price can be advanced very much above the cost of the additions.

The expense of conducting a holiday business with all the necessary extras, labor, car hire, deliveries, suppers, goods left over, waste, etc., which in ratio are much greater than in the ordinary every day trade, must be provided for in higher prices on goods sold. The coming holiday stocks will cost at least 20 per cent above those of last year. All operating expenses will almost bear the same ratio of increase, so that the retailer who does not exact and receive considerably higher prices, will have little left to compensate him for his hard labor.

Next Week in the Flower Shop.

The rapidly approaching holiday finds all the shops working overtime getting their stocks in order for the grand rush. Galax leaves may now be wired or stemmed up and packed in boxes in a cool place for instant use when needed, or made into wreaths and crosses of this material away from drafts, will keep in good condition.

Magnolia wreaths made up during the summer, may now be brought out and decorated with holly, cones, evergreen, red and white ruscus, etc., making them suitable for cemetery decoration. Artificial crepe and waxed flowers will be used not a little this year to help out the scarcity that is likely to prevail in the fresh stock.

Natural grasses and helichrysum flowers make a very good decoration in the magnolia wreath. Years ago, wreaths and crosses of this material alone were very popular for the cemetery.

All indications point to a good Christmas business and a shortage in all lines of stock, particularly flowering plants and cut flowers.

Every effort should be made to make the most of what is available. Single specimen plants may be featured in baskets just large enough to fit the pot. A ribbon on the handle gives a finishing touch.

The plant baskets of foliage and flowering plants, if not already finished, should be filled at once with the stock previously selected and set aside, the work done at the greenhouses, where with a few days to recover, they will make a much better showing than when the filling is done in hurried night work of the last few days in the store.

Give the outside front of the store an elaborate and showy finish. A six-inch wide, half-inch board tied heavily with hemlock, will make a heavy band, 18 inches in width, which placed either side of the front and over the cornice, will make a pretty green frame. Dot this with bunches of red immortelles or pompons and the same size of red chenille about a foot apart, which will add the needed color. Festoons of ground pine or laurel wreathing will make an artistic finish. Many stores in other lines put a Christmas touch to their fronts with a more or less elaborate use of such material, but the florist should excel by all means in this respect, making such a display as is sure to call attention to his establishment.

Do not be afraid to ask good prices. Everything is costing more this year. The overhead will be much higher, and about all the traffic will bear, will be necessary if one is to come out ahead.

In the arrangement of the store, goods of a kind should, as far as pos-



POINSETTIAS FOR CHRISTMAS.

sible, be kept or displayed together. A group of poinsettia pots and pans, or of ferns, will attract more attention than separately distributed through the whole stock.

"Gifts that will grow," is a good slogan for the advertising and also window card.

The Late Mrs. Sage.

The mile of rhododendrons given by Mrs. Sage for the adornment of Central Park revealed her in a characteristic attitude toward a favorite object of her interest. The impulse behind the gift was peculiarly appropriate; the park received much attention from Mrs. Sage, and her thought was to increase its attractiveness for the millions to whom its beauties are an inspiration and a treat. The discouraging fact that among those millions were not a few so selfish as deliberately to destroy, in so far as they could, this child of her fancy, has often aroused comment. Thus all of us suffer because of the misdeeds of a few, tolerated by our laziness in not punishing the wrongdoers.

Mrs. Sage never got over being a schoolmistress. She remained to the last a splendid type of that fine womanhood that has given and is giving so much to America through the channels of education, public and private. Her talks to school children were based on good sense informed by wide experience and illuminated by a penetrating intellect. Where can be found better advice for boys and girls, men and women, the obscure and the powerful, than this?

"I commend to you from my experience of life the cultivation of manners and sound common sense. Character is a perfectly educated will."

Mrs. Sage possessed character.—New York Sun.

Hail Insurance.

Mutual insurance is either an effort on the part of the insured to secure cheaper insurance than that furnished by capitalized companies, or a mutual endeavor to carry risks refused by old line companies. To make mutual companies safe, reserve funds are absolutely necessary. There are various ways of securing legitimate reserves which go to make mutuals as safe as the companies with a capitalization, the only difference being that the backing is furnished mutually by mutual companies. Mutual insurance, without a reserve fund, is largely a matter of faith upon the part of the assured, and a mutual insurance organization that does not levy an advanced assessment, and does not have a reserve, is a matter of supreme confidence in wind.

It takes cold cash to buy dry goods and groceries, and it takes the same commodity to liquidate losses, but if the assured has to depend upon mutuals to liquidate a loss after it has occurred, the cold cash is often evanescent, and the holder of the insurance is sometimes stung. The honesty of the management counts largely, of course, but no matter how honest it may be, the ability to pay and the plan of collecting premiums is something that should be gone into carefully.

The larger the coverage, and the more extensive the contract, the larger should be the reserve. The commissioner of banking and insurance of the state in which companies are organized, can give valuable information concerning the standing of mutuals. Any effort to secure insurance for less than actual cost, will inevitably lead to dissatisfaction on the part of the assured.

JOHN G. ESLER.

Florist Business in Wartime.

Paper by J. Otto Thilow read at the December meeting of the Florists' Club of Philadelphia.

The florist business in wartime, whether active or dull, would be no guide for future planning or preparation of what to do in times of peace, unless the strain is felt through loss, or buoyancy enhanced through victory. Wars are not frequent, and are not always under the same commercial relationship.

During the period of the Civil War, 1861-65, I was through circumstances located in the most strained quarters of the southern states, viz., Richmond, Va. During that period, (of which I have only a very faint recollection), the florist of those days knew very little of forcing houses, or the production of flowers in any quantity, save the once famous *Camellia japonica* and *Stevia serrata*, all grown in pots.

As the period of conflict continued for four years, and under extreme strained conditions, perhaps somewhat known to some of my hearers, the florist was very much in obscurity. Decorations were confined to the social events among the then wealthy, and funeral work a necessity, although limited. As the years went on to the ending of the conflict and a vanquished south, thoughts were not directed to a speedy return to prosperity. But in the course of a half decade, reconstruction and rebuilding awakened the people from their despondent lethargy, partly forced by markets opening for the southern products, cotton and tobacco. During this period, in the city mentioned, then perhaps 50,000 inhabitants (now about 150,000), there was but one florist of any consequence, John Morton, closely related to our well known veteran, Peter Henderson.

His establishment comprised perhaps 12,000 feet of glass, under which were raised the usual pot plants for bedding and for spring sales only, and a very little for winter decoration, except a limited stock of pot specimens. The florist business was very inactive, but with the trend of commercial growth and the remaking of the whole south, the boom was as much delegated to the florist as in other commercial lines. The steady growth, with new methods, modern houses and equipment, placed this city in the forefront of the business in the south. In 1910, the records give us, among 12 establishments, 700,000 feet of glass area, and a corresponding high grade of trade, which today demands more material than they can produce. Thus we see the influence during the war among a people to whom the outcome was not hopeful, and among whom the depression lasted a long time. I must say, however, that as soon as the florist found that his business was a factor, he began to advertise. Even today, it is a common sight, when riding through the adjacent surroundings, to find large billboards advertising some live florist. This was before the advent of the slogan "Say it with Flowers."

We cannot compare localities without seeing a great difference. During the Spanish-American war, the business within the borders of the United States remained as active as at other times. The scene of action was in Cuba and the Philippines, and other remote islands. The only pressure brought upon us was a light form of taxation, and not enough of our man power exacted from our population to

make a perceptible difference; being also of short duration, the effect was not marked. Therefore, we cannot draw any comparison, as the business, unhampered as it was, made its usual stride in both construction and expansion.

We have had a number of problems confront us during the war just closed, we hope, and the effects of which are still seriously under pressure, as we have been told that our vocation was not at all in the line of importance. Imagine an industry which has assumed the proportion of our florist business in this land of ours. The area covered with glass, that of growing in open ground, the constant need of glass, heating appliances, fuel, etc.



J. Otto Thilow, Philadelphia, Pa.

The approximate estimate in 1910, when the greatest increase of importance was compiled, then the acreage had increased from 9,307 to 18,248 in 10 years; the total valuation being \$35,000,000, an increase of 86 per cent.

The bulk of this increase centered around the large cities of the east, and in the states of New York, New Jersey, and Pennsylvania, and they alone made up \$12,000,000 of the aggregate. The most rapid increase has been in the Pacific section, which in latter years has shown marvelous activity in floriculture. We see from these figures that the florist business assumes great responsibility in the financial world, and in property ownership. All of this means the development of an industry, because the people demand it, essential or non-essential; and not because it has been developed by the florist himself and his advertising skill; he is very poor at that, and not until the facilities have warranted our production, have we resorted to "Say it with Flowers." It is also apparent that the largest florist industries and their location, indicate thickest population. It is a business which must be near its consuming centers, although shipping facilities have altered conditions in favor against high priced properties for location.

But what have these statements to do with florist business in wartime? A large enterprise needs constant care and attention of the closest surveil-

lance; this also applies to those of limited proportions. In preparation for the future season as in no other line of commerce, the whole operation is under one's own personal supervision. But when this is all interrupted by government restriction, such as we have experienced in the past 18 months, viz., the working force withdrawn for military, the limited coal supply, almost prohibitive prices of glass, iron, lumber, and even flower pots, then a pallor of fear spread over the country to an almost straining point, even to a proposed closing down of many who feared the worst. With this menace prevalent throughout the country, there was an unprecedented demand for flowers, almost altogether on account of the prevailing epidemic which came upon us with appalling results. For such needs, flowers will and must be used. Many were glad even for this excuse to go into the flower shop uncriticized, otherwise it would be considered luxury as against the needs of the Red Cross and other benevolence to alleviate the sufferings of war. The strain occasioned by the war has had an 18 months' duration, but strenuous during that period.

While the labor situation is by no means settled, nor would any florist of good judgment insist on his full supply of fuel, as he has already prepared for the conditions, (and changes cannot be made instantly), while there is less than 50 per cent of efficient labor obtainable, the florist, like the householder, or other lines of business, has learned many points of efficiency in curtailing. Some of these were thought impossible until tried. Expansion was unthought of, except repairs which were necessary. Economy at all points, in the household, and even to clothing for the person. What has he profited under these extreme conditions?

We venture a prophecy. Economy will redound to great gain when the usual activity begins. The florist has learned to take into account many items and methods of operation never tried before, (one of the greatest assets). Knowing the value of material, he will construct only to the extent that high labor costs and his own working ability will permit, and will be better able to cope with the periods of business slumps which come without war. They are called financial crises; indeed some wisacres have already prophesied, and they may be thoughtlessly correct, and in this, the whole community suffers. The florist feels it first.

Cost of production is seldom figured accurately. It would be difficult to estimate the cost of producing 1,000 or 10,000 roses for market at a temperature of 40, as against that of 20, over a period of one month. Experience during this strained period may lead one to be more accurate than ever, for such a problem. A large supply of first class stock with active market at good prices, is the zenith of profit; the same supply of same stock during a glut cuts down the profit of the high priced market.

Have the strain and the requirements of curtailing voluntarily and by government demands taught us the lesson by which we can profit? I am of the opinion that the majority of florists have noted many points in their operation, never resorted to before in their whole business career, which will ultimately be a source of saving and profit.

The awakening of a consuming public, after a period of depression, when all energy and time have been directed to war needs, will demand greater intensity, as the florist business is fostered by the liberal patronage of the public, comprised of the leaders in benevolence and patriotism. This we have experienced. They have not thrown aside their interest in floriculture. They will again turn to their surroundings, and work among and talk to their garden pets, also adorn the home with the rose and what not. Even those who have suffered losses, will not harbor their sadness except with a sorrowing pride, but they will not forget nature's product; it is food for the soul. The liberal patronage upon the return of order out of chaos, will benefit the florist as much and more than to many other lines.

The grower who depends on his glass and heat is not alone in this disturbance. The nurseryman alike feels the loss of trade severely. If he has been importing, whether outside stock or stock for under glass, he has been restricted likewise. Operations have been latent. But the same spirit that dominates the home interior and all social functions, is also a factor for the home environment. The grounds of the established estate, new operations for new homes, all will need the attention of the horticulturist, and so the awakening comes to all alike.

We count the past two years with losses and a great strain upon our vitality, not only the war and its circumstances, but we have gone through the sorrow of a plague which has reaped its victims, even greater than the war casualties, and even now the prospects are not altogether promising, but we must look beyond the sea, reflect a moment upon the losses among our horticultural brethren, who have seen their establishments shattered by shot and shell, their all, even to their immediate families, torn and vanishing. What must be their hope and prospect? The interdependence of man so clearly manifests itself from this conflict, such as the world never saw or dreamed of.

But, my friends, remember we have given much in this struggle, and from a great sacrifice must come great good. In the war of the south, the reconstruction lasted many years, because their struggle failed, but in the recent war of the world, and now hopefully finished, our land is yielding in greater abundance every muscle of those who labor, and with added thousands who knew not what labor meant, are now enjoying the bit they can do to encourage mother earth to double her yield, and many also taking the places among machinery and industrial lines, to produce what man power did before entering into service, is going to awaken the prosperity of this land, not menaced by the encroachment of the enemy. With new vigor and determined spirit to meet the new era and dawn of prosperity, do not forget that peace has come to all, and victory to us.

OYSTER BAY, N. Y.—Thomas Proctor, formerly of Lenox, Mass., has taken the position of superintendent at the estate of William R. Coe at this place.

FREDERICTON, N. B.—The influenza epidemic, which is now abating, has kept the local florists working to capacity getting out funeral orders. Labor is very scarce.



CHRISTMAS BASKET BY G. E. M. STUMPP, NEW YORK.

Cypripedium and Winterberries, with Willows and Red Ribbon.

THE VIOLET.

Violets at Rhinebeck.

The few days of unseasonable, warm weather about November 1, blasted all of the young buds as they started from the plants, and the result was felt Thanksgiving week, and will be for the next fortnight. Violets cannot stand a high temperature. Three years ago, in September, a hot spell destroyed the buds and there were no flowers during October, which is the first month of the shipping season.

A peculiar feature about the results of a high temperature is that it does not seriously affect the buds that have started on their way to maturity; it hurries them along and forces them out all at once, but the smaller buds are invariably affected by the heat, hence the serious results are not felt for from three to six weeks following the high temperature. The same condition has also resulted when a boiler shed has been destroyed by fire, causing the boiler to heat extremely and running the temperature in the house up to a high degree. The blooms that have developed,

or partly developed, will be as good as if nothing had happened, but after the first two pickings there will be nothing but blasted flowers for six weeks' time, this period being required for the new buds to form and develop into flowers.

This unfortunate circumstance is a severe hardship to the growers in that they have only six or seven months in the year in which there is any income. The rest of the time is taken up with hard work changing the soil and growing new plants until October, when the picking commences if conditions are normal.

All of the growers of former years in the vicinity of Rhinebeck, who were mechanics or had other business experience, have given up violet growing entirely, as with the advanced cost of everything required, they found it more profitable to be employed by Uncle Sam or others. The business now seems to be settling down to just a few successful growers and there is no such thing as an oversupply possible at this time. It is more a question how they are going to supply the demand.

It is very plain to see that the violet is coming back to its own as when

George Saltford, the pioneer grower of Rhinebeck, sold his production for the season at \$5 per 100 and bought that of the next largest grower, Stanton Rockefeller, at \$3 per 100 delivered. Those were happy days for the few, but then Tom, Dick and Harry, the butcher, the baker and the candlestick maker, had a dream, caught the scent, and all put up violet houses—and more houses—until a condition developed where there was profit for none. Finally the reaction came. Now the houses have been torn down, wrecked by the accumulation of snow, dismantled, vacated, etc., until as before stated, it is only a question of marketing the product of a few successful growers. With the present price of coal, fertilizer, water, paper—everything double and treble in price—they cannot exist and pay their bills at anything like the returns they used to get.

H. W.

Violet Mrs. David Lloyd George.

The beautiful new violet, named Mrs. David Lloyd George, received the R. H. S. Award of Merit, October 8, when exhibited by the raiser, J. J. Kettle. The petals are deep violet-purple with a few darker markings at their base. In the center are four white petaloid stamens, forming a light-colored "eye" and a few violet lines appear on each of them. The fragrance of the blooms is very pronounced, and this quality, together with rich coloring and long, sturdy stems, marks the variety as one of the finest of recent new violets.—London Gardeners' Chronicle.

Dahlia Winterling.

Many of the handsomest of the new dahlias are quite hard to keep through the winter. They often spoil when kept under exactly the same conditions as the old-fashioned show dahlias which have gone through a succession of winters without loss. It is not advisable for anyone to invest heavily in dahlias of the newer varieties until a test of their keeping qualities has been made. There are some sorts which even commercial growers have difficulty in wintering.

There seems to be an opinion that the best flowers are obtained when the clumps of roots are planted. This is a mistake; it is very much wiser to divide the clumps and to do it early in the spring. It is not advisable to divide them in the fall or during the winter months as is sometimes done. The dahlias will keep during the winter much better in clump form. In the spring, these clumps usually begin to send out sprouts, especially if the cellar is a little damp. Then it becomes an easy matter to cut them up in such a way as to have an eye on every piece. Of course, a tuber will not grow unless a part of the neck containing an eye is attached. If the dahlias do not start sprouting naturally it may be a good plan to put them in a box of moss, or to place a newspaper over them and keep the paper moist, so that the eyes will begin to develop.

The clumps can be divided easily by the use of a sharp knife. First divide the clumps in halves and then cut away the individual tubers. If you have to divide the clumps before the sprouts start, be sure that a good sized portion of the crown or stalk is left on every bulb.—The Rural New Yorker.

PLANT NOTES.

Begonia Rex.

With the advent of steady firing and a warm propagating bench the cuttings of Begonia Rex should be started at once if good plants are desired for spring and summer growing. These plants are very ornamental when well grown and the leaves can be used in much floral work. These plants are raised from either shoot or leaf-cuttings, but where many are propagated the latter method is generally employed. Well matured leaves that are healthy and vigorous are selected and two methods can be adopted. The leaf can be cut several times through the mid-rib and its branches and then

They Lie in France Where Lilies Bloom.

They lie in France
Where lilies bloom;
Those flowers pale
That guard each tomb
Are sadly souls
That smiling stand
Close by them in
That martyred land.

And mutely there the long night shadows creep
From quiet hills to mourn for them who sleep,
While o'er them through the dusk go silently
The grieving clouds that slowly drift to sea,
And lately round them moaned the Winter wind
Whose voice, lamenting, sounds so coldly kind,
Yet in their faith those waiting hearts abide
The time when turns forever that false tide.

In France they lie
Where lilies bloom,
Those flowers fair
For them made room.
Not vainly placed
The crosses stand
Within that brave
And stricken land;
Their honor lives,
Their love endures,
Their noble death
The right assures,

For they shall have their hearts' desire
They who, unflinching, braved the fire,
Across the fields their eyes at last shall see
Through clouds and mist the hosts of victory.
—Percival Allen, in New York Times.

placed on the propagating bed and the cuts pegged down to the sand. A wire in the shape of a hair pin will do this. Or the leaf may be cut into triangular pieces, with the rib as the apex, and these cuttings inserted in the sand as other cuttings are with the point down. Another method sometimes adopted is to cut the leaf in two parts lengthwise and the two halves are stood erect in the sand. The cutting bench should be shaded and if covered with glass and kept close the propagation will be more rapid and successful. The small leaves will shortly protrude from the sand and when the roots have attained a length of half an inch or more they can be potted in soil consisting of two parts loam, one part leaf-mold, one part well-rotted manure, and one part sand. They will require a warm temperature, and when watering be careful not to wet the foliage, especially where the sun shines upon them, or holes in the leaves will be the result. They should be shifted into larger pots as required and as the plants grow, coarser soil may be used in the potting. They make much handsomer plants when grown in shady locations rather than in the full sunlight.

Lily of the Valley.

It is often remarked that it is surprising more florists do not force lily of the valley for the holidays. While the forcing of this flower throughout the season had much better be left to those who make a specialty of it, for the demand during the winter is not at

all steady, and for the smaller grower to attempt to grow his supply would be hazardous and probably result in so much waste that he would lose in the end. But well grown pots of lily of the valley at Christmas will always be disposed of and there is more or less demand for the cut blooms at that time, and a small amount can be grown and a good profit obtained. Well selected cold-storage pips are necessary—it would not pay to attempt to grow the freshly imported stock—and a place in the greenhouse where the pipes can be enclosed and the pots kept dark with a temperature of 80° maintained. It is not necessary to build an enclosure of wood, for bagging or old carpeting may be hung under a bench and shelves provided that will enclose a space large enough to grow what pots may be required. Three weeks with cold storage pips in this kind of an enclosure will bring it in on time, but the inexperienced grower had better take a little longer and if the flowers come too early, as soon as the bells form the pots can be moved into a cool house and they will be much improved; in fact, they should have a few days in the light to give the foliage proper color. When the pips are received the roots should be cut so that they can be placed in the shallow bulb pans, and then planted in clean sand, the tops of the pips being just even with sand with a dozen pips in a four-inch pan or 25 in a six-inch pan. Water with warm water to settle the sand about the pips, and if they stand above the sand when it settles fill in to the top of the pips, and then place the pans in the warm enclosure. Keep the sand wet and always water at a temperature as warm as the enclosure. When the flowers begin to show, care should be taken not to wet them when watering. As soon as the first bells begin to open place them in a partly shady location in a little cooler temperature and in a day or two they can be placed in full sunlight in a house with a temperature of 60°. They will then harden up nicely and keep longer.

Azaleas.

Keep the azaleas well spaced out as they begin to come into flower. The buds should be swelling rapidly and beginning to show color by early December. Never allow the plants to suffer for water, and where any are shipped out or carried into the residences they should be well watered before being taken out of the greenhouse. All plants that are sent away should be safely covered, and with azaleas it must be taken into consideration that they have been grown in a very warm temperature, and they chill easily. Plants that are forced as hard as these are to have them for the holidays, are damaged very quickly if they get chilled, even if they do not get frost-bitten. We have known azalea plants to look all right when undone, but the blooms wilted and never came out. Six to eight thicknesses of newspaper with a heavy outside wrapping should always be used in doing up these plants and more if the weather is severe. If the plants are not far enough advanced to have them in for Christmas a little higher temperature will be required, for to have them in at that date is a necessity in order to get the best price. Watering or syringing with warm water will assist some, but we do not like to do this unless absolutely necessary to get them in on time. Plants that are too far advanced can be moved into a cooler house, which will greatly benefit them for house culture.

Cinerarias.

As fast as these plants require it they should be repotted and growing to larger-sized pots. They are growing rapidly and should receive no check or they will become stunted. Keep them in a cool temperature, that they may be strong and sturdy, and above all things now do not crowd them, but space them out often; when the leaves begin to touch go over the bench and space them out. These plants are beautiful in early spring if well grown, but if they become crowded and get drawn they are but poor specimens. When the larger plants begin to show their buds, if they are in as large pots as can be easily handled a watering of liquid manure will help them finish their flowers. They are strong growers and great feeders and where the pots are full of roots will need a little stimulant. Constant watchfulness for aphids is required in growing these plants. Frequent fumigations will be necessary or standing on tobacco stems will keep the insects in check.

Polnsettias.

The plants are now forming their showy bracts and the worries of the grower are nearly at an end, for if they have come through to this time in good condition the disposal of the plants and flowers is all that remains to be done. Until the highly colored leaves have attained their full size, however, the same equal temperature should be maintained and then if found advisable a little drop in the temperature can be allowed, but it is far better to do this gradually and not subject the plants to too sudden a variation. The plants should now be all neatly tied to a stake, and, as before remarked, the neater the stake the better the appearance of the plant. It always has seemed strange to us that a grower will spend time and money in producing a crop and then spoil the appearance or the best sale of the plant by using a cheap, ill-looking auxiliary in attempting to save a penny. These plants can be disposed of at a good remunerative price if properly handled, and nice-looking painted stakes can be afforded. The plants grown for cut blooms should be kept tied erect that they may have straight stems. In the cutting and marketing of these blooms much disappointment and failure has been experienced by many growers, the bracts wilting very soon after cutting, and where this occurs they never recover. Some growers place the stems on a red hot coal immediately after they are cut and thus seal the end. Others plunge the stems in hot water, and both are said successfully to prevent wilting. Another plan is to wrap the blooms in wet newspapers, similarly to the manner of handling cut adiantums, and then placing the stems in deep jars of water. It will be found necessary to adopt one of these or some other method to prevent the blooms from wilting or many will be lost.

Flowers by Aeroplane.

Dunlop's, Toronto, Ont., appears to have been the first florist to send flowers by aeroplane. A customer at Beamsville, 75 miles distant by rail, ordered two wreaths last October and as they could not be delivered in time by ordinary methods, the purchaser made a 30-mile journey by aeroplane to get them.



WREATH OF PINE BRANCHES AND CONES.

FLORISTS' PALMS.**Fuel Modification Order Brings Relief.**

With the removal of many of the war restrictions and among them some of the orders of the fuel administration, there is doubtless much relief among the greenhouse men. Those who did observe the rules of the fuel administrator, and bought only the 50 per cent of fuel that was allotted them will be relieved to be able to go into the market and purchase further supplies, while those who placed a much wider interpretation on the order, and secured considerably more fuel than their quota, will possibly rest more easily since the order has been changed. The majority of the trade observed the ruling faithfully, and it is unfortunate for the general reputation that some few will subordinate patriotism to selfishness.

The easier regulation of the coal market will permit many greenhouses to be carried along at a better growing temperature than was thought possible at an earlier date, and this fact will be a considerable help in the palm houses, for while it is quite possible to keep various palms through the winter at a temperature of 45 degrees, and some species even lower, yet it means a loss of some time in growing them, and most growers feel much better satisfied to go into the houses in the morning finding a temperature of 55 degrees to 60 degrees, than to mentally and also physically shiver at 45 degrees. Of course, it may be said that insects will not spread to any great extent in so low a temperature, and this of itself has some value, especially while labor is scarce, but a plant grower usually prefers to have the opportunity of bringing freely and vigorously in bright

weather and this cannot be done to the same degree in cold houses.

The past three months having been largely composed of bright and dry weather, the palms in general have continued in steady growth, and thus have required a considerable amount of water, not only at the root, but also overhead, and with the increased fire heat now required and likely to continue for the next three months at least, there will still be plenty of work for the hose. In the case of heavily rooted, or pot-bound palms, it is rather a difficult matter to overwater them, from the fact that the mat of roots in the bottom of the pot or tub will frequently raise the level of the soil to such a degree that the pot will not hold water enough for an excessive supply. Such plants as these are liable to suffer from dryness when sent out for house decoration unless they are occasionally submerged in a tub of water for an hour or so, the best time to do this being immediately after they are brought home from a decoration, and the same rule of treatment will apply equally well to plants received from a distance by express. In other words, make quite sure that the palms get water enough to soak them thoroughly, else they are liable to suffer in color, and also to lose the tips of their leaflets.

Notwithstanding the war conditions of the past summer, it has been possible to import kentia seeds, and since the palm seed industry has been more systematized, the quality of these seeds seems to be more regular, possibly from the fact that they are more carefully selected, with the result that the journey of several months' duration does not seem to injure them. Thus there is the satisfaction of knowing that some time in the future the product of the seed imports of 1918 may become the

decorative material of some of our floral artists, but owing to the recent ruling in regard to the importation of plants, there is likely to be a serious gap in the supply for some years to come.

We can only hope that no germs of corn smut may be discovered on the kentia seeds at any time, for any such discovery would inevitably mean total prohibition of the palm industry, and the reversion of our artists to laurel roping and long leaf pine for their finest effects.

Those who still have kentias in sufficient quantity to make up some combination plants, will soon be getting busy with this operation, the plants so treated taking hold of the new soil more rapidly in December than in January. Spraying, vaporizing and fumigating are a part of the regular routine at this season, and when followed up faithfully, have a definite value, these processes being more easily carried out at this time of the year than at any other. It is quite probable that if one could empty the palm houses for a week or two each year, and then have a regular campaign of fumigating with hydrocyanic acid, there would be much less trouble in keeping the plants clean through the remainder of the year, but unfortunately it is extremely difficult to select a time and to get the houses emptied, the succession of crops keeping the space occupied practically all the time.

The necessity for light in the palm houses at this season has been frequently referred to in these notes, but yet the impression that palms are essentially shade loving plants still exists in the minds of some, and to those it is once more offered as a reminder, that little or no shading is required from November 1 to February 15.

W. H. TAPLIN.

Society of American Florists.

WAR EMERGENCY CONGRESS COMMITTEE.

The committee appointed by President Totty to represent the S. A. F. at the War Emergency and Reconstruction Congress of War Service Committees of American Industries, under the auspices of the Chamber of Commerce of the United States of America held at Atlantic City, N. J., December 3-6, comprising President C. H. Totty, Secretary John Young, Washington representative, Wm. F. Gude and George Asmus of Chicago, were in attendance throughout the congress. The committee was admitted to the congress under credentials which relegated it to voting power in Group No. 32 and in accordance with the programme they took part in the discussion of the different phases of the problem of reconstruction as they affected the florists' trade. The committee for its section, presented the following resolution, which was carried:

"The committee representing the Society of American Florists and the allied trades, an organization working under a charter passed by congress and signed by the late President McKinley, do hereby submit the following:

"Resolved, that we recommend the continuance of the war industries board for a limited period. We further recommend the creation of a central committee composed of representatives of the major business interests of the country to take up the work of the war industries board during the period of readjustment; also that official recognition shall be given the Chamber of

Commerce of the United States, as this body would be of valuable assistance in economic liquidation of leftover war properties; further, the florist industries ask that all restrictions that have been imposed on them as war measures be removed, such as fuel restriction, and the importation and exportation of its products. These recommendations are of vital importance to the florist industry.

CHAS. H. TOTTY.
JOHN YOUNG.
WM. F. GUDE.
GEO. ASMUS.

The florist trade generally was represented fully and solely by the committee, the Society of American Florists being recognized as a trade organiza-



Edmund A. Harvey.
President Florists' Club of Philadelphia.

tion exerting influence in its principal field. The attendance at the congress was very large, including nearly 5,000 delegates, representing practically every industry. The prevailing idea of the congress was that industry should be allowed in great part to settle the various problems of reconstruction outlined in the congress without restrictions by the national Congress which might be derogatory to the homogeneous reconstruction.

JOHN YOUNG, Secy.

National Publicity for Flowers.

A little over two weeks remain in which to complete the drive for \$50,000 the amount required by our publicity committees to finance the liabilities they have assumed in the carrying out of the publicity campaign for 1918. As will be noticed by the financial report appended hereto, we are short about \$4,665.

Can we make good? Can we raise this small sum among the very large number of florists who have not yet subscribed to the fund? It should not be difficult if the disposition to "let the other fellow do it" were eliminated. The "other fellow" has been doing it all along, in many cases duplicating his subscription or materially increasing it.

The "other fellow" has had an eye to the results forthcoming from the

campaign, a very wide open eye. He realized that we should have to pass through a critical time in the florists' business, a time when the ordinary demand for flowers would of necessity be greatly reduced. He further realized that something should be done to create a new demand which should fill in the gap, and he believed that this was possible through our campaign. He made the campaign possible through his subscriptions and he has now the satisfaction of knowing that his views were correct, for he has enjoyed the benefits accruing from the greater demand which has been created. Yes! the "other fellow" has done his bit and is wondering why so many of his trade brethren cannot or do not want to look at the situation in the same way.

Surely, there can be no adverse criticism of our methods. We have pounded into the public mind the great usefulness of flowers in the conveyance of sentiments on birthdays, memorial days, such as Mothers' day, festivals, such as St. Valentine's day, Easter, Memorial day, Thanksgiving, and Christmas. We have induced the public to look upon flowers even as desirable wedding gifts. We have succeeded in getting our slogan, "Say it with flowers," firmly established and it is up to us to see that it remains so. Look at the front cover of the December issue of the Garden Magazine, displayed on every first-class news-stand in the country, and ponder upon our message as there presented. This is only a small part of our publicity work. Wherever we see a chance to put our slogan forward, we take advantage of it, so that flowers will come to mind as beautiful vehicles for the conveyance of sentiment, mediums within the reach of all but until now not properly considered as faithful carriers of messages of love, sympathy, regard or congratulation.

Help us to get together this small amount of money that our plans and work may not be retarded. Send in your cheque for whatever you feel you can afford, and make your contribution an annual one for the remaining years of the campaign. Make request of the secretary's office for the official forms if preferred, but let us have the required subscriptions without delay.

Florists who advertise in their local papers should send a us dollar for our Christmas electrotype. This electrotype will connect any establishment with our display advertisement in eight national magazines. For a description of other aids, drop a line for our list.

The following additional subscriptions are recorded annually for four years:

Jackson & Perkins Co., Newark, N. Y.	\$100.00
Wm. K. Harris, Philadelphia, Pa.	50.00
F. Fallon, Ronooke, Va.	10.00
E. A. Harvey, Brandywine Summit (2nd subscription)	30.00
W. C. Crossler, Mansfield, Pa.	5.00
Philip H. Talbot, Portland, Me.	10.00

\$205.00

Previously reported all sources..... 45,139.25

Total \$45,344.25

JOHN YOUNG, Secy.

LYNN, MASS.—An exploding oil heater caused fire damage of \$500 to the greenhouse of Miss Helen Mansfield, 53 Grove avenue, November 19.

RHINEBECK, N. Y.—Fire at the establishment of the Rhinebeck Violet Association recently destroyed the office and work shop and caused serious damage to one house.

OFFICERS-ELECT CHICAGO FLORISTS' CLUB.



Walter Amling, Vice-President.



Allie Zech, President.



Otto H. Amling, Treasurer.



F. Lautenschlager, Trustee.



A. T. Pyfer, Secretary.



T. E. Waters, Trustee.

Floriculture at Cornell University.

With the signing of the armistice, the work of the department of floriculture is rapidly coming back to its former status. When war was declared many men students specializing in floriculture joined the colors and the classes in 1918 have been composed almost entirely of women students. The staff of instructors was also very much depleted, practically all having been engaged in some form of war service.

Early in January, 1918, E. C. Volz, instructor, resigned to become director of school and home garden work in Michigan. In February, E. A. White was relieved of his duties at the college to take up the organization and supervision of school and home garden work in western New York. This work was continued until July 1, 1918. July 1, M. B. Farnham, instructor, was called for service and was stationed at Camp Sevier, S. C. At the same time Miss L. A. Minns was given leave of absence that she might supervise the greenhouse and garden work at the



W. J. Keimel, Trustee.

Carnegie Institute for Experimental Evolution at Cold Spring Harbor, N. Y., thus relieving a man for war service. In September, C. L. Thayer, instructor, was called for service and is now stationed at Fort Adams, R. I. During the fall, Professor David Lumsden has been teaching the S. A. T. C. in meteorology. Dr. A. C. Beal was granted a sabbatical leave of absence for the year 1918-1919, which he is spending at Los Angeles, Calif.

During the last four weeks, many of the former students have expressed a desire to return to their work in floriculture and plans are being made to begin all the courses December 30. The college curriculum has been put on a four-term basis, and the work will continue throughout the summer. Thus a student who had completed the work of his junior year may return and take up his studies December 30 and graduate in October, 1919. Practically all of the teaching force will be available for the beginning of the new term.

During the war the educational work in floriculture has been retarded fully

as much as has the work of commercial florists. The members of the department have accepted the conditions in the same loyal spirit of devotion to the country's best interests as have the commercial men. When the ruling of the fuel administrator regarding the 50 per cent coal supply for greenhouses became effective, one half of the glass areas of the College of Agriculture were closed. In the department of floriculture, the rose and carnation houses and a third house for miscellaneous plants were closed, the palm houses and the cooler houses for sweet peas and other plants being retained. The feeling of those in charge of the administration of the work of the college was that the college should adjust its work to meet the requirements of the fuel administrator in the same spirit as did the commercial florists.

It is the belief of all those in the department, that with the coming of peace, the educational work in floriculture in all American institutions will rapidly resume the important position it occupied before the war. Our young men are coming back with a greater realization of the advantages offered by American schools and colleges and there is no question but the floricultural industry will immediately feel the effects of the ending of the war and that a period of prosperity is before it.

C. A. WHITE,
Department of Floriculture.

New York Florists' Club.

ELECTION OF OFFICERS.

The New York Florists' Club met in its rooms in the Grand Opera House building on the night of December 9, President Schenck in the chair. There was a large attendance, it being election night, which created considerable interest, but the election was not as exciting as some that have taken place in previous years. President Schenck, who had been renominated, declined to run for a second term. John Canning also declined to make the race, which left a clear field for Philip F. Kessler. Emil Schloss declined to be a candidate for vice-president. John H. Pepper and John G. Esler declined to run for secretary. Thomas B. De Forest and Alfred T. Bunyard declined to enter the race for treasurer. Wallace R. Pierson and Patrick J. Smith declined to run for the office of trustee. The only contests were for vice-president between P. W. Popp and Charles W. Knight, and for the election of three trustees out of four that were voted on. The officers-elect are as follows: Philip F. Kessler, president; P. W. Popp, vice-president, (re-elected); John Young, secretary, (re-elected); William C. Rickards, Jr., treasurer, (re-elected). E. C. Vick, Percy B. Rigby and A. T. De La Mar were elected trustees to serve two years.

President Totty of the S. A. F., who attended the meeting of the United States Chamber of Commerce and war service committee at Atlantic City, N. J., December 3, reported on the proceedings. The discussions, at the Atlantic City meeting, took a wide range, many lines of business being represented. The most important to florists was the resolutions of the committee of the Society of American Florists, that all restrictions be removed from their business. Briefly stated, the object of the Atlantic City meeting was to discuss after-war reconstruction and to formulate the most feasible plans to return the business of the country to its normal channels, and if possible, improve on pre-war conditions.

A. L. Miller reported for the flower show committee, that it had been decided that no show should be held in

the spring of 1919. It was recommended that the committee be continued or a new one appointed to arrange for a show in the spring of 1920.

Professor Andrews, who is either a clever scientist or a clever juggler, or both, gave an interesting exhibition of his arts, such as frying eggs on ice and otherwise reversing the laws of nature. Liquid air, it was said, was the basis of his demonstrations.

After the election, all the officers-elect, excepting A. T. De La Mar, who was not at the meeting, were called to the platform and spoke briefly, thanking the members for their votes of confidence. President-elect Kessler, who has been popular as chairman of the house committee, which in plain United States, is "serving the eats," made a hit by saying that he hoped he could



Philip F. Kessler.

President-Elect New York Florists' Club.

fill the bill as president with equal satisfaction to the members. P. W. Popp expressed his thanks in a humorous vein. Secretary Young in thanking the members for their renewed confidence, paid a respectful tribute to the services of President Schenck during the past year. The club has a large membership in good standing and its business has been conducted without friction. Treasurer Rickards warmly thanked the members for his re-election. E. C. Vick spoke in genial appreciation of his election as trustee, and paid a friendly tribute to President Schenck. Percy B. Rigby gracefully appreciated the honor of being elected a trustee.

B. Hammond Tracy, of Wenhams, Mass., and Z. D. Blackstone, of Washington, D. C., were visitors at the meeting. Both were called to the platform and made pleasing remarks. Edward Haupt, a recently elected member, was introduced.

Appropriate resolutions were read and adopted on the recent deaths of Ralph M. Ward and Walter R. Siebrecht, club members, and Charles B. Weathered, Jr., son of ex-President Weathered, who was killed in action in France, and William Weber, son of Charles Weber, of Lynbrook, N. Y.

Resolutions were also adopted on the death of Mrs. Carl Geissler, wife of a club member.

Secretary Young read a letter from Major Edward A. Manda, a son of Joseph A. Manda, and a club member, now in France, returning thanks for the kindness of members and giving interesting notes on his surroundings

and experience as one of Uncle Sam's boys. A letter was read from T. A. Havemeyer, suggesting a floral display, or floral displays in honor of returning soldiers. The letter brought on a sharp debate in which President Schenck and several members participated. The letter was laid on the table. It was the consensus of opinion that under present business conditions and an impending scarcity of flowers, nothing of the kind can be done. It was said, and is well known, that the club members have been very liberal in their contributions of flowers for the base hospitals. Doubtless they will again give flowers, but under present conditions, asking florists to give away large quantities of flowers, is next to asking a man to give away his business.

THE EXHIBITS.

A. N. Pierson, Inc., Cromwell, Conn., exhibited the commercial chrysanthemum Golden Mistletoe and the yellow pompon Christmas Gold. Elmer D. Smith & Co., Adrian, Mich., staged a new commercial chrysanthemum, white in color, named Victory; another, yellow, named Loyalty. The blooms in fair condition, were cut on November 28. Another of their exhibits was December Gem, a novelty of 1916. Joseph Rafferzeder, of Teaneck, N. J., exhibited his apple-blossom colored snapdragon, named Ruth Brewster. R. E. Sealy, Cedarhurst, L. I., showed a single chrysanthemum, named Bright View, a sport of Godfrey.

S. Van Riper, Dundee Lake, N. J., exhibited a vase of stevia.

P. F. Kessler exhibited for Charles Smith's Son, Woodside, N. Y., a vase of the chrysanthemum, Godfrey.

AWARDS ON EXHIBITS.

A. N. Pierson, Inc., for Golden Mistletoe chrysanthemum, preliminary certificate. It scored 86 points; for vase of Christmas Gold, preliminary certificate.

Joseph Rafferzeder, for snapdragon, Ruth Brewster, vote of thanks. Chas. Smith's Son, for vase of single chrysanthemums, vote of thanks. R. E. Sealy, Jr., Chrysanthemum Bright View, preliminary certificate, and for vase of seedlings, vote of thanks.

Elmer D. Smith & Co., for vase of new chrysanthemum, vote of thanks. These were shown in perfect condition, and the committee would like to see it again. S. Van Riper, for vase of stevia, vote of thanks.

PRESIDENT-ELECT KESSLER.

Philip F. Kessler, president-elect, was born in New York 45 years ago, where he received his schooling after which he was apprenticed to John Reck & Son, florists of Bridgeport, Conn. After completing his term, he returned to New York as manager of the Cut Flower Exchange, where he remained until 1905, when he went into business for himself, in which he has been uniformly successful. He is a life member of the Society of American Florists and the New York Florists' Club, and in the club has had long service on the house committee. He has been married 20 years and has five children, three girls and two boys.

A. F. F.

ST. PAUL, MINN.—E. F. Lemke, who retired from business a short time ago, will go to California for an indefinite stay.

HOUSTON, TEX.—Paul Carroll has the sympathy of the trade in the death of his father, a well-known and highly respected member of this community.

VIRGINIA, ILL.—Andrew Reither, proprietor of the Reither Greenhouses, left December 2 for San Antonio, Tex., where he will spend the winter, his health demanding a change of climate.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Randolph, December 5, President Lautenschlager in the chair. There was a good attendance, much interest being taken in the proceedings. Three new members were elected, Henry D. Neve, Grant Wiflin and Xavier Wojtkiewicz, Des Plaines. Vice-President Friedman, reporting for the garden committee, urged extended work among the school children. T. E. Waters was appointed committee in charge of arrangements for ladies' night at the January meeting. Otto H. Amling's paper on "Cost of Production," and Arthur A. Craig's plans for a working scheme of "Trade Co-operation," were presented a second time, bringing out considerable discussion. Mr. Amling's paper was printed in full in our last issue, also a summary of Mr. Craig's recommendations. President Bohannon of the Chicago Retail Florists' Association, advised organization and greater co-operation of all branches of the trade. P. J. Foley, referring to Mr. Amling's fuel cost figures, said they were excessively high compared with those of other growers during the same period. Mr. Foley's views on "Heating Economy," with figures, will be found in THE AMERICAN FLORIST of April 20, 1918, page 672, and he promised an extended paper on the subject, to be presented at an early meeting of the club. Hodgson Jolly gave a highly instructive talk on "Business Systems" and "Cost Accounting," illustrated by charts.

The exhibits committee, August F. Poehlmann, C. Frauenfelder and Albert Erickson, reported as follows: "Chrysanthemums Victory, Loyalty and December Queen, cut November 28, exhibited by Elmer D. Smith & Company, Adrian, Mich., were in such condition that a fair judgment cannot be given; Chrysanthemums Hilda, Canning and Golden Wedding, exhibited by George Ball, Glen Ellyn, are very well grown and are recommended for honorable mention. The variety Plume, a pleasing yellow, to us seems exceptionally fine, and we highly commend it. The vase of Ball's calendula is highly commended."

In the election of officers for the ensuing year there was no contest, George C. Weiland withdrawing from the race for the presidency. The affairs of the club, therefore, will be guided during 1919 by the following: A. J. Zech, president; Walter Amling, vice-president; A. T. Pyfer, secretary; Otto H. Amling, treasurer; F. Lautenschlager, director, carry-over directors being W. J. Keimel and T. E. Waters.

Washington, D. C.

NOTES.

Fire last week destroyed the boiler-room, workshop and offices of David G. Grillbortzer at Alexandria, Va., entailing a loss of \$3,500, not covered by insurance, and this will probably be increased through the freezing up of some of the houses. Luckily he maintains two separate ranges, having taken over the establishment of J. Louis Loose some time ago, and he quickly ran temporary piping from this to help out in the emergency. About five of the large houses are more or less damaged. The cause of the fire is unknown, it having started in the boiler-room shortly after noon.

Clifford H. Jenkins, son of C. L. Jenkins, of Anacostia, who before he entered the army worked with his father and brothers in the greenhouses, has been commissioned a second lieutenant in the army. He has been in France for some time. Another brother, Harry T. Jenkins, is also with the American forces "over there." When last heard from he had been selected to

present himself at the officers' training camp, being given an opportunity for a commission. Whether he was successful is not known at this writing as no word has been received from him since October. Another brother, Lloyd Jenkins, was president of the florists' club last year.

Local florists were responsible for the raising of nearly \$2,500 in the United War Work campaign. Members of the trade were asked to contribute in a body and George C. Shaffer, Z. D. Blackstone and William Marche canvassed the stores seeking contributions from employers and employees. In this way more than \$1,300 was raised. The balance came from sales of flowers donated by retailers and wholesalers.

B. F. L.



The Late Raymond C. Thoirs.

See Obituary, Issue of December 7, Page 925.

Wichita, Kan.

NOVEMBER SETS NEW RECORD.

Very unfavorable weather, combined with the influenza quarantine, did its worst for the Thanksgiving trade, with the result that the volume of business will about equal that of last year. High prices had the effect of also discouraging buying by the class to whom flowers are still a luxury. Chrysanthemums and good roses held the lead in the demand. There was a good sale of chrysanthemum pot plants while they lasted and a fair call on other flowering varieties. Made-up baskets moved slowly. The usual dullness which usually follows a holiday was lacking Friday and Saturday, both footing up totals well above the average. Taken as a month, local florists can hardly complain of November business. The demand has been brisk and steady with stock scarce to the cleaning up point the greater part of the time. As a rule, good prices prevailed and the volume for the month will set a new record.

NOTES.

Lewis Johnson, recently with Furrow & Co., Guthrie, Okla., has taken the position of general greenhouse foreman with Charles P. Mueller. Business was so good at the city store the Saturday following Thanksgiving that everything was sold out by 6 o'clock and the place closed for the evening. Some very fine Cincinnati begonias are being shown here, following the chrysanthemums.

W. H. Culp & Co. are cutting a fine crop of the late white chrysanthemum,

Tipperary. These retail at \$9 and \$10 per dozen, while one lot of extra select blooms sold for \$12 per dozen, November 30, which is probably the high record for this city.

Visitors: Clifford Pruner, representing Poehlmann Bros. Co., Chicago, and Rush Alexander of the Lindley Box Co. C.

Cincinnati.

SUPPLY LIMITED; PRICES SOAR.

Stock is very scarce, while the demand is proportionately heavy. The problem of the wholesalers is not that of getting enough stock to fill orders, for they cannot even approach this, but rather one of dividing the day's supply equitably, so that each one gets his just share. Prices, as an average, are the highest this market has ever known, not even excepting average holiday figures. In fact, they are what is asked, not what the buyer is willing to pay. The rose supply is fair, but not large enough. Among others, some excellent Columbia, Opheila, Russell and American Beauties are coming into the market. Many more carnations could be used if they were available. The limited number of chrysanthemums that are still coming into the market bring top prices. Easter lilies are a welcome addition to the supply. Callas sell well. Poinsettias are now helping out somewhat. Receipts in snapdragons are limited. More could be used if they were available. Violets both double and single, lily of the valley, and orchids all meet with an active demand. Sweet peas sell well, but there is not enough of them. Other receipts are stevia, calendulas, forget-me-nots, and baby primroses.

NOTES.

Mike Hanks, who was formerly with Julius Baer, and Harry O. Roth have opened a retail store at No. 5 West Seventh street. The name is the Paradise Floral Shop.

Lawrence Kresken was one of the winners in the recent election of the Young Men's Blaine Club, when he was elected a director of that organization.

C. E. Critchell was confined to his home for the past fortnight with an attack of influenza. Fortunately, the case is a mild one.

H. W. Sheppard, who was formerly connected with the Hill Floral Co. of this city, has purchased that company's store here.

The Wm. Murphy Co. has been getting in some excellent cyclamen plants, which have found a good market.

Visitors: Sam Seligman, New York; Jos. Hill, Richmond, Ind., and Eric Buckholz, Muncie, Ind. H.

The Late Mrs. Alonzo J. Bryan.

Mrs. Alonzo J. Bryan, wife of the prominent grower of Washington, N. J., died at her home in that city, December 1, following an attack of pneumonia. Mrs. Bryan was born in Washington, was active in church affairs, and held in the highest esteem by all who knew her. She was married to Mr. Bryan in 1908, who with two children and her parents survive.

LONDON, ONT.—H. J. Taylor, who has been suffering from an accident which happened nearly a year ago, is improving slowly.

VERMILION, O.—A. W. Copeland, of the firm of Copeland Bros., well-known florists of this city, died of pneumonia, November 14, age 31 years.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$3.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST
440 S. Dearborn St., CHICAGO

"In God's name, cheerily on, courageous friends,
To reap the harvest of perpetual peace.
By this one bloody trial of sharp war."

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THE buying centers were thronged this week by retailers in search of holiday stock.

THE first of the new crop of calendars to reach us is that of Benjamin Hammond, Beacon, N. Y., well known manufacturer of insecticides and greenhouse paint and putty.

CUT FLOWER growers are reaping their harvest now. Lilies sold on the Chicago market this week at 25 cents each, wholesale, carnations 15 cents each. One grower is reported to have received \$10,000 for his chrysanthemum cut this season. The plantmen are likewise prosperous.

THE senate has voted to return letter postage to two cents.

DEALERS say the demand continues remarkably brisk for all kinds of bulbs, outdoor as well as greenhouse stocks, the former no doubt materially influenced by the fine weather.

ALL general embargoes have been lifted by the railroad administration. Officials have authorized the announcement that there will probably be no necessity for any embargoes this winter.

RETAILERS in general trade lines look for a big holiday season this year and are preparing to take care of it. Early shopping indicates that the public is in a mood to spend money this year, due to termination of the war.

New Plant Quarantine Regulations.

A quarantine, with regulations governing the importations of nursery stock and other plants and seeds into the United States as a protection against the introduction of insect pests and plant diseases, has been signed by the Secretary of Agriculture, D. F. Houston. The order, known as Quarantine No. 37, will become effective on and after June 1, 1919, and the regulations under it will supersede those now in force governing the importation of such stock. The new regulations provide for the entry without permit or other compliance with the regulations, of

(1) Fruits, vegetables, cereals and other plant products imported for medicinal, food or manufacturing purposes.

(2) Field, vegetable and flower seeds.

In addition to the above, the following classes of nursery stock and other plants and seeds, when free from sand, soil or earth, may be imported under permit and in compliance with the other conditions of the regulations:

(1) Lily bulbs, lily of the valley, narcissus, hyacinths, tulips and crocus.

(2) Stocks, cuttings, scions and buds of fruits for propagation.

(3) Rose stocks for propagation, including Manetti, multiflora, Brier rose and Rosa rugosa.

(4) Nuts, including palm seeds, for propagation.

(5) Seeds of fruit, forest, ornamental and shade trees, seeds of deciduous and evergreen ornamental shrubs, and seeds of hardy perennial plants.

The importation of nursery stock and other plants and seeds not specifically enumerated in the regulations and not covered by special quarantines or other restrictive orders now in force is prohibited on and after June 1, 1919.

The regulations permitting the entry of the restricted classes of plants, as noted, are similar to those hitherto in force and take into account the classification of countries into those maintaining inspection and certification of nursery stock in accordance with the requirements of the plant quarantine act, and countries which have not made provision for such compliance with the act. Copies of the quarantine and regulations soon will be available for distribution.

Washington Rulings and Regulations.

There are many items of interest to florists in the revenue bill introduced into the Senate, December 6. The House of Representatives in passing this measure included a tax of two cents per gallon on gasoline. If adopted, this would require a considerable outlay by the trade because of the large number of motor delivery wagons and trucks in operation, to say nothing of the gasoline engines used for various purposes at the ranges and in connection with refrigerating plants in stores and wholesale houses.

Every domestic corporation will be required to pay a business tax of \$1 for each \$1,000 of the excess of the amount of its net assets shown by its books as of the close of the preceding annual period used by the corporation for purposes of making its income tax return. This provision goes back to July 1, 1918, but does not apply in any year to any corporation which has not engaged in business during the preceding year ending June 30. Any person who fails to pay his tax lends himself liable to its payment and a fine of not more than \$1,000 or imprisonment for not more than one year, or both such fine and imprisonment at the discretion of the court.

The return of the two cent postage rate will result in considerable saving to the trade, this being provided for in the Senate draft of the bill.

B. F. L.

Insecticide Adulterations.

Greater food production having stimulated the manufacture of many new insecticides and fungicides, the United States department of agriculture, has increased its efforts to protect purchasers against fraud in connection with such preparations. The record for the fiscal year ending June 30, 1918, shows that 132 cases of alleged violations of the interstate law were reported to the department with recommendations that the facts be transmitted to the attorney general to institute criminal action or seizure proceedings. One hundred and ninety-five cases involving technical or non-flagrant violations were disposed of and action was taken by the department to place in abeyance 726 samples which upon examination were found to be not adulterated or misbranded, or were from shipments of the same goods made prior to shipments for which the manufacturer had been convicted, the manufacturer after citation conforming to the requirements of the law.

Night Message Rates Reduced.

Herbert Brown, superintendent of the Western Union office, at Chicago, has announced a scale of reduced rates for short, overnight messages, effective January 1. The new service, known as night messages, is designed to supplement the night-letter service. The minimum night-message rate is 20 cents, and for 25 cents ten-word overnight messages may be sent a considerable distance, while the maximum rate is 50 cents, as against a maximum of \$1, heretofore charged.

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The dates on the yellow address label on your copy of THE AMERICAN FLORIST will show when your subscription expires. Please renew subscription promptly on expiration, to make certain of receiving your copy of each issue.

Wants, For Sale, Etc.

**One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.**
Where answers are to be mailed from this office
enclose 10 cents extra to cover postage, etc.

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garden and greenhouse. Address
**Montgomery Gardens,
Sac City, Iowa.**

Help Wanted—Florist for municipal
greenhouses. Man who has received his
training in Europe preferred. Apply to
**E. F. A. Reinisch,
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Situation Wanted—By gardener-flor-
ist, single, age 35 years; many years
Scotch-American experience. Good ref-
erences. Address

Key 945, care American Florist.

Situation Wanted—By first-class gar-
dener; married; one child; will consider
commercial place; prefer small private
place where house or quarters are fur-
nished; best references. Address

L. LE CLERE, Eagleville, Mo.

Greenhouse Wanted—Will buy range
of about 15,000 sq. ft.; good location
in Central States. Address

Robert E. Artman, Portland, Ind.

For Rent—On very reasonable terms,
about 20 acres good land, house, barn,
greenhouses, 100 fruit trees, pair of
mules, all kinds of trucking and farm-
ing tools and implements, or a man to
manage on moderate salary and share
of the income. Address

Box 452, Hummelstown, Pa.

FOR SALE

BIG OPPORTUNITY FOR THE RIGHT MAN.

No cash required. Range of greenhouses,
midway between St. Paul and Minneapolis, on
Interurban car line, 25,000 square feet of glass
and six city lots, which may be disposed of if
not desired, to meet payments from time to time.
Long and easy terms assured. Address

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Splendid Greenhouse Site

Seven acres, south slope, R. R. on
north end. Electric power can be had.
South end soil extra good for outside
planting. Price \$600 per acre.

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For Sale Heating Boilers

A slightly used Mills cast
iron sectional boiler, made by
H. B. Smith Company, 9 600
square feet steam, 15,850
water. Boiler complete with
trimmings. Also one Ideal
cast iron boiler, No. 48, 8
sections, 12,050 feet water.

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Hoepfner Company**
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Growers for plant department at
Morton Grove. State full particulars
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We can handle more Roses
as well as other stock to good
advantage on commission. Our
trade has increased to such an
extent that we have room for a
few growers who will find it
more than worth their while to
ship to us.

A. T. Pyfer & Co.

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Help Wanted

A good honest working store
man at once. Steady position.
State salary and reference. Will
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OFFICIAL S. A. F.

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Actual size of leaf $2\frac{3}{4} \times 5\frac{1}{2}$ inches

FOR CUT FLOWERS: in two colors on
gummed paper; your card, etc., in
black and leaf adopted by the S. A. F.
in red. Prices: Per 500, \$3.35; per 1000,
\$5.00. Samples on request. Electro of
leaf, postpaid, \$2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

"SAY IT WITH FLOWERS"

The Henshaw Floral Co., Inc.

127 W. 28th St., NEW YORK CITY

Take pleasure in extending to their patrons and friends their best wishes for a **Happy Christmas and Prosperous New Year.**

"SAY IT WITH FLOWERS"

Mention the American Florist when writing

San Francisco.

COLD WEATHER BRINGS ADVANCED PRICES.

The cold weather has put the prices of all cut flowers very much above those of last week. The heavy frosts have cut down the supply of all chrysanthemums and very little first-class stock is now being offered. In pink, Helen Frick is the leader and Appleton is the only good yellow. Not very many pompons are to be had as they are about over for the season. Roses have had a sharp advance in prices from last week. They are becoming scarcer every day and there is no probability that prices will become lower until next spring. Good grade Mrs. Russell are wholesaling at \$2.50 per dozen. First grade Hadleys, \$2.25 per dozen. Red Radiance, Shayver and Ophelia from \$1.50 to \$2.00, according to quality. American Beauties are not to be had as yet. Cecile Brunner are held at \$3.00 per dozen bunches and not very large bunches at that. The shipping demand is very heavy for roses in all grades and the wholesalers report that they are unable to fill all orders in full. Carnations are improving in quality every day, and now that roses are so high, are beginning to come into their own again. Matchless is the leading white and Belle Washburn is the most popular red. Benora, which always was a favorite here, owing to its keeping qualities, is the best fancy. The cold snap has cut down the supply of violets to a large extent. Prices are much higher this week for this old favorite. Poinsettias are being very prominently displayed by all the stores. Both pot plants and extra good cut stock is being offered. The supply comes from the southern part of the state. Gardenias are becoming rather scarce and are not up to the usual good quality that one expects at this season of the year. Cattleyas are prominent everywhere. The demand for them is steady. Paper White narcissus are becoming more plentiful every day, but are chiefly used for funeral work. Large offerings of cut ericas are to be seen and are in much demand. The market is well supplied with the California red-berry and the quality seems to be excellent this season. Quite a lot of English holly was displayed for Thanksgiving and cleaned up readily. Begonia Lorraine is becoming quite plentiful, as are cyclamens. Ericas in pots were never finer than those being offered

this season. Celosias are plentiful and sell well.

NOTES.

The trade reports the best ever in Thanksgiving business. There was a large supply on hand of nearly all seasonable stock and it was quickly disposed of. The high prices of roses forced many buyers to turn to pot plants. In these 9,000 Bostons were fine sellers. A few azaleas were seen, but of rather poor quality. Ericas were great favorites. The florists were so encouraged by the volume of the Thanksgiving trade, that all of them are making preparations for one of the best Christmas seasons on record.

The Art Floral Co. had the large decoration at the Union League club last week. The rooms were transformed into a vast '49 mining camp. Several carloads of redwood trees were shipped from Occidental for the occasion. The decorative scheme was ably carried out by P. Vincent Matraia. Some of the trees were over 20 feet high. The floors were covered with autumn leaves to the depth of six inches. Mr. Matraia received many encomiums for his very unique piece of work.

J. A. Axell, manager of the E. W. McLellan Co., says his firm enjoyed the largest Thanksgiving day shipping trade in its history. Much more stock could be handled if it were available, especially roses. The firm's greenhouses at Burlingame are cutting heavily of all the standard varieties of roses, but even at that they are having difficulty in filling all orders. Violet shipments continue to be steady and heavy.

Dan MacRorie says shipping trade in the plant line was very heavy at the nursery. Large shipments of cyclamens, begonias and foliage plants were sent to the southern part of the state. Superintendent Andrew McDonald promises to have many fine novelties for the Christmas trade.

Frank R. Mills, of Palo Alto, is in with a fine cut of carnations. He also has several houses of Begonia Lorraine and cyclamens. He reports a steady business right along, and is expecting to have a rush at Christmas. He is shipping his carnations to the up country florists every day.

The Chinese growers along the peninsula are now sending in quantities of small late chrysanthemums. The Japanese growers have finished their cut for this season. They claim that near-

ly all the growers operated at a loss this year, owing to unfavorable weather conditions.

Henry Maier, of the Hillsborough Nurseries, at Hillsborough, is preparing for a busy season in the plant line. He says the resumption of planting is going to be quite general this season, and is preparing to handle a large stock.

Podesta & Baldocchi made a beautiful display during Thanksgiving week. Their ericas and poinsettias were splendid. They featured cattleyas very extensively. Business here was much in excess of former years.

Frank Pelicano, of Pelicano, Rossi & Co., is very much pleased over the amount of Thanksgiving day business transacted by his firm. He expects the coming holiday business to surpass that of any previous year.

Manager Patrick Orr, of the A. O. Stein store, says his firm had a splendid Thanksgiving trade. Several large decorations added to their usual demand kept the force very busy during last week.

M. H. Ebel, of Sacramento, says his Thanksgiving trade was much ahead of former years. He is spending several days here arranging for his Christmas shipments of plants and flowers.

The firm of Leopold & Pollard, of Santa Rosa, has dissolved. Mr. Pollard retires from the firm to accept a position with the Art Floral Co.

JAMES T. LYNCH.

Albany, N. Y.

FLORISTS' CLUB ELECTIONS.

Election of officers for the ensuing year and preparations for the annual banquet on January 2, 1919, were the principal items of business at the December meeting of the florists' club. For 1919 the officers are: William Newport, president; R. W. Bilson, vice president; Robert Davidson, 139 Second street, secretary-treasurer, and Joseph Trandt, George E. Nagengast, Jr., and Howard Menand, trustees for two years. To promote the attendance and aid in making the annual banquet a success, President Newport named a committee of five as follows: Fred A. Danker, chairman; Howard Menand, Byron C. Holmes, John J. Haggerty and Frank R. Bilson. It was decided to assess each member who attends the function \$1, any defi-

The Noe, Sampson Department

—OF—

The New York Cut Flower Co.

55-57 West 26th St., New York

For the Christmas Trade

OFFERS

American Beauty Roses of the finest quality. and other leading varieties of roses. **Columbia, Ophelia Supreme, Mrs. Aaron Ward, Hoosier Beauty, Mrs. Charles Russell, Ophelia, Double White Killarney** and the other Killarneys. **Carnations, Asparagus, Smilax** and a variety of other stock.

Fresh stock every day.

Strict attention to all orders.

"WORTH WHILE" QUALITY

GLADIOLUS COLVILLEI

TO ARRIVE SOON

	Per 100	Per 1000
The Bride.....	\$1.50	\$14.00
Peach Blossom.....	1.50	14.00
Blushing Bride.....	1.50	14.00

Dutch Bulbs

If you have not covered your wants write or wire your needs, for prices.

Stock is limited but good.

Winterson's Seed Store,

**166 N. Wabash Ave.,
CHICAGO**

cit in the cost to be paid out of the club treasury. Fred A. Danker reported on advertising for Thanksgiving. A full page advertisement signed Albany Florists' Club, appeared in the two local evening papers, calling the attention of the public to flowers for use during Thanksgiving. The advertisement appeared Tuesday, November 26. Mr. Danker said that he noticed very gratifying results for three days in his business, and the other retailers also felt the increased demand for flowers. The advertisement attracted

attention and favorable comment from many who saw it. Mr. Danker also reported that another flower show for the members will be held at the March meeting. The wives and women relatives and friends of the members will be welcome that night, and refreshments will be served. William E. John, of Schenectady, was elected a member.

NOTE.

Retailers on the whole report good business through Thanksgiving week.

Chrysanthemums sold best, while carnations dragged. The leading retailers say that their Thanksgiving business this year was better than a year ago, due in part to the advertising campaign conducted at the suggestion and with the co-operation of the S. A. F.

R. D.

DETROIT, MICH.—Harry Balsley started for his winter home in Florida last week, using a Ford Sedan.

GLADIOLUS BULBS

We have on hand a supply of Gladiolus Bulbs that will just suit your purpose for planting in your empty benches. All the finest varieties guaranteed true to name. Send in your order now for quotations.

This is what one of our customers wired:

"Can use 5,000 more Gladiolus Bulbs at same quality and price."—Telegram from Wm. L. Rock Flower Co., Kansas City, Mo.

AMERICAN BULB CO.

172 N. Wabash Ave.,

Phone Randolph 3316

CHICAGO

Mention the American Florist when writing

Pittsburgh.

CHRISTMAS PLANT SHORTAGE THREATENED.

Flowers are still very scarce and high priced. There has not been enough stock received any one day to fill orders complete, but each customer gets his share. All seem to be satisfied to get a little. Carnations appear to be the most in demand, with the shortest supply. Good blooms are selling at \$8 per 100. We look for this price to continue for some time, as no one seems to have any great amount this year. Many growers have shut up their houses for the winter, which will shorten the supply and put more buyers on the market. Lilies are also very scarce, but we can look for heavier shipments very soon; \$20 to \$25 per 100 is the best price. Paper Whites are now coming in larger numbers and prospects are for a steady cut from now on. Six dollars per 100 is the selling price. The usual varieties of roses are arriving each day, but not enough for all. Good Russell are in demand and sell at good prices. American Beauties are also selling very well. Stevia is very popular. Limited quantities of lily of the valley are received each day. The weather has been cool and cloudy, which is very unfavorable for growing. All the stores are preparing for a heavy Christmas business and most of them are putting their spare time to making holiday novelties. Many beautiful wreaths and baskets are seen in the shop windows. Plants are going to be scarce, as all the growers are oversold now. The first holly and trees reached here last week. The former is very high and scarce and the stiff prices will keep the street fakirs from handling it this year and the florists will do more in this line. The supply houses are working over-

time, which indicates a large business. Boxwood is very much in demand and is scarce.

NOTES.

Mike Kronis is improving each day and expects to be able to attend to business at his store in East Liberty by the holidays.

E. C. Ludwig has made several changes in his north side store, which give more working space.

M.

Columbus, O.

FUNERAL WORK AGAIN BIG FACTOR.

With funeral work again abnormally heavy, local florists are finding it difficult to get enough stock to take care of this feature of trade. The policy of greenhouse owners, allowing part of their glass to become idle because of labor shortage and anticipated restrictions in fuel, is to a great extent responsible for short supply. All flowers are scarce, and prices are higher than ever before known here. Carnations, which ordinarily sell for \$1.50 at this period, are now \$3 per dozen. Roses range from \$4 to \$8, and sweet peas from 75 cents to \$1.50 per bunch. There are no violets. Such pot plants as cyclamens, begonias and primroses, together with poinsettias, will be the mainstay of the Christmas supply. These are figuring to some extent in funeral work, and are expected to help out in the holiday demand. Unusually attractive effects are seen in small pots and trays containing Paper White narcissus. There is a large variety of unique designs. So far, peace has brought little relief in the labor situation, and nearly all florists are short-handed.

J.

Boston.

HIGH PRICES TO CONTINUE.

Business has shown considerable improvement and a good holiday demand is expected. Flowers are high in price and are going to continue so as stock is extremely scarce. Chrysanthemums are about done for, which leaves the market with but carnations and roses. Violets are out of the question. Carnations are selling at \$7 and \$8 per 100 and the call for short stemmed roses is so great that growers are asking eight cents for 9-inch stock and 10 cents for 12-inch, and these clean up daily.

NOTES.

John J. Cassidy, the Beacon street florist, who has been a member of the city sinking fund commission for a number of years, is a candidate for councilman.

Thomas Roland of Nahant has a large supply of flowering plants for the holidays, among them begonias, cyclamens, heather, orange trees and ferns.

John J. O'Brien, with a store at the corner of Charles and Beacon streets, is having one of his best years. His plant trade is remarkably good.

B. A. Snyder & Co. are handling a large trade in their new store. Holiday orders are ahead of last year.

H. M. Robinson & Co. are busy with big stocks of roses, carnations, sweet peas and florists supplies.

Business at Carbone's is very good and the store is attractively arranged for the holiday rush.

Wm. Walker, of Salem, has some of the best grown poinsettias seen in this market.

Welch Bros. Co. report very good business and fine holiday sales in sight.

S. K. G.



A TWELVE WEEK CROP

Cold Storage Giganteum

PLANTED now you can have them in bloom in twelve weeks. We still have a good supply of 7 to 9 inch bulbs in good condition, every case being inspected before being sent out. Some of the largest growers around Chicago are planting this size for Easter flowering. With Lilies selling on wholesale market at from 15 to 20 cents a flower, we don't know of any better money maker to fill empty benches.

Per case

7 to 9 inch, 100 bulbs to case, \$ 7.50

300 bulbs to case, 21.00

A. HENDERSON & CO.

211 North State St., CHICAGO

TRAENDLY & SCHENCK

436 6th Ave., New York City

Phones: 797-798-799 Farragut

OUR CELEBRATED
HIGH CLASS ROSES
 As Usual, LEAD

We will have an extra supply of fine

ORCHIDS

Carnations and All the Novelties

Which Are Required in Every First-Class Shop

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35

Cut Flowers, Plants and Florists' Supplies

Everything in Seasonable Cut Flowers and Greens.

PLANTS WE ARE NOW OFFERING:

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.	Kentia Forsteriana, made up, 5-in. pot, \$1 to \$1.25 each.	Begonia Chatelaine, 3-in. \$10.00 per 100.
Kentia Belmoreana, 2½-in. pot, \$12 per 100.	Livistona Rotundifolia, 4-in., \$6 per doz.	Dracaena Massangeana, 4-in. pot, \$50 per 100.
Kentia Belmoreana, 3-in. pot, \$20 per 100.	Livistona Rotundifolia, 5-in., \$9 per doz.	Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.
Kentia Forsteriana, 3-in. pot, \$20 per 100.	Livistona Rotundifolia, 6-in. \$1.25 each.	Crotons, 4-in., \$4.80 per doz.
Kentia Forsteriana, 4-in. pot, \$6 per doz.	Phoenix Roebelenii, 5-in. pot, \$1 each.	Crotons, 5-in., \$9 per doz.
Kentia Belmoreana, 4-in. pot, \$6 per doz.	Pandanus Veitchii, 4-in. 50c each.	Crotons, 6-in., \$1 to \$1.50 each.
Kentia Forsteriana, 5-in. pot, \$12 per doz.	Pandanus Veitchii, 5-inch, 75c to \$1.00 each.	Baby Primula Malacoides, 3-in., \$10 per 100.
Kentia Belmoreana, 5-in. pot, \$12 per doz.	Pandanus Veitchii, 6-inch, \$1.50 each.	Baby Primula Malacoides, 4-in. \$15 per 100.
Kentia Forsteriana, 6-in. pot, \$2 each.	Pandanus Veitchii, 7-inch, \$2.00 each.	Baby Primula Malacoides, 5-in., \$25 per 100.
		Baby Primula Malacoides, 6-in., \$50 per 100.
		Rubber Plants, 5-in., 75c each.

LILIAM GIGANTEUM

For Easter Forcing

7-9 inch, 300 to case

Bulbs in perfect condition from storage

New York Chicago Seattle Detroit

Order today from your dealer. Stock is limited.

If he cannot supply you, then write to us direct.

THE YOKOHAMA NURSERY CO., Ltd.
WOOLWORTH BUILDING, NEW YORK

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

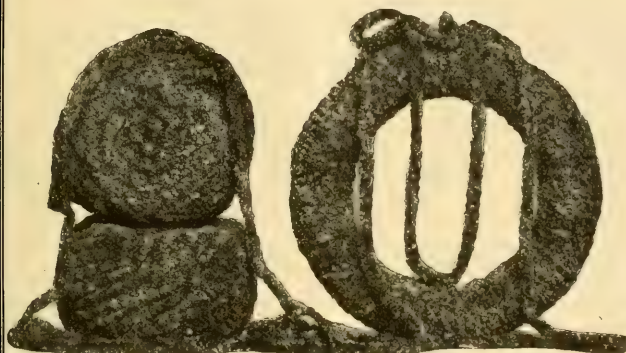
L. D. Phone, Randolph 35.

JAPANESE Frieze Roping

Red, Green, White

Per ball of 60 yds., each - 75c

Ask for prices on large lots. Order early and make your own wreaths.



Red Frieze Wreaths

	Per doz.
6-in. Limousine Wreath.	\$1.25
8-in. Limousine Wreath.	1.60
10-in., outside measure...	2.25
12-in., outside measure...	3.00
14-in., outside measure...	4.00
16-in., outside measure...	5.00

RED RUSCUS

We import the raw material and dye it a CHRISTMAS RED.

Our importation consisted of the best EE quality and the same standard of second quality Ruscus which is shorter and very suitable for wreaths and basket work.

Our EE Ruscus is worthy of due consideration, as it is positively devoid of any black spots acquired through imperfect growth. Economically it is the best simply because we have not used chemicals in the preparation of it that would tend to increase its weight.

Per lb., \$1.00; 100 lbs., per lb., 85c.

Large Velvet Poinsettias

Per dozen, \$1.00 to \$1.50

MINIATURE, Gross, 2.50



**FULL
WEIGHT
PREPARED
RUSCUS**

Current Price List

In Effect Dec. 9

The market conditions are such that stock of every description is exceedingly scarce, and all the wholesalers are finding it impossible to fill their orders. We have a fair supply of Roses, and are doing the best we can for our customers at the following prices:

HOOSIER BEAUTY, SUNBURST, OPHELIA, WHITE KILLARNEY, SHAWYER

	Per 100
Long	\$20.00 to \$25.00
Medium.....	10.00 to 15.00
Short.....	8.00

FERNS, \$4.00 to \$5.00 per 1000.

AMERICAN BEAUTY

\$1.50 to \$10.00 per dozen, according to length of stem.

RUSSELL and COLUMBIA

\$1.50 to \$5.00 per dozen, according to length of stem.

ASPARAGUS, \$3.00 per 100.

 **This is not our Christmas Price List. It will appear next week.**

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

**LONG DISTANCE PHONE:
CENTRAL 1457.**

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK IS STILL VERY SCARCE.

Stock of all kinds is still very scarce and it is impossible to fill anywhere near all the orders that are being received. The wholesalers are doing the best they can to take care of their customers by dividing the stock as equally as possible so each one will have some to do business with. The out-of-town buyers have no idea how scarce stock really is, and do not appreciate what good treatment they are receiving until they visit the market personally, which many did the past week. Prices are high, but the grower is entitled to all that he can get, for everyone will admit that the first six or eight months were disastrous and the loss was considerable which seems to be surprising to many who never conducted a greenhouse so cannot realize the high cost of production. One retailer, who is a heavy buyer in this market, says that prices are rather high at present, but taking everything into consideration he has no cause to complain for there were times during the past year that he secured stock at such ridiculously low prices, considering the high cost of production, that he often wondered how long the grower would be able to stand it. He also mentioned that it was a good thing for the retailer in general, for flowers have always been held too cheap in most cases, and that the present scarcity has demonstrated the fact that the buyer in nine cases out of 10, will pay the price, even though he might kick a little just from the force of habit. There is never anything left when the wholesale stores close at night, and while the buyer may think he is paying exceptionally high prices, he probably would change his mind if he could hear what the dealer is offered by some who would be glad to secure it at any figure. The outlook for Christmas is none too encouraging for a large supply of stock as far as this market is concerned, and the only possible thing that will improve conditions is the best kind of clear weather from now on. Prices will be higher than ever this year and everything points to a great scarcity in all lines, especially roses. Flowering plants are impossible to obtain at any price in this vicinity, and there will probably be more foliage stock used than ever before to meet a situation which everyone will have to make the best of. The offerings will consist of American Beauty and all the other roses, carnations, poinsettias, lilies, callas, sweet peas, daisies, violets, orchids, gardenias, snapdragons, calendulas, pansies, lily of the valley, mignonette, Paper White narcissus, and possibly a little other miscellaneous stock, which from present indications, will all be in exceedingly short supply. The supply houses are all doing a rushing business and report a heavy call for artificial flowers, which will play an important part in the Christmas offerings this year. Ruscus, frieze and other items in this line are in strong demand. Boxwood is going to be used to a large extent, and so will magnolia wreaths, finished off with such items so as to present the proper Christmas effect. Holly is scarce at this writing and but very few red winter berries are offered. Lycopodium is more plentiful than it was at first expected it would be, but is cleaning up well, owing to a strong early demand. Many orders have already been placed for cut flowers, and from present indications the Christmas trade this year will be one of the best ever, notwithstanding the outlook for a

FOR CHRISTMAS

Miscellaneous Cut Flowers.

**BOXWOOD,
RED-BERRIES,
MISTLETOE,
LEUCOTHOE,
GALAX,
FERNS, Etc.**

Supplies, Christmas Decorative Goods.

**Ruscus, in all colors,
Oak Sprays,
Dyed Lycopodium in Boxes,
Water Proof Crepe Paper,
Magnolia Leaves,
Made-up Wreaths,
Ribbons,
Cliffons,
General Line of Supplies.**

O. A. & L. A. TONNER

**Wholesale Cut Flowers,
Greens and Supplies.**

30 E. Randolph St., Chicago

ROSES

For Christmas

CARNATIONS

Christmas Price List

Subject to Change
Without Notice.

MRS. RUSSELL	Per 100
Fancy	\$35.00
Medium	25.00
Short	20.00

RICHMOND	
Select	\$30.00
Fancy	25.00
Medium	20.00
Short	15.00

SUNBURST AND OPHELIA	Per 100
Select	\$25.00
Fancy	20.00
Medium	18.00
Good	15.00
Short	12.00

WHITE AND PINK KILLARNEY	Per 100
Select	\$20.00
Fancy	18.00
Medium	15.00
Good	12.00
Short	10.00

KILLARNEY BRILLIANT	Per 100
Select	\$25.00
Fancy	20.00
Medium	18.00
Good	15.00
Short	12.00

ROSES, OUR SELECTION....\$12.00

CARNATIONS	Per 100
Fancy Red and Pink	\$15.00
Fancy White and Light Pink	\$10.00 to 12.00
Short, Assorted Good	10.00

MISCELLANEOUS	Per 100
Valley	\$ 8.00
Lilies	25.00
Ferns, per 1000,	\$5.00
Smilax, per doz strings....	3.00
Adiantum	1.50
Asparagus Sprengeri, strings..	.50
Galax, per 1000	2.00

Boxwood and other green goods at market rate.

Shipping Orders Given Careful Attention.

All Orders Carefully Packed.

WIETOR BROS.

30 E. Randolph St.,

L. D. Phone
Randolph 2081

CHICAGO

great scarcity of stock which will be made possible by the high prices that the retailer will be obliged to get to meet the conditions that present themselves.

NOTES.

O. A. & L. A. Tonner have just received several tons of paper shell pecans from their groves in Georgia which they are offering to the trade in five pound boxes at wholesale prices and are an exceptionally good buy to anyone who wishes to take advantage of this low price. They are quoting their famous Jumbo brand in five-pound boxes at \$3.50 delivered postpaid to the trade anywhere in the United States and their medium sized grade for \$3.00 postpaid anywhere. They are all from this year's crop and are guaranteed to be absolutely fresh. Many of the local florists have been buying their pecans from the Tonners for a long time and have been so satisfied with them that they have become regular customers.

Burglars entered the establishment of Wietor Bros., John Kruchten Co., and Archie Spencer on the night of December 1, but did not get much for their trouble. Wietor Bros. lost some postage stamps. Archie Spencer is minus a grip, double-barreled shotgun, raincoat and a little loose change. Henry Kruchten lost some shaving utensils. The work was evidently that of amateurs, for they overlooked many valuables at all the establishments that were worth much more than that which was taken.

Walter Poehlmann, son of Adolph Poehlmann, was one of the young men who had joined the colors to be given an honorable discharge at the Northwestern University last week where he was enrolled in the radio department. Lieutenant John Poehlmann is still at Camp Pike, Ark., and Earl Poehlmann, son of August Poehlmann, is at the same replacement camp.

Allie Zech, of Zech & Mann, newly elected president of the Chicago Florists' Club, celebrated his thirty-fourth birthday, December 9. He reports orders as very numerous for Christmas and is looking for an early cleanup in all lines of stock, judging from the many orders that have already been booked.

John Hoerber, who looks after Hoerber Bros.' range at Des Plaines, helped out at Hoerber Bros.' down-town store a couple of days last week while his brother, F. C. Hoerber, was on the sick list. This firm is cutting a fine grade of roses and will be in fairly good crop for Christmas.

The bowling team known as "The Centrals" and consisting of Ed. Martin, Fred. Price, Bill Lorman, John Huebner and Peter Olsem, are participating in the annual city tournament now being held at Bensinger's West Randolph street alleys.

The Chicago Flower Growers' Association is offering a large supply of choice orchids in addition to a most complete line of all other seasonable stock. Cut poinsettias, especially pink, are in strong demand here this week.

Harold Amling, son of E. C. Amling, who is a student at the Culver Military Academy, Culver, Ind., arrived here last week to attend the funeral of his grandfather, whose death was recorded on our last issue.

A. T. Pyfer & Co. are handling a large quantity of choice boxwood in addition to their regular line of all other seasonable stock. Green goods of all descriptions are in good supply at this establishment.

Lieutenant Willard Asmus, son of George Asmus, is at Birmingham, Ala., with the troops in the capacity of instructor.

Quality
Speaks
Louder
Than
Prices

**BEST
QUALITY**

To Be
Had in

Prices
as
Low
as
Others

Roses Carnations FOR CHRISTMAS

Place your orders early.

Columbia, Russell, Milady, Ophelia, Sunburst, Mont-rose, Double White and Pink Killarney, Hearst, Ward, Nesbit, Brunner, Richmond and Stanley.

None better on the Chicago Market.

All Colors **CARNATIONS** Good Quality

We are now in heavy crop with Carnations; hence we can take good care of you on this item as well as Roses.

CHOICE STOCK OF

Valley, Easter Lilies, Calendulas
Violets, Rubrum Lilies, Pansies
and all other Seasonable Stock.

Don't Forget Us on Greens

—AS WE HAVE—

Mexican Ivy, Asparagus, Sprengerii, Ferns, Adiantum, etc.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located
Wholesale Cut Flower House

We are in constant touch with market conditions, and when a decline takes place, you can rely upon orders sent us receiving such benefits.

 You can increase your profits and business by sending all orders direct to

J. A. BUDLONG

184 North Wabash Avenue, Chicago

VALLEY, ROSES
and CARNATIONS
A Specialty

WHOLESALE
GROWER OF

Cut Flowers

 SHIPPING ORDERS GIVEN CAREFUL ATTENTION 

We are open until 8 p. m. on Saturday, but closed all day Sunday

RUSSELL-MILADY

RICHMOND

FOR CHRISTMAS

All Grades at the Most Reasonable Prices.

ALSO FINE SUPPLY

Killarney, White Killarney, Killarney Brilliant, Ophelia,
Richmond, Champ Weiland, Sunburst, My Maryland.

CARNATIONS

The carnation supply this year is very uncertain, but we will take care
of our customers the best we can at the prevailing market prices.

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

CHRISTMAS PRICE LIST

Subject to Change Without Notice.

CHRISTMAS PRICE LIST			Subject to Change Without Notice	
MRS. CHAS. RUSSELL		Per 100		Per 100
Extra Special		\$40.00 to \$50.00		
Specials		\$30.00 to \$35.00	ROSES, OUR SELECTION	\$19.00
Select		25.00		
Medium		15.00 to 20.00	Valley	8.00 to 10.00
Short		10.00 to 12.00		
RICHMOND		Per 100	Violets	2.00
Specials		25.00 to 35.00	Stevia	1.50 to 2.00
Select		15.00 to 20.00	Smilax	per doz. strings 3.90
Medium		10.00 to 12.00	Adiantum	2.00
Short		8.00	Asparagus, per bunch	.75c
MILADY		Per 100	Ferns, per 1,000	\$5.00
Specials		\$25.00 to \$35.00	Boxwood	per bunch, 35c
Select		20.00	Galax, bronze and green, per 1,000	\$1.50
Medium		\$15.00 to 18.00	Leucothoe Sprays	1.00
Short		8.00 to 12.00		
Killarney		Per 100		
White Killarney		\$20.00		
Killarney Brilliant	Specials	\$15.00 to 18.00		
Sunburst	Select	10.00 to 12.00		
My Maryland	Medium	8.00		
Ophelia	Short			
Champ Weiland				

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CHICAGO
CENTRAL 601 and 2846

Growers, Why Gamble?

There is nothing so certain as your cost of production. Then why take a chance on your selling price? No manufacturer would do it! Even the farmer knows what his returns will be before he ships his products to the market.

We Buy Your Cut for Cash

Ship your flowers to us—bill them at wholesale market prices and receive your check by return mail. No doubt as to what your returns will be—no commission to pay.

BEGIN TODAY

Market your own cut and do away with the old "catch as catch can" system which so often forces you to accept prices below your actual cost.

PERCY JONES, Inc.

56 East Randolph Street,

CHICAGO

Poehlmann Bros. Co.'s supply department is busy as busy can be this week and the entire force is concentrating its efforts on packing up and filling the Christmas orders that keep arriving by telegram and in every mail. The plant department has had a heavy call for stock this season and is sold out in all blooming plants for the holidays. The cut flower department is moving all the stock faster than it comes in and while a good cut of roses and carnations is in sight for the big day, the demand promises to be much heavier than the supply.

Adam Kirscht and wife, of Niles Center, are the possessors of a gold star that has turned back to blue. Some time ago the casualty list carried the names of both their sons as follows: "Adam D. Kirscht, killed in action, and Matthew, wounded in action." On December 8, the list carried the correction, "Previously reported killed, now reported prisoner in Germany, Adam D. Kirscht."

Wietor Bros. have already booked a large number of orders for Christmas for both roses and carnations. N. J. Wietor says that his firm will have a good supply of stock if the weather from now on is favorable, especially carnations, which will be scarce in general notwithstanding the extreme scarcity of other stock.

B. J. Delinke, who closed his retail store to enlist in the navy when the United States entered the great war, was given an honorable discharge this week. He expects to get back into the flower business after a couple of months' vacation.

E. C. Pruner, representing Poehlmann Bros. Co., is back from a trip through the southwest and will take things easy until after the holidays. Fred Longren has returned from a short trip through Indiana and Ohio.



XXX! Holly, Green Wreathing, Boxwood, Mistletoe, Magnolia Leaves, Japanese Roping, Xmas Ribbons, Chiffon, Immortelles, Ruscus, Crepe Paper and like Supplies.

CHICAGO Vaughan's Seed Store, NEW YORK

R. H. Mueller, formerly with Bassett & Washburn, who was with the colors at Camp McArthur, Waco, Tex., has been given an honorable discharge from service and is visiting friends here this week.

Bassett & Washburn are cutting a good supply of roses, but the force is finding it impossible to make what they have go around where twice as many and more are needed.

Louis Finnermann, of the Grossberg-Tyler-Finnermann Co., is back from a

business trip, including a trip to New York, with a nice batch of Christmas orders.

Paul Amling, son of A. F. Amling, of Maywood, who is with the colors at Camp Travis, San Antonio, Tex., is home on a furlough.

Allan Humanson, who is with the colors at an eastern embarkation point, is visiting friends here this week.

Winterson's Seed Store has received several shipments of holly during the week.

BEAUTIES

Our old reliable famous quality stock in all lengths in good supply for Christmas.

HEAVY SUPPLY ORCHIDS HOME-GROWN

STEVIA will play a big part in the Christmas demand this year so be wise and include this item when ordering.

Wild Smilax

Extra fine, \$6.00 per case.

Mistletoe

Well Berried, 40c per lb.

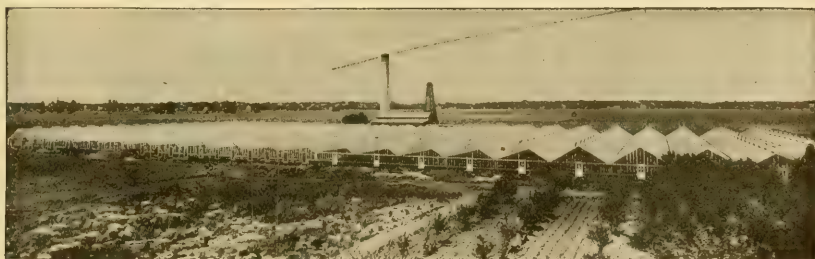


Everything else in seasonable Cut Flowers and Greens. While Cut Flowers will be scarce we expect to have plenty for all our customers so place your orders with us at the earliest possible moment.

A. L. RANDALL CO.

Wholesale Cut Flowers and Florists' Supplies.

Wabash Ave. and Lake St., - - CHICAGO, ILL.



Fine Christmas Crops

ALL LEADING ROSES

Both you and your customers will be pleased with our stock. Can also supply whatever else you may need.

Hoerber Bros.

Wholesale Growers of Cut Flowers


162 N. Wabash Ave.,

Long Distance Phone
Randolph 2758

CHICAGO

CUT FLOWERS WILL BE SCARCE FOR CHRISTMAS

Send us your order and we will
fill it the best we possibly can.

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Z M E A C & N H N

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady

Sunburst

Shawyer

Ward

Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round
supply of choice stock.

MISCELLANEOUS.

Rubrum

Callas

CARNATIONS

Valley

Cattleyas

Calendulas

Single and Double Violets

Stevia

Poinsettias

Pansies

Paper White Narcissus

GREENS.

Plumosus

Sprengerl

Galax, bronze

Galax, green

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Leucothoe



A HOLLY WREATH

Red and Green

**FOR HOLIDAY CIRCULARS AND
ADVERTISING.**

Plates for printing this fine Holly Wreath in two colors—green leaves and red berries and ribbon—\$3.50 per set of two plates. Larger size, $8\frac{3}{4} \times 4$ inches, \$5.75 per set of two plates.

Plate shown here for one color, \$2.00. The large size, one color, \$3.25.

Cash with order.

American Florist Co.

440 S. Dearborn St., CHICAGO

Some out-of-town wholesalers and retailers offered as high as \$12 and \$15 per 100 for carnations this week while they were in the city, which is largely responsible for the high jump in prices. One large wholesaler says that certain dealers have called up the greenhouses offering fabulous prices for carnations, which leads the average grower to believe that his commission house is not getting enough for his stock and in some instances causes him to ship to another house what stock he really intended to go to his regular outlet. The high prices given above may have been paid in many instances the past week, but judging from what the average dealer is asking now the real price is considerably less.

Peter Reinberg is in fair crop with roses and will have a good cut of Mrs. Chas. Russell, Killarney Brilliant, Richmond, Milady and Champ Weiland for Christmas. Peter Showsboe, foreman of the Reinberg greenhouses, says that Milady, Mrs. Chas. Russell, Sunburst and Ophelia have proved so satisfactory that they will propagate 25,000 of each variety for their own use next season.

George Asmus has returned from Atlantic City, N. J., where he acted as one of the committee appointed by President Totty to represent the S. A. F. at the War Emergency and Reconstruction Congress of War Service Committees of American Industries, under the auspices of the Chamber of Commerce of the United States of America held there December 3-6.

The A. L. Randall Co. is featuring a good supply of fancy stevia, which will be a big item with them for the holidays. The supply department is having a brisk call for artificial goods, and notwithstanding the extreme shortage of other stock.

Geo. McCallum, of Pittsburgh, Pa., who has been stationed at the Municipal

Pier in the Marine Service, left December 7, for New York, where he will be placed on ocean duty. Mr. McCallum expects a commission as ensign in March.

A. L. Vaughan & Co. report business as brisk, with an early cleanup each day. Boxwood of fine quality is in exceptionally brisk demand at this house and the same applies to all other items in the green list.

The George Wittbold Co. reports a grand cleanup in all blooming stock for Christmas, with a strong demand for cyclamens of which it had a splendid supply this season.

Erne & Company are looking forward to a brisk Christmas trade and will have a good supply of stock notwithstanding the outlook for the greatest scarcity in years.

Percy Jones, Inc., is strong on lilies this week, which are commanding exceptionally high prices owing to their fine quality and the extreme scarcity in this market.

At Kyle & Foerster's store the demand is heavy for American Beauty roses which are now arriving in fair supply in addition to their regular line of stocks.

Phil Schupp says that J. A. Budlong will have a good supply of stock for Christmas, but the demand promises to be far greater than the supply.

Miss Sylvia Sternheim and Dave Arends, of Kennicott Bros. Co.'s office force, are both sick at home with the Spanish influenza.

A. J. Stahelin and wife, of Detroit, Mich., were the guests of A. Miller and wife at their home here the greater part of this week.

The American Bulb Co. distributed a carload of lycopodium this week.

Joe Marks, with A. Henderson & Co., is back from an out-of-town trip.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave. Chicago

The Outlook for Christmas

is not any too encouraging for a large supply of Cut Flowers in the Chicago Wholesale Market and it is almost a certainty there will not be anywhere near enough to go around. Only the most favorable weather will relieve the situation and we suggest that all our customers get in touch with us immediately in regard to their supply. We will do the best we can for everyone and that is all any house can offer under the present existing conditions when everything points to the greatest Christmas scarcity in the history of the trade.

Christmas Necessities

On account of the scarcity of cut flowers for Christmas,
we are only quoting same on application.

BOXWOOD:

Box-Dwarf (Baby) fine stock, fresh and green, full weight 50-lb. bags—30c per lb.

Box-Tree, short bushy branches, small leaves, clean and nice, full weight 50-lb. bags—25c per lb.
Delivered in the city.

GALAX:

Bronze and green, new stock, per 1,000, \$1.50; case lots of 10,000, \$12.50.

LEUCOTHOE:

Long green, per 100.....\$0.75
Medium green, per 100......30

ASPARAGUS PLUMOSUS:

Select tips, per bunch.....35c 50c
Long sprays, per bunch.....50c 75c

ASPARAGUS SPRENGERI:

Per bunch 25c 35c

FERNS:

Per 1,000\$5.00

HOLLY:

Best southern stock. Lowest market prices.

MISTLETOE:

Choice, per lb.....30c
10-lb. cartons, per lb.....25c

A. T. PYFER & CO.

164 N. Wabash Avenue,

Formerly at 30 E. Randolph St.
L. D. Phone, Central 3373

CHICAGO

Vaughan's Seed Store has been very busy with final bulb arrivals and the filling of late and increased orders for forcing stock. Added to this, was the usual early December holly, green and moss shipments. This combination, with forces still shortened by military service and the influenza, has entailed long hours and night work.

In the matter of the bankruptcy proceedings of William H. Kidwell, notice has been given that there will be a meeting in the office of Sidney C. East-

man, referee in bankruptcy, 907 Monadnock building, this city, at 10 o'clock a. m., December 23, at which time the trustee will file his final report and a final dividend will be declared.

Visitors: W. A. Harold, of the West View Floral Co., Elkhart, Ind.; O. R. Eckhardt, St. Paul, Minn.; Paul M. Palez, Little Rock, Ark.; E. H. Mazey, Minneapolis, Minn.; Chas. Siebrecht, Winona, Minn.; M. Phillip, Wausau, Wis.; L. C. Hecock, Elyria, O.; Al Russell, of the Jones-Russell Co., Cleve-

land, O.; E. G. Hill, Richmond, Ind.; H. G. Berning, St. Louis, Mo.; P. F. Siebrecht, Aberdeen, S. D.; John Lapes, Cedar Rapids, Ia.; Chas. Snyder, of the El Paso Carnation Co., El Paso, Ill.; I. W. Kramer, Cedar Rapids, Ia.; M. A. Tierney, of the Bills Floral Co., Dayton, Ia.; M. Rocklin, of Rocklin & Lehman, Sioux City, Ia.; Mrs. Fern Elyria, O.; J. Lehman, Sioux City, Ia.; Miss Fannie Rennison, of the J. C. Rennison Co., Sioux City, Ia.; J. J. Higgins and M. Garrity, Toronto, Ont.; P.

Paper Shell PECANS

AT WHOLESALE PRICES

Remember the boys in the camps this Christmas with a box of choice paper shell pecans, the greatest and most delicious health food in the line of nuts.

SPECIAL OFFER TO THE TRADE:

JUMBO BRAND PECANS in 5-lb. boxes, delivered postpaid **\$3.50** anywhere in the United States.....
MEDIUM SIZED in 5-lb. boxes delivered postpaid **\$3.00** anywhere in the United States.....

WE OWN OUR OWN GROVES

and guarantee these pecans to be absolutely fresh and to give satisfaction. Order some for your own home at these wholesale prices quoted here. They are a bargain. Try a box today and you will duplicate your order for Christmas.

 **SQUIRRELL PECAN CRACKER, 75c Each.**

O. A. & L. A. TONNER,

Wholesale Cut Flowers,
Greens and Supplies

30 E. Randolph St., CHICAGO

W. Peterson, of the Chicago Carnation Co., and — Sterling, of the Sterling Floral Co., Joliet; Thos. Heaven, Beaton Harbor, Mich.; C. J. Reardon, Dayton, Ia.; Frank Smith, Joliet; Sam Seligman, New York; B. Juerjens, Peoria; Harvey Kidder, Ionia, Mich.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

Mention the American Florist when writing

Fort Wayne, Ind.

LIMITED SUPPLY AT HIGH PRICES.

The weather during the first part of December has been dark and gloomy, with temperatures above freezing, but these facts have not curtailed business to any noticeable extent, as the demand has been exceptionally snappy, ever since the Thanksgiving holiday. The market has been in a very unbalanced condition, as the supply of cut stock has been decidedly on the short side, and prices have soared on roses and carnations, on account of the big demand, and unequal supply. Blooming plants are appearing in the flower shops in excellent quality and variety. Azaleas made their appearance during the week, also poinsettias, and Jerusalem cherries. The windows of the flower shops here are resplendent with their holiday decorations of Christmas wreaths, bells, baskets, and other novelties, and the sale of these, in advance, has been better than any previous year.

NOTES.

The reports of the various florists in regard to the November business, show a decided increase over the same month last year, although the reports are not entirely satisfactory, on account of the great handicap of the shortage of cut flowers which the florists experienced all during the month. If it had not been for this drawback, the receipts would have been much larger. Prices have increased substantially during the month, and the cost of production is now balanced by the price obtained for the flowers.

This city has been most unfortunate in experiencing a second attack of the influenza epidemic, as within the past four or five days, over 250 cases have been reported to the board of health. Every effort is being made to check the epidemic, schools have been closed, and the public are obliged to wear masks in all places of amusement, churches, stores, etc., in fact any place where three or more persons are employed. This order has not affected business to any appreciable extent, as yet.

The Flick Floral Co. is showing some fine, full-flowered azalea plants, Cincinnati and Lorraine begonias, and poinsettias. The display of Christmas stocks in the artificial line, such as wreaths, etc., is especially attractive, as this firm is always noted for the novelties displayed.

Ed Wanninghoff reports a big advance demand for Christmas wreaths, etc., and orders from out of town, for the Christmas trade. Cyclamens of especially fine quality were displayed at his store the past week.

The New Haven Floral Co. has an excellent line of blooming plants in its greenhouses for the holiday trade, and is expecting a fairly large crop of roses and carnations.

Cattleyas and other seasonable orchids are in their prime at the range of W. J. & M. S. Vesey and the houses show promise of a splendid cut for the holidays.

H. K.

St. Louis.

PRICES HIT HIGH MARK.

The local market is ruled by high prices, and, like most others, is almost incapable of supplying the demand in anything in the line of flowers. The stock generally is of very good quality, but prices are exorbitant. The retail florists are turning away customers, because of their inability, and in quite a few cases, because they do not wish to hold them up for the prices necessary to come out on top. The condition is really serious, and, while lots of customers will buy regardless of the price, still the retailer is losing customers who refuse to be held up. There is an intrinsic value to a flower, and it is our opinion that no carnations, no matter how good and no matter how scarce, are worth \$17.50 to \$20.00 per hundred. The business will suffer eventually if this condition is not remedied soon, as the public will class the florists as some of them already do, as plain profiteers. In greens, the market is fairly well sup-

SOUTHERN WILD SMILAX

\$3.00 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet)..... \$3.50

NATURAL LOG MOSS

Per bag (100 square feet)..... \$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

plied, and the prices are just a little above normal.

NOTES.

A great proportion of the funeral work one sees now is made up of artificial flowers, and it certainly is nothing to brag about. The general appearance of the work is poor, which is a criterion of the seriousness of the present market.

Plants have been having a good sale in place of hospital bouquets, and if this keeps up, there will be a shortage of the few varieties we have for Christmas.

Oscar Ruf, who has been in a hospital for a few weeks with the flu, is out again, and expects to get back into harness soon.

J. J. W.

TORONTO, ONT.—The store of the People's Florist presents a very attractive appearance with its new furnishings and decorations.

DECATUR, ILL.—Daut Bros., of this city, report an unusually good year, with sales so far showing an increase of 35 per cent over 1917.

MONTREAL, QUE.—From the present outlook, the Christmas demand in this city should be good, with an ample supply to meet requirements.

LOUISVILLE, KY.—Mrs. Marie Kleinstuber Knopf, daughter of John Kleinstuber, a well-known florist of this city, died recently of influenza.

We Will Fill Your Christmas Orders to the Best of Our Ability

Stock promises to be exceedingly scarce, but we will spare no effort to supply you with all we possibly can at the prevailing market prices. Our line is complete in every respect, and we advise placing orders immediately.

DO IT NOW.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

KYLE & FOERSTER

WHOLESALE FLORISTS

160 N. Wabash Ave.,

CHICAGO

Long Distance Phone, Randolph 6784

Cleveland.

SCARCITY OF STOCK CONTINUES.

Locally, the market conditions remain about the same as in our last week's report, in as far as the stock of cut flowers is concerned. Stock in all lines is far short of the demand, making it extremely difficult for wholesalers to fill orders with any degree of certainty, and many retailers are padding their funeral designs with artificial roses, carnations and chrysanthemums. The demand for this artificial stock, while always good at Christmas, is better than ever this year. Even greens are short of the demand, and ferns are bringing \$5 per 1,000. Good carnations are priced at \$8 per 100. Short roses, eight cents each up to 20 cents for larger pink and white. American Beauties are bringing Christmas figures. Violets and sweet peas are \$2 per 100. Orchids are the only flowers that do not clean up daily. These have an excellent call, but are beyond the reach of many smaller retailers, whose trade will not stand the price. Boxwood and southern smilax

are in good demand, as are ground pine and moss wreaths. All other Christmas stock is moving in fine shape and the late buyers are going to be disappointed. Buy, but "Do it now."

NOTES.

Joe Williams, probably the oldest employe at the J. M. Gasser Co.'s greenhouses at Rocky River, and known to every florist in this city, had the misfortune to fall into a vat of hot water in the boiler house at the greenhouses while going about his work. Luckily, R. Emsley, who was chosing by, pulled him out at once, but he was badly scalded and his flesh came off with his clothes. He was submerged almost to his armpits. He was rushed to Lakeside hospital. Mr. Williams was just recovering from another accident, when he was knocked from his wagon.

Sergeant Joe Kolisky, formerly manager of the Taylor Flower Shop, spent an 11-day furlough with friends in this city. He is looking and feeling fine, and makes an ideal American soldier boy. Joe says that on his return he is going into the flower game on his own hook. He is stationed at Camp

YOUR



PROTECTION

KENNICOTT BROS. CO.

Wholesale Dealers in Cut Flowers
CHICAGO

CHOICE CUT FLOWERS AT WHOLESALE

Ophelia
Sunburst
Shawyer
Stanley

Ward
White Killarney
Pink Killarney
Maryland
Killarney Brilliant

ROSES

Columbia
Hadley
Russell
Mock

Prima Donna
Hoosier
Pink Hoos'er
Yellow Ophelia
Ophella Supreme

Violets, Greens, All Seasonable Flowers

H. E. FROMENT

148 West 28th Street,

Phones, Farragut 300-301.

NEW YORK

Jackson, Pisgah Forest, North Carolina, in the 44th Reserve Labor Battalion.

Frank Piggott's only son is reported wounded in France, "degree, undetermined." Mr. Piggott is unable to get any news as to the nature or extent of his injuries, and naturally is much worried.

Miss Schmitt, formerly of Gasser's wholesale store, is now with The Taylor Flower Shop.

J. H. Turnbull, of Rocky River, is cutting a fine lot of callas.

C. F. B.

Nashville, Tenn.

SPLENDID CHRISTMAS DEMAND IN SIGHT.

With the Thanksgiving rush over, the florists are taking stock and preparing for the holiday rush. From all indications there will be an ample supply but no superabundance. At present there is a scarcity of all stocks. Chrysanthemums have gone and there is nothing to take their place. Trade continues good and from all indications there will be a substantial raise in prices for the holidays. There is a noticeable increase in social activities especially among the younger set and the old time trade along these lines in general is improving, which makes the corsage bouquet business good and provides an outlet for the many beautiful orchids in this market. A good supply of cemetery wreaths has been made ready as well as many pretty novelties in fern dishes, vases, baskets, bowls and attractive birch boxes. Many of the trade have already arranged their schedules of Christmas prices, offerings to vary from \$3 to \$5 for Aaron Ward roses to \$10 up to \$18 for American Beauty. Russell, Richmond, the Killarneys, Ophelia and others will vary from \$4 to \$6 per dozen. Carnations will be offered at \$2 and \$3. Easter lilies \$5 per dozen, cut poinsettias \$6 and orchids \$2 each. Pot plants, of which there will be no small assortment will include a varied quantity of ferns.

NOTES.

The Joy Floral Co. is expecting a fine lot of everything just right for the holidays, although the supply at this writing is scant. They will have roses in excellent assortment, carnations and narcissi, the latter now coming along splendidly. This firm will have an unusually fine lot of pot plants. While there will be plenty of stock in all lines for their local trade as well as for the Chattanooga store, they have decided not to wholesale anything and are turning away orders. Orchids at this establishment are especially fine and have advanced in price from \$1 to \$1.50 each.

Geny Bros. are looking forward to a fine trade and will be well equipped to

For The Christmas Trade

Joseph A. Millang

55-57 West 26th Street,

NEW YORK

**Offers Fine American Beauty,
Francis Scott Key and Other
Standard Varieties of Roses.**

Carnations in the best varieties.

handle it. Beautiful roses will be a feature, among them Columbia which they have grown most successfully this year. Among the attractive offerings here will be dainty wicker baskets priced from \$4 up. Birch boxes filled with flowering plants and ferns will range in price from \$5 to \$7.50. Their plant stock is very fine in quality.

The McIntyre Floral Co. will have on sale something the other stores are not offering, namely a fine lot of azaleas in bloom. They have about 300 beautiful plants, all large fine specimens. Another strong feature will be fine offerings of roses in variety. As with other local florists, stock is now scarce but they manage to fill each day's orders satisfactorily.

L. H. Haury & Son will have a fine stock of baby ramblers and many other flowering plants. The roses at their range are looking well and will be in right for the holiday demand.

M. C. D.

WASHINGTON, D. C.—Fire at the heating plant of the Botanic Gardens, November 22, caused a loss of \$1,000.

CLEVELAND, O.—A flower shop has been opened at 5622 Woodland avenue, by H. B. Wilkinson, proprietor of the Penn Square Flower Shop.

Rochester, N. Y.

BUSINESS ABOVE COMPLAINT.

Following the Thanksgiving business there was a fair week's trade, but a falling off in funeral work. Carnations are scarce and poor in quality, but there is a limited supply of good roses. The price is high on all grades, however. Violets have advanced to double their former figures and will remain so until after the holidays.

NOTES.

December 9 was ladies' night with the florists' association. Fred Zoller gave a very entertaining talk on the beauty spots of southern California, illustrated with colored slides.

George Kramer has been turning out some very attractive baskets and other Christmas offerings for Salter Bros.

J. B. Keller Sons report a splendid Thanksgiving trade. They are at present making a fine display of orchids.

Charles Felton, of Buffalo, was a business visitor last week, purchasing Christmas supplies.

George T. Boucher has recovered his auto which was stolen recently.

H. P. Neun is showing some excellent solanums, richly berried.

CHESTER.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

HOERBER BROS.

Wholesale
Growers of **Cut Flowers**

Telephone: **Randolph 2758**

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, **CHICAGO**

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St.
CHICAGO, ILL.

**Wholesale Cut Flowers,
Florists' Supplies.**

Mention the American Florist when writing

WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE
CENTRAL 679 **154 N. WABASH AVE. ILLINOIS**

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

SOUTHERN WILD SMILAX

\$3.00 per case.

Natural Log Moss, per bag (100 square feet), \$1.75

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50

**Caldwell The Woodsman Co.
EVERGREEN, ALA.**

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

**CUT FLOWER HOUSE
IN CHICAGO**

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

**CHRISTMAS PRICE LIST,
In Effect December 18.**

Roses, Beauty	\$ 2.00@ \$18.00	Dozen
Mrs. Chas. Russell ...	2.00@ 12.00	
"	100	
" Hoosier Beauty	10.00@ 50.00	
" Killarney Brilliant ...	10.00@ 35.00	
" Killarney	10.00@ 30.00	
" White Killarney	10.00@ 40.00	
" Richmond	10.00@ 30.00	
" Prince de Bulgarie ..	10.00@ 30.00	
" My Maryland	10.00@ 30.00	
" Mrs. Geo. Sawyer	10.00@ 30.00	
" Millad	10.00@ 30.00	
" Sunburst	10.00@ 30.00	
" Mrs. Aaron Ward	10.00@ 25.00	
" Hadley	10.00@ 40.00	
" Ophelia	10.00@ 40.00	
" Double W. Killarney ..	10.00@ 35.00	
" Mrs. Moorfield Storey ..	10.00@ 35.00	
" Champ Weiland	10.00@ 35.00	
" Stanley	10.00@ 35.00	
" Francis Scott Key	10.00@ 35.00	
" Bayard Thayer	10.00@ 40.00	
" Cecile Brunner	4.00	
" George Elgar	4.00	
" Baby Doll	4.00	
" Nesbit	4.00	
" Our selection	10.00	
"	2.00	
Violets, per 100	8.00@ 20.00	
Carnations	12.00@ 15.00	
Cattleyas, per doz.	1.50@ 2.00	
Daisies	15.00@ 25.00	
Lilium Harrisii	8.00	
Valley	2.00@ 2.50	
Stevia	25.00	
Callas	3.00@ 4.00	
Sweet Peas	4.00@ 8.00	
Calendulas	6.00@ 8.00	
Paper Whites	1.00@ 1.25	
Ferns	5.00@ 6.00	
Galax	1.00@ 2.00	
Leucothoe	1.00@ 1.25	
Mexican Ivy, per 100 ..	5.00@ 6.00	
Plumous Strings each, 100 ..	75	
Smilax	2.50@ 3.00	
Sprengeri, Plumous Sprays...	3.00	
Boxwood, 35c per lb., per case,	9.00	

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Telephone Central 3284

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THE BOOK OF GLADIOLUS



THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

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CUT FLOWERS and PLANTS

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CHICAGO, - ILL.

L. D. Phone, Randolph 631

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For Christmas we can furnish in quantity.

Beauties, Cypridium, Orchids

Let us quote you prices on these items and all other flowers in season.

THE LEO NIESSEN CO.,

1201 Race St., Philadelphia, Pa.

Philadelphia.

MARKET SHOWS HEALTHY CONDITION.

The past week as far as prices are concerned had a distinct holiday flavor; \$8 to \$10 per hundred for carnations was thought very good. Christmas figures and they have often sold for much less, but none worth having sold during the last few days for less than \$8, and the first selection, \$10. Nothing in roses, and very few at that, for less than \$6, while specials brought \$20 to \$25 and Russell as high as \$40. Easter lilies sold for \$20 and callas, \$25. While this condition is unprecedented, it is a healthy state of affairs brought about entirely by the scarcity of flowers. Growers admit they would have to get more for their flowers this year because they cost so much more to grow, and here it is handed to them in a measure greater than their expectations. The cut flowers of nearly all kinds coming to the market are fully one-third in volume below that of last year at this time. The quality is fine, there being in roses, particularly the specials, some very good stock, but only enough to whet the appetite and keep the prices up. American Beauties are the exception, there being sufficient for all demands. There is still quite a quantity of chrysanthemums in large flowered sorts and bunch pompons. Jennie Nonin, Seidewitz, Mistletoe and Bonaffon are the leading sorts. Quite a quantity of carnations are being received; the quality is fine, but too large a percentage are white. Easter lilies are in fair supply, and will be until after January 1, and then—well, we shall see. Callas will be very good stock this year. They are in demand for funeral sprays. Cattleyas are about equal to the call white violets are scarce. Sweet peas are none too plentiful. They should certainly turn in winning cards this year. Calendulas and snapdragons are finding a good market.

December 9.—There was a very fair supply of flowers for the day's business, but not enough for the demand even at prices higher than a number of items brought at Christmas last year. Mrs. Russell roses are leaders, being preferred to American Beauty of the same length of stem and price. Very few chrysanthemums are offered except rather passe pompons.

NOTES.

The December meeting of the florists' club was attended mostly by growers and commission men who talked shop. That they were immensely pleased with their returns so far this season, was the opinion of all who spoke. Furthermore, it was thought that they would even yet reach a higher level. Adolph Farenwald thought it would be wise on the part of growers, in the experience of the past three years, when there were at times periods of great over-production, to hold on to their money and not put it all into cash right away. Let the demand get a little ahead of the supply, and then it would be time enough to build. Both S. S. Pennock and Arthur Niessen believed that good prices would be maintained throughout the coming season.

The Robert Craig Co., who never had a finer assortment than this season,

Air Plants

Per dozen bunches.....\$1.00
Per 100 bunches.....7.50

ARTIFICIAL CAPES

Made of waxed paper. A perfect imitation.
Very desirable; handy, being ready wired.
White only.....\$2.50
Per box of 300.....7.50
Per 1000.....7.50

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists,
1320 Pine St., ST. LOUIS, MO

Prepared Oak Shrubs

Fine for Wreath Work.

Can be had in green, brown or red.

Price per carton.....\$1.75

RUSCUS

Best quality. Holly red or green.

Per pound.....\$1.00
Price per carton.....\$1.00

EDWARD REID

Roses, Chrysanthemums, Carnations, Easter Lilies. All seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Dec. 11. Per 100

Roses, Beauty, Special	\$60.00@75.00
" Fancy	40.00@ 50.00
" Extra	30.00@ 40.00
" Ist	20.00@ 30.00
" Killarney	6.00@ 15.00
" My Maryland	6.00@ 15.00
" Sunburst	6.00@ 12.00
" Ward	6.00@ 8.00
" Opheila	6.00@ 20.00
" Russell	8.00@ 20.00
" Sawyer	6.00@ 20.00
Lilies	15.00@ 20.00
Cattleyas	60.00@ 75.00
Carnations	4.00@ 8.00
Chrysanthemums	10.00@ 40.00
Pompons	5.00@ 1.00
Sweet Peas	.50@ 2.50
Violets	1.50@ 2.00
Asparagus Sprenger	35@ 50
Ferns	per 1,000 2.00
Calendulas	3.00@ 5.00

BOSTON, Dec. 11. Per 100

Roses, Beauty	20.00@60.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Sunburst	6.00@12.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	8.00@20.00
" Mock	6.00@10.00
" Mrs. Chas. Russell	8.00@12.00
" Taft	6.00@12.00
" Milady	8.00@12.00
" Ward and Willington	6.00@10.00
" My Maryland	2.00@12.00
Carnations	4.00@ 8.00
Easter Lilies	12.00@20.00
Valley	8.00@10.00
Gladioli	4.00@ 8.00

CINCINNATI, Dec. 11. Per 100

Roses, Killarney	8.00@18.00
" Mrs. Chas. Russell	12.00@28.00
" Opheila	10.00@20.00
" Richmond	3.00@10.00
" Sunburst	10.00@20.00
" Sawyer	12.00@28.00
" Columbia	12.00@20.00
Lilium Giganteum	16.00
Carnations	8.00@ 8.00
Chrysanthemums, Per 100	25.00
Callas	12.50@15.00
Sweet Peas	1.00@ 2.00
Lir of the Valley	4.00@ 6.00
Violets	1.00@ 2.00
Orchids	25.00

have sold out entirely of all heather, cyclamens, poinsettias and begonias, as are all their Otaheite oranges, peppers and Jerusalem cherries. Foliage stock and ferns are also in great demand. Mr. Craig said: "We had a

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses Orchids, Chrysanthemums, Carnations

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,

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Growers of Quality Flowers.

C. C. POLLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
and Greens

H. Bayersdorfer & Co.

The Wholesale Supply
House of America...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

great struggle the past year under the labor handicap to get this stock together, but we feel amply repaid when we meet our old customers in being able to serve them with foliage and flowering plants that are up to, and I think even a little better, than our usual standard."

William Leonard, Landsdowne, Pa., is much pleased with the rose prices of the season so far, but said they should equal twice those of last year for the grower to come out right, for the reason that labor, coal, fertilizer, hauling, boxes, in fact, everything that has to do with the cost of production is 100 per cent higher than the prices of a year ago. He cut down his glass area one-half as requested by the government, but it is costing him only 25 per cent less to run this, than it did to carry on the whole place last year.

J. J. Habermel's Sons have been renovating their large show window at the Bellevue-Stratford store. The interior arrangement is after plans prepared by Walter Vanden Hengle. The large 10 x 20 foot plate glass was successfully reset. Business is reported good, rather quiet in the store, but the decorative department is gaining as the season advances.

A favorable factor is the improved service of the express companies, who now send out their cars to various establishments as often as desired. After the consolidation and the combined organizations began running smoothly, orders have gone through with but little delay and it is hoped that embargoes are a thing of the past.

The retail stores are experiencing the usual lull of early December and taking advantage of this opportunity to get up their baskets and other holiday stock. Pennock Brothers have added several women workers to their holiday force and find them quite expert in making up wreaths of evergreen and other like material.

H. I. Faust, of Merion, who specializes on cyclamen, thinks plants must be scarce all over the country, as he never had so many out-of-town visitors as this season. He had more cyclamen than ever before, and could have sold twice as many. Ferns also had a good sale.

Memorial services in honor of Corporal Raymond C. Choirs were held in Calvary Presbyterian Church, Camden, N. J. A gold star was placed in the service flag and there were a number

GUST. RUSCH & CO.



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Jobbers in
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FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

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Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Dec. 11. Per 100

Roses, Beauty, special	50.00@60.00
" " fancy	20.00@35.00
" Mrs. Chas. Russell	8.00@25.00
" Killarney	4.00@12.00
" Hadley	8.00@20.00
" Sunburst	6.00@15.00
" Wards	8.00@10.00
" Ophelia	8.00@20.00
" Columbia	10.00@25.00
Carnations	6.00@ 8.00
Cattleyas, each	\$0.60@0.75
Valley	10.00@12.00
Lilium Rubrum	8.00@12.00
Easter Lilies	12.00@15.00
Snazdragons	4.00@ 8.00
Calendulas	5.00@ 6.00
Asparagus, string or bunch	.50
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus String	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1000	4.00@ 5.00
Violets, single	1.00@ 1.50
Sweet Peas	1.50@3.00
Mignonette	4.00@ 6.00
Stevia	.35

St. Louis, Dec. 11. Per 100

Roses, Hadley	\$3.00@35.00
" Killarney	3.00@ 6.00
" White Killarney	4.00@12.50
" Hoosier Beauty	4.00@20.00
" Russell	6.00@25.00
" Sunburst	4.00@15.00
" Ward	4.00@ 8.00
" Mrs. Sawyer	2.00@ 6.00
" Ophelia	6.00@20.00
Ferns	per 1000 4.00
Carnations	8.00@12.50

MILWAUKEE, Dec. 11. Per 100

Roses, Killarney, W. Killarney	8.00@15.00
Ward	6.00@12.00
" Mrs. Chas. Russell	10.00@35.00
" Ophelia	6.00@12.00
" Columbia	10.00@25.00
" Hoosier Beauty	8.00@15.00
Calendulas	6.00@ 8.00
Carnations, assorted	9.00
Cattleyas, per doz.	2.00@ 2.50
Violets	.35@ .50
Calendulas, per beh.	1.00
Bouvardia, per beh.	1.00
Stevia	2.00@ 3.00
Flat Ferns, per 1000	5.00

McCALLUM CO.

Florists' Supplies

PITTSBURGH, PA.

Philadelphia Wholesale Florists' Exchange

Roses, Chrysanthemums, Carnations

Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

PITTSBURGH, Dec. 11. Per 100

Roses, Beauty, special	60.00@75.00
" " fancy	40.00@50.00
" " extra	20.00@30.00
" No. 1	12.00@15.00
" Hadley	6.00@20.00
" Killarney	4.00@15.00
" Sunburst	4.00@15.00
" Mrs. Aaron Ward	4.00@15.00
Cattleyas	100.00
Easter Lilies	25.00
Lilium Giganteum	25.00
Carnations	6.00@ 8.00
Valley	8.00
Violets	1.00
Ferns, per 1000	25.00
Asparagus Sprenger	35@ 40
New Crop Green Galax, per 1000	\$1.50
Mexican Ivy	.75
Stevia, per bunch	25.00
Paper Whites	6.00
Calendulas	4.00
Sweet Peas	1.50

of eulogies by members of the congregation by whom he was held in the highest esteem.

Jos. G. Neidinger is back in the harness again, assisting his hard-pressed manager with a record breaking holiday business. He says the stores must have sold out clean during the October rush, as all kinds of florists' supplies are in the greatest demand.

Leo, Niessen expresses the opinion that if the present demand and prices keep up, and he believes they will, that it means additional houses next year as he never knew a grower with a pocketful of money that did not put it into greenhouses.

Edward Reid is spending a few days gunning in North Carolina. His manager finds a good demand for the limited supply of stock now coming in. Maryland and Ophelia roses, good carnations and cattleyas are features.

Manager Miller, of the Philadelphia Wholesale Florists' Exchange, finds a light demand, but sufficient to take all their choice rose stock every day. Ophelia, Weiland and Ward are leading varieties, all of excellent quality.

Red chenille is being used very extensively in all holiday work in place of red immortelles, which are very scarce and high, bringing the record price of 60 cents per bunch. Red ruscus is also in great demand.

Leo Niessen, in speaking of market conditions, said the prices are now just about what they were five years ago, particularly in roses. Carnations are higher, but other stock, not much, if any, better than at that time.

The Jos. Heacock Co. worked up a good shipping trade but find the demand greater than they can supply. The business in palms and cut flowers of the past six months has broken all records.

Packing is being charged for by some growers as wooden cases, excelsior and heavy sheeting paper, together with labor and other charges, have added so materially to the cost of this service.

Nothing left over from one day to another is the condition with the Leo Niessen Co. American Beauty roses and choice carnations are quantity items. Cattleyas and cyripediums are also features.

Godfrey Aschman and Aschman Bros. both report all blooming stock sold out, also Jerusalem cherries, and a good run on all ferns and other foliage plants.

Charles Feast, of Baltimore, was in town last week and reports very good business but a great scarcity of flowering plants and cut flowers in that city.

W. K. Harris reports a great run on birds nest fern and plant combinations. They miss the Christmas azaleas, which were a specialty here.

The Christmas plant men all report a phenomenal business, most of them having no flowering stock to sell since the first of December.

Berger Bros. are handling boxwood and other Christmas greens in quantity. Easter lilies and good late chrysanthemums are quantity stocks.

Visitors: E. Bovey, Greenville, S. C.; John Paul, Cumberland, Md.; H. F. Littlefield, Worcester, Mass.; F. F. Leiple, F. G. Marche, Z. D. Blackstone and George C. Shaffer, Washington, D. C.; Charles Feast, Baltimore Md., and R. W. Evans and George H. Silver of Wilkes-Barre, Pa. K.

WENHAM, MASS.—Austin F. Tracy, father of B. Hammond Tracy, well-known gladiolus specialist of Cedar Acres, died December 4, age 83 years. The deceased was greatly interested in the gladiolus and his vegetable garden was a point of interest to many visitors. Two sons survive.

From New York Cold Storage

LILY OF THE VALLEY

BEST QUALITY HOLLAND GROWN

In cases of 500 pips.....\$15.00 per case
In cases of 900 pips..... 22.50 per case

CHAS. SCHWAKE & CO., Inc.
90 WEST BROADWAY, NEW YORK

New York.

HIGH CHRISTMAS PRICES INDICATED.

The trend of prices during the past week was upward, and it seems inevitable that for the Christmas trade, high prices will prevail. Coal is to be had, such as it is, but the partial raising of the embargo came too late to help some of the growers who had already arranged to shut down part of their ranges, and in the matter of stock could not start up again so late in the season. In plants there seems to be a fair supply of heather, poinsettias, cyclamens, primroses and the berried plants, but the azaleas will be missed. There will probably be scattering lots of old stock on the market, but not enough to supply a normal demand. We have noticed that a number of growers have already made up combinations of the colored leaf plants, such as crotons and dracaenas, with ferns, and they are quite attractive. The demand for cut flowers during the past week was not heavy; it seldom is for the first weeks of December, but the light supply stiffened prices. Special tea roses of the varieties least sought after, range from \$15 to \$20 per 100; such varieties as Ophelia, Russell and Hadley, from \$20 to \$50 per 100. No. 2 roses are \$6 and \$8 per 100. Good Ward carnations bring \$10 per 100, and there is no likelihood of a decline, but to the contrary all will go higher. There are good Princess of Wales violets on the market, and they sell well. But few violets are arriving from Rhinebeck, and it is stated that the crop will be off until Christmas.

December 9.—The supply of stock is very light and prices are firm. The weather is clear and mild, favorable to the growers.

NOTES.

At the opening session of the Association of National Advertisers, Incorporated, at the Waldorf-Astoria, December 4, S. Wilbur Carman said: "I believe that advertising is going to be a vital attribute of the new democracy that we are going to see in this country as well as in other countries. Mass opinion on all subjects from prohibition down to current fashions in baby carriages will be cultivated as it has never been cultivated before through the printed word."

There was a conference in the office of Secretary John Young, December 6, relating to the plant exclusion act recently signed by Secretary of Agriculture Houston, and which becomes effective June 1, 1919. There were present, J. D. Eisele, of H. A. Dreer, Inc., Philadelphia, Pa.; James McHutchison and C. B. Knickman of McHutchison & Co., New York; John Watson, Newark, N. Y., and President Totty and Secretary Young of the Society of American Florists.

Frank N. Doubleday, president of the publishing firm of Doubleday, Page & Co., was married, November 27, to Miss Florence Van Wyck of this city. The first Mrs. Doubleday, who was a writer, died in February of this year, in Canton, China, while on a trip with her husband in the interest of the Red Cross.



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Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK



Phones Farragut 167 3058 Established 1887

J. K. ALLEN

Wholesale Commission Dealer in
CUT FLOWERS

118 W. 28th St., NEW YORK

West of 6th Ave. Open 6 a. m. every morning.

Mention the American Florist when writing

J. J. COAN, Inc.

WHOLESALE FLORIST

Everything in Cut Flowers

Phones 5413 & 5891 Farragut
115 West 28th Street, New York

John Young & Co. are receiving exceptionally fine gardenias from the Beechwood Heights Nurseries, Bound Brook, N. J. The stems run from 18 to 24 inches in length, the foliage glossy and the flowers well developed.

The Long Island Floral Company, a wholesale business recently established at 48 Willoughby street, Brooklyn, re-

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

NEW YORK CITY

Telephone:
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Wholesale Commission Florist

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Telephone No. 2364 Farragut.

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105 W. 28th St., New York

Telephone 759 Farragut.

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All the NEW ROSES, CARNATIONS
and Seasonable Flowers

HORACE E. FROMENT

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
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Wholesale Commission Florists

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WHOLESALE FLORIST

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Telephone 5335 Farragut.

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Geo. C. Siebrecht

Wholesale Florist

109 West 25th St., NEW YORK

Tel. 608 and 609 Farragut

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Goldstein & Futterman

Wholesale Florists

The Right People to Deal With

107 W. 28TH ST., NEW YORK

Mention the American Florist when writing.

Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Dec. 11. Per 100

Roses, Beauty, special.....	60.00@75.00
" " extra and fancy.....	40.00@50.00
" No. 1 and No. 2.....	2.15.00@20.00
" Hadley	8.00@50.00
" Hoosier Beauty	8.00@20.00
" Francis Scott Key.....	8.00@50.00
" Columbia	6.00@20.00
" Prima Donna	6.00@20.00
" Alice Stanley	6.00@12.00
" Mrs. Geo. Shawyer.....	6.00@12.00
" Double White Killarney.....	5.00@20.00
" Killarney	6.00@15.00
" Queen	6.00@15.00
" Brilliant	6.00@15.00
" Aaron Ward	6.00@15.00
" Sunburst	5.00@15.00
" J. L. Mock	6.00@25.00
" Ophelia	6.00@15.00
" Red Rover	5.00@20.00
" Mrs. Chas. Russell.....	5.00@35.00
Cattleya orchids, special.....	75.00@100.00
Rubrum	10.00@15.00
Lilies, Longiflorum and Formosum.....	15.00@20.00
Lily of the Valley.....	5.00@10.00
Adiantum Croomeanum and	
Hybridum	5.00@ 75
Bouvardia	3.00@ 4.00
Chrysanthemum, per doz.....	2.00@ 6.00
Carnations	5.00@ 8.00
Gardenias, per doz.....	2.00@ 6.00
Violets	1.00@ 1.50
Callas, per doz.....	2.00@ 2.50
Sweet Peas	1.50@ 4.00
Mignonette, per doz.....	1.00@ 1.50
Asparagus Plumosus, doz. bchs.....	3.00@ 4.00
Smilax	1.00@ 2.00

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.

CONSIGNMENTS SOLICITED

Mention the American Florist when writing

Phones, 3310-11-12 Farragut

Henshaw Floral Co.

(Incorporated)

Wholesale Commission Florists

127 W. 28th St., NEW YORK

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St.,

Chicago

Telephones 4422 Farragut D. J. Pappas, Pres.
4423

United Cut Flower Co., Inc.

WHOLESALE

111 W. 28th St., NEW YORK

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PHONE 2335 FARRAGUT
2336

WM. KESSLER,

WHOLESALE FLORIST

113 W. 28TH STREET.

Bet. Sixth and Seventh Aves. NEW YORK

Mention the American Florist when writing

N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 28th, New York.

Desirable wall space to rent for advertising.

Open for Cut Flower Sales at 6 o'clock
every morning.

V. S. DORVAL,

Secretary

Mention the American Florist when writing

The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

119 West 28th St., NEW YORK

GEO. B. HART

WHOLESALE FLORISTS

24-30 STONE STREET,

ROCHESTER, NEW YORK.

Mention the American Florist when writing

M. C. FORD

121 WEST 28TH STREET
NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

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D. FEXY

Wholesale Commission Florist

116 West 28th St., New York

Consignments Solicited.

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New Dwarf Solanum Cleveland.

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Fine stock for 5 and 6 inch, 25c and 35c.

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ports that their Thanksgiving business was good and they are well pleased with the outlook.

Mrs. Matthew Sampson, Jr., gave birth to a son, December 8, it being the first boy in the family, the other two children being girls. The entire family is happy, particularly Matthew Sampson, Jr.

James Taplin, who for some years has been foreman at the range of Henry Siebrecht, New Rochelle, N. Y., has resigned and, it is said, will engage in the automobile business.

Manager Edward McCarthy, of James Weir, Inc., 324 Fulton street, Brooklyn, advises us that their Thanksgiving business was excellent and that general trade continues active.

Hugo Jahn, the retailer of 710 North street, Brooklyn, reports good Thanksgiving business. His store is one of the most attractive in that borough.

Alfred Demeusy, the grower of Clarkson street, Flatbush, is cutting fine stock of his sport of the Enchantress carnation.

William A. Phillips, 272 Fulton street, Brooklyn, reports a "good Thanksgiving" and business holding up well.

Z. D. Blackstone, of Washington, D. C., was in town December 9. He reports a scarcity of stock in that city.

Joseph J. Levy, the wholesaler of 56 West 26th street, is handling very good stock of all the seasonal flowers.

The Henshaw Floral Co. is receiving fine stock of the golden and white Mistletoe chrysanthemums.

Visitors: B. Hammond Tracy, Wenham, Mass.; Z. D. Blackstone, Washington, D. C.

A. F. F.

Milwaukee, Wis.

THANKSGIVING TRADE OF GREAT VOLUME.

The great volume of business done for Thanksgiving brought the month of November to a fine close, running a close second to October, which stands as a record breaker, and the best ever experienced, even by some of our pioneers. All predictions that stock of all kinds would be far short of the demand for this holiday came true with the exception of chrysanthemums, especially those cut in spray form. Stock in this particular line was held back for the rush, and as the weather was cool, they came through in good shape. The supply of the old standbys, namely, roses and carnations, was far short of requirements, consequently the chrysanthemums had easy sailing. The same can be said of the limited supply of stevia, calendulas, violets, sweet peas and snapdragons. With the Thanksgiving holiday, came numerous orders

RAEDLEIN BASKET CO., CHICAGO, ILL.

713 Milwaukee Avenue



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|----|---|--------|---------|
| 25 | Tumbler Baskets, in all colors, complete with metal liners..... | No. 1. | \$8.50 |
| 12 | Cut Flower Baskets, 9 to 11 inches deep 24 to 32 inches over all, in all colors and complete with metal liners..... | No. 2. | \$9.00 |
| 15 | Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... | No. 3. | \$15.00 |

Write for Catalog.

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for table decorations and social affairs, and we have good reason to expect a gradual return of the use of flowers, other than that which has kept the retailers going since our entrance into the war. We regret to report that since November 28, the "flu," which apparently had abated, has again gained the upper hand the past week with a greatly increased death rate, which again created an extra heavy demand for funeral work, and anything in the form of a flower, no matter what color, shape or size, is being used. Conditions are more critical now than during the first siege, for at that time there were some chrysanthemums and plenty of outdoor weeds which helped out. At the present time, with the short days, indoor stock opens slow. Great quantities of artificial flowers, magnolia and galax leaves, oak and boxwood sprays and the like, are being substituted, and orders refused at that. From present indications, the high prices of cut flowers being realized now will not come down till after the new year. Greens of all kinds are getting scarce and prices going up. At this writing, the only flower that is plentiful is stevia.

CLUB OFFICERS ELECTED.

Although it was election night, December 5, the attendance at the club meeting was not as large as expected; and then there was nothing of special importance outside of the election to really make it worth while. The following officers will serve the coming year: Wm. A. Kennedy, president; Nic. Zweifel, vice-president; James Livingson, treasurer; Eugene Oestreicher, secretary; A. Reinhardt, trustee for three years.

NOTES.

Fred Manke, of North Milwaukee, says he has just closed a most successful season, having cut perennial del-

phenium from June 1 to Thanksgiving, something rather unusual in this vicinity. Large quantities of annual gypsophila also proved a paying proposition. His houses are now devoted to carnations, which are in prime condition.

Since December 2, there has been only one man on the job at the Fox Point Floral Co. at North Milwaukee. Even Hans and Otto, the proprietors, are down with the "flu." Another establishment handicapped by lack of help is the John Rost place; only a girl left to look after "the whole works."

At the C. C. Pollworth Co. it was a matter of being sold out early, with orders being cut all around. To avoid the "strain," C. C. took to the woods on his annual hunting trip and returned with a "dandy."

The Holton & Hunkel Co. was fortunate in having a nice lot of large chrysanthemums and a good cut of roses for Thanksgiving. They are now busy on their pot plants for the Christmas trade.

J. M. Fox & Son, Inc., who enjoyed a fine Thanksgiving trade, report an awakening in the demand for corsage and table bouquets, items practically dead with them for some time past.

Prospects are good for a large cut of fine carnations at the Greenwood Carnation Co., North Milwaukee, for the Christmas business. Their average cut to date has not been very great.

Having had considerable trouble of late in obtaining an adequate water supply, Kamp & Spinti are having a deep well drilled, which they hope will alleviate further anxiety.

Gust Rusch & Co. were at their wits' ends trying to divide up what came in between shipping and local orders, ever since the last week in November.

E. O.



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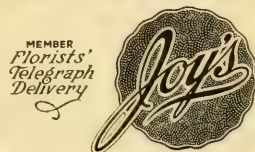
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London Flower Shop, The, Philadelphia, Pa.
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Malandre Bros., New York.
Masur, 256 Fulton St., New York.
Matthews, The Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
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The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held at Chicago, June, 1919.

MILFORD, CONN.—Arthur B. Clark is president of the Milford Trust Co.

It is reported Japanese toy shipments are coming now. If so, why not lily bulbs?

OWENSBORO, KY.—Field & Co. are building a spacious new warehouse of steel and concrete.

VAUGHAN'S SEED STORE, Chicago, reports brisk demand for many scarce items in flower seeds.

ONION SETS in the Chicago district show little change with colors at \$2.00 and whites \$2.75 to \$3.00, January delivery.

JANESVILLE, WIS.—A new farm tractor establishment covering 125 acres has been started here by the General Motors Co.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade December 11 were as follows: Timothy, \$8.00 to \$10.75 per 100 pounds, no change from last week.

The British government permitted Canada to import Japanese lily bulbs of the 1918 crop and it is understood these are being distributed to dominion dealers and growers.

COLUMBUS, O.—The large greenhouses of the Livingston Seed Co. in which cut flower growing has been discontinued for the winter, are now being utilized for drying seed corn.

BRISTOL, PA.—The D. Landreth Seed Co. extends an invitation to inspect its new garden seed warehouse any afternoon except Saturdays and Sundays between the hours of 2 and 5 o'clock.

TOLEDO, O.—Clover closed 10 cents higher December 10 at \$24.60, a drop of 70 cents during the week. Cash timothy was 5 cents higher, selling at \$5.05; December, \$5.05; January, \$5.10 and May \$5.32.

WASHINGTON, D. C.—Proposals are being invited by the General Supply Committee to be opened December 31 for the supply of seeds for the use of the government departments in Washington and various field services, deliveries to run from January 1 to June 30, 1919.

H. G. HASTINGS, of H. G. Hastings & Co., Atlanta, Ga., who was in Chicago this week, reports his firm's spring catalogue is on the press to be ready for mailing Christmas day. Mr. Hastings says he will be glad to retail some kinds of seed the coming season at prices to cover contract costs.

THE United States contains about 1,500,000,000 acres of land of which 1-140,000,000, or 60 per cent, is tillable. Approximately 337,000,000 acres, or 32 per cent, was planted to crops in 1918. The department of agriculture estimates that in 30 years from 1880 to 1910 the number of farms in the United States increased from 4,000,000 to 6,362,000.

Holly and Green.

The bouquet green supply was short this week at Chicago because of eight to 10 days' delay in car movements. Ten dollars per 100 pounds is asked, with little available.

The holly situation compares with that of ground pine except that the supply is even shorter at this date, December 11.

New Jersey Seed Crops.

George R. Pedrick & Son, Pedricktown, are filling orders in full on tomato, pepper, egg plant, watermelon, squash, pumpkin gourds, asparagus and okra and are finishing up crops of squash and pumpkin. In muskmelon and cucumber there is a little shortage in some varieties. Altogether the crops have been very good this year.

Corn Seed.

While they will have no large crop of seed corn C. S. Clark & Son, Wake-man, O., report the yield sound, well matured, of fine quality and very strong germination, from which they hope to fill from 70 to 100 per cent of orders on sweet varieties. The crop of Black Mexican has been nearly ruined by chinch bugs with only 20 to 30 per cent of this sort in sight. Country Gentleman is also short with a yield of 60 to 70 per cent. Dent and flint are both well matured, but the acreage is not large.

Breck Benefit Association Meeting.

The eighteenth annual meeting of the mutual benefit association of the employees of Joseph Breck & Sons Corporation, Boston, Mass., was held in the salesroom at the close of business, November 19. The report of the treasurer showed a substantial balance in spite of the fact that the benefits paid during the year were greatly in excess of any since the organization was founded. This balance has been partly invested in Liberty bonds and war saving stamps.

The secretary's report showed 22 members and fellow-workers "over there". During their absence they are

retained as members and their dues remitted. They have also been remembered from time to time with comforts by the welfare committee. One member, Charles E. Simonds, of the 16th Company, C. A. C. artillery, died from disease.

The president briefly addressed the meeting and thanked the executive committee for its hearty support and co-operation during the year.

The following is the list of officers re-elected for the ensuing year: A. J. M. Joiner, president; F. S. Ferreira, vice-president; H. L. Haines, treasurer; Miss H. L. Riley, secretary. Executive committee: Mrs. A. Coombs, Miss M. C. Cushing, S. L. Hatch, A. E. Werner and W. F. Wilson.

Forage Plant Seed Imports.

The following table prepared in the seed laboratory of the bureau of plant industry, United States department of agriculture, shows the amount of the various kinds of forage plant seeds subject to the seed importation act permitted entry into the United States during the month of November, 1917, as compared with November, 1918:

Kind of seed.	November, 1917.		November, 1918.	
	Pounds.		Pounds.	
Bluegrass:				
Canada	37,400		45,900	
Clover:				
Alsike	465,000		732,400	
Crimson	105,100		
Red	1,700		40,000	
White	2,200		
Clover mixtures:				
Alsike and timothy.....		73,400	
Kape	2,066,900		
Redtop	900		100	
Ryegrass:				
English	108,300		88,800	
Italian	45,600		
Timothy		1,900	
Vetch:				
Hairy	6,000		
Spring		161,300	

Catalogues Received.

Austin-Coleman Co., Wayland, O., gladioli; Henry F. Michell Co., Philadelphia, Pa., seeds and bulbs; Geo. R. Pedrick & Son, Pedricktown, N. J., vegetable seeds; A. T. Cook, Hyde Park, N. Y., hybridized potato seeds.

Hurst & Son, London, Eng., flower seeds.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish.
Correspondence
Solicited.

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Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Sweet Corn Resistant to Earworm.

An effort is being made to increase the supply of seed of the variety of sweet corn announced in last year's report and determine its range of adaptability according to the bureau of plant industry of the United States department of agriculture. The early-maturing strains have been isolated for the northern part of the region infested by the earworm.

Prices of Indoor Fruits and Vegetables.

Chicago, December 10.—Cucumbers, 2-dozen box, \$2.50 to \$5.50; celery, crate, 90 cents to \$1.25; head lettuce, 2-dozen, \$1.00 to \$2.00; radishes, per dozen bunches, 35 to 40 cents; tomatoes, per lug, \$3.00 to \$3.50.

New York, December 9.—Celery (state per bunch 40 to 70 cents; cucumbers, \$2.50 to \$5.00 per dozen; mushrooms, \$1.00 to \$1.85 per basket; tomatoes, per pound, 12 to 25 cents; lettuce, per package, 40 cents to \$3.00; radishes, per 100 bunches, \$2.50 to \$3.00.

Rust-Resistant Asparagus.

As a result of the substitution of resistant asparagus for the susceptible strains previously grown, the rust is rapidly being eliminated according to the bureau of plant industry of the United States department of agriculture. The distribution of the improved strains has been extended to every asparagus growing section of the country, including many commercial seed growers and state experiment stations. Early and late strains to suit different growers who wish to meet different market conditions have been developed.

Potatoes at New York.

Potatoes have been piling up on the piers and at the railroad yards for the last three weeks. They have been offered at from \$3.75 to \$4 a bag (165 pounds), which is nearly \$2 less than it cost the farmer to produce them, according to P. Q. Foy, the market reporter. "If one buys a bag of potatoes in the wholesale market and has them expressed to his home in New York city," Mr. Foy said, "it will cost him from 50 cents to \$1 for delivery. The freight charges on a 150 pound bag of potatoes from New York state to this city is from 24 to 29 cents. The average freight charges on a 165 pound bag Michigan to this city is \$1. From Maine the freight charges on a 165 pound bag, are from 66 to 68 cents. If something could be done by the food administration or other federal activities to bring about a decrease in delivery charges within the city, it is possible that more people might be induced to buy potatoes in comparatively large quantities for home consumption. Potato stocks would be cleaned up more readily, and a wholesale price might be obtained that would make it more worth while

for a farmer to raise potatoes. The farmer had to pay this year from 200 to 300 per cent more for his fertilizer than he paid last year. Labor was hardly obtainable at any price. Seed potatoes were higher this year than ever before. If the farmer had thought that he was going to get such prices as he is now getting for his potatoes he would not have raised them. While potatoes have been wholesaling at \$2 to \$2.50 for 100 pounds for Maine, \$2 to \$2.10 for state and \$2.40 to \$2.90 for Long Island, the retailer has been getting from \$4 to \$6 for 100 pounds, or at the rate of from four to six cents a pound from consumers."

The foregoing is from the New York Sun of November 23. Reports have been coming in from country sections of low prices being paid for other vegetables, yet the people of the great city of New York seem to be at the mercy of bands of profiteers who squeeze them both coming and going. The restaurants buy wholesale, but no man that eats in a restaurant would suppose from the homeopathic portions of potatoes served by most of them, that they were plentiful and cheap. The food administration seems to have made elaborate arrangements for feeding everybody but the American people.

A. F. F.

Vegetable Markets.

The movement of all important items showed an increase over the preceding week, according to reports received by the bureau of markets, United States department of agriculture, for the period December 3-9. Prices were also higher. Most potato markets were quoted higher, securing the first fairly general advance since October. Prices were: Michigan and Wisconsin No. 1 white sacked stock, \$1.75-\$1.85 in carlots at Chicago; New York round whites, \$1.88-\$1.90 per 100 pounds and \$2.10-\$2.25 in consuming markets; Maine Green Mountains, \$3-\$3.15 per barrel. The trend of cabbage prices continued upward. New York Danish seed advanced \$4, reaching \$22-\$26 in bulk f. o. b. Wisconsin Holland seed sold at \$13 in bulk to growers in shipping sections. Colorado stock was weaker. Onions continued nearly steady. Prices were as follows: California Australian Browns, \$1.25-\$1.50 per 100 pounds sacked at Stockton; choice yellow, \$1.50-\$1.60 at New York and New England shipping sections; eastern and middle west sacked yellows, \$1.50-\$2 per 100 pounds. The celery market was strong with increased shipments. Lettuce values gained, there being advances in most consuming markets.

Chinch Bugs.

As an aid in saving the 1919 corn crop, the agricultural extension service of the College of Agriculture, Columbia, Mo., urges that bunch grass, litter, weeds and trash near old corn fields, which are the winter quarters of chinch bugs, be burned. Such action in the fall or early winter is about twice as effective as in the spring, as it exposes the bugs to the severity of winter weather and burning does not materially injure meadows or pastures. Further information will be supplied by the College of Agriculture upon request.

LANCASTER, O.—M. M. Miesse has leased his range to Andrew Wood and Ley Schull, who have the establishment going in fine shape. Mr. Miesse is now devoting his time to his coal business and reports no difficulty in meeting all requirements of his customers.

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Sweet Peas, Winter Flowering Spencer, best varieties Lillium Giganteum, from cold storage, in cases of 350; Cyclamen Seed, finest American grown; new varieties Cinerarias, Begonias, "Nice" Stocks, etc.

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Size	Number to bale	Price Per bale
NATURAL, 6- 9 ft.	600	\$7.00
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Prices ex warehouse New York
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Contract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers

LOS ANGELES, CALIFORNIA

Carnation Cuttings

For Early Delivery.

	Pink	100	1000		Red	100	1000
Laddie	\$7.00	\$60.00		Aviator	\$4.00	\$35.00	
Cottage Maid	4.00	35.00		Nebraska	4.00	35.00	
Miss Theo. true rose pink	4.00	35.00		Beacon	4.00	35.00	
Mrs. C. W. Ward, true rose pink ..	4.00	35.00			White		
Enchantress Supreme	4.50	37.50		Crystal White	6.00	50.00	
Pink Delight	5.00	45.00		Matchless	4.00	32.50	
Alice	4.00	35.00		White Wonder	4.00	35.00	
Enchantress	4.00	35.00		White Perfection	4.00	35.00	
Rose Pink Enchantress	4.00	35.00		White Enchantress	4.50	37.50	
	Red				Variegated		
Merry Christmas ..	5.00	40.00		Benora	5.00	40.00	
Doris	6.00	50.00			Yellow		
Rosalia	5.00	40.00		Yellow Prince	5.00	40.00	
Belle Washburn	5.00	40.00		Old Gold	5.00	40.00	

Packing and Boxes Will Be Charged for at Cost.

C. U. LIGGIT,

Office:
325 Bulletin Building,

Philadelphia, Pa.

Mention the American Florist when writing



Michell's Fresh Crop VERBENA SEED

Our Mammoth Fancy Strain of this popular bedding plant cannot be excelled for its free flowering qualities, large size and purity of colors. We offer

MICHELL'S MAMMOTH FANCY

Blue, Pink, Scarlet, Striped, White

at 30c per trade packet each, or \$1.25 per ounce.

Mixed Colors, 30c per trade packet or \$1.00 per ounce.

ALSO ALL OTHER SEASONABLE SEEDS,
BULBS and SUPPLIES.

Send for Wholesale Price List.

Henry F. Michell Co., 518 Market St.,
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WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO

CABLE ADDRESS, "MCGILL-SEED"
SAN FRANCISCO

CALIFORNIA

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We carry a reserve stock of the
important varieties of
Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

Mention the American Florist when writing

R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mancoes, Carrots, Cab-
bages, Celeries, Parsleys, Parsnips, Turnips,
Growing Crops Given Personal Attention.

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The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip,
Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado,
Montana, Idaho, Washington. Milford, Conn.

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GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets,
and Sweet Potatoes in variety. Also other items
of the short crop of this past season, as well
as a full line of Garden Seeds, will be quoted
you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Meen, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

ROYAL, B. C.—The Point Grey Nurseries have purchased the Royal Nurseries and incorporated with a capital of \$10,000.

NURS ... Co., of this city, has 10,000 crape myrtle plants which will be sold practically at cost for planting in Houston in the campaign to make that the "crape myrtle city."

Chestnut Blight.

According to reports of the bureau of plant industry of the United States department of agriculture, several American chestnut trees have been located which are apparently highly resistant to the chestnut blight. This gives a promise of obtaining, by selection and propagation, a strain of American chestnuts which can be used for reforestation. Hitherto resistance has been found only in oriental species, which, while suitable for nut production, are too small for timber uses.

Trees Memorial to Soldier Dead.

A nation-wide movement has been started by the American Forestry Association for the planting of memorial trees for the soldier dead. Charles Lathrop Pack, president of the association, has written to every governor asking co-operation. The plan is to have each state plant memorial trees along the great trans-continental motor highways. P. S. Ridsdale, secretary of the association, says many towns and cities have taken up the idea and the General Federation of Women's Clubs is considering a similar plan for the Lincoln highway to be carried out by the state organizations.

"Nothing could be more appropriate," says Mr. Pack, "than to have each state, through which a motor highway passes, plant 'victory oaks' or 'victory elms' or other trees for her soldiers who have died in battle. The motor has played a mighty part in winning the war. Wood has played a big part in victory too. Our stocks must be replenished. With each state co-operating with the highway authorities a living age long lesson could be taught the coming generations as to the beauties and value of forestry."

Logan Blackberry Industry.

The Logan blackberry or Loganberry, formerly thought to be a hybrid of a blackberry and red raspberry, is now considered a variety of the Pacific coast species of the trailing blackberry, according to Farmers' Bulletin 1958, recently published by the United States department of agriculture. It is adapted to the milder parts of California, Oregon and Washington, where the temperature does not reach zero, and while the plant may survive in some sections of the south, it does not

fruit well. Loganberries and related varieties will thrive on any well-drained, deep, fertile soil, but the crops will be largest on the richest ground, and it will pay well to have the soil in good condition before the plants are set. Between one and two tons of fruit can be expected from one-year-old plantations, but when well established, this should range from four to five tons per acre. Some plantations in Oregon have been known to remain nearly 20 years, but in California they do not usually continue profitable longer than six or seven years.

URGENT.

Plant Imports Danger.

Unless the plant growers and nurserymen of the United States take prompt and vigorous action, it is likely that all imports of palms, azaleas, roses, rhododendrons, box and bay trees, etc., also general nursery stock, from Europe will be shut out under the proposed plan of the federal horticultural board unless the present programme of that body is changed.

What To Do.

Every florist, nurseryman and seedsmen should at once telegraph protests to his representatives in Congress, both Senate and House of Representatives, also to Dr. C. L. Marlatt, Chairman Federal Horticultural Board, Washington, D. C.

Do It Today.

Love of Trees.

One day, as usual, we took a walk to the neighboring temple. Suddenly Hearn exclaimed, "Oh! Oh!" I did not know what had happened, and was frightened. Then I saw that three large cedar trees had been cut down, and Hearn was gazing at them. "Why did they cut down those trees?"

"This temple must be very poor, and they must need some money," I replied.

"Why didn't they tell me about it? I can easily give a little money to help them. I should have been happier to have given them some money and saved the trees. Think how long a time was necessary for those trees to grow from little sprouting seeds!" He was very down-hearted. "I begin to dislike that abbot. I am sorry for him because he has no money, but I am more sorry for those trees, Mamma-sion!"—From Reminiscences of Lafcadio Hearn.

NEW BEDFORD, MASS.—Fred Reynolds, formerly with Julius, The Florist, is planning to open a flower shop shortly.

MINNEAPOLIS, MINN.—The state horticultural society, which was to have met at the West Hotel, December 4, has postponed its sessions until December 20-January 4, on which dates the university farm will be used for the meeting.

Omaha, Neb.

SUPPLY EXHAUSTED EARLY.

The demand for flowers in this city for Thanksgiving was exceptionally heavy, so much so, in fact, that many of the retailers and also wholesalers were sold out before the day was over and in several instances before it was well started, partly due to the fact that many stocks were low before the big call began. The number of deaths from influenza during the past two months created such a demand that the supply was much shortened, compelling cutting of chrysanthemums before they should have been brought in. One local grower had 30,000 blooms, but had disposed of all of them before Thanksgiving day dawned, many being shipped to outside points. Due to a number of houses in the Chicago district being closed, the call throughout the state of Iowa was so great that ranges in this city and Council Bluffs were soon depleted.

NOTE.

Ranges in this vicinity are being operated to full capacity instead of a number being closed down as was contemplated during the early part of the summer, following the 50 per cent coal restriction order. Fuel is more abundant now and growers are to secure all they need.

A. E. L.

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for

SWASTIKA BRAND CANNAS.

The CONARD & JONES CO.

Robert Pyle, Pres.

WEST GROVE PENN'A.

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Specialists in Specimen Stock

FOR LANDSCAPE WORK

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown Juno., N. Y.

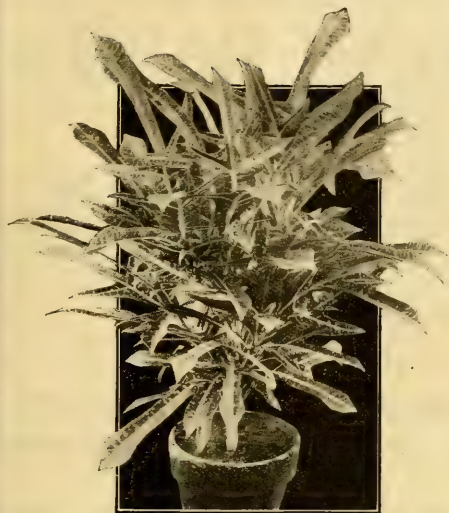
Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, \$1.50.

American Florist Co.

440 S. Dearborn St., Chicago



Dreer's Crotons FOR CHRISTMAS

An excellent stock of the best varieties,
well colored and in good assortment.

4 inch pots \$6.00 per dozen
5 inch pots 9.00 per dozen
6 inch pots . . . \$1.00 to \$ 2.50 each
Specimen plants from 5.00 to 10.00 each

Henry A. Dreer

714-716 Chestnut St., Philadelphia, Pa.

The above Prices are intended for the trade only.

Mention the American Florist when writing

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, page 612. Correspondence solicited.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

Fall Stock

Write for List of
Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower,
PEKIN, ILL.

Mention the American Florist when writing

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

SEASONABLE STOCK

Achyranthus Herbati, 2½ in., \$4.00 per 100.
Ageratum, Little Blue Star, 2½ in., \$3.50 per 100.
Asparagus Sprengeri, 2½ in., \$3.50 per 100.
Asparagus Sprengeri, heavy field grown in 5 in. pots, \$18.00 per 100.
Coleus, 10 market varieties, 2½ in., ready after Jan. 1st, \$3.50 per 100.
Fern Dish Ferns, 2½ in., \$3.50 per 100.
Fern, Boston, 2½ in., \$4.50 per 100.
Fern, Boston, 3 in., \$10.00 per 100.
Genista Racemosus, well trimmed, 5 in. pot plants, \$30.00 per 100.
Geraniums, Variegated Foliage, 2½ in., Mrs. Pollock, Variegated S. A. Nutt, Mt. of Snow, Wm. Langguth, and Happy Thought, at \$6.00 per 100.
Heliotrope, 2½ in., Purple, 4 varieties, at \$3.50 per 100.
Lantanas, 2½ in. dwarf, in 6 distinct varieties, \$4.50 per 100.
Lantanas, 2½ in. Weeping, \$4.00 per 100.
Palms, Kentia Belmoreana, 2½ in. short, bushy stock, \$10.00; 3 in. short, bushy stock, \$16.00 per 100.
Pelargoniums, 2½ in., a splendid collection of 8 distinct varieties, \$8.00 per 100.
Snapdragons, 2½ in., good stock, pinched back and branched, Keystone, Garnet, Giant White and Giant Yellow, \$4.50 per 100.

The Storrs & Harrison Co., Painesville, Ohio

CHRISTMAS PLANTS

Poinsettias, Cyclamens, Primroses,
Dracaenas, Daisies,
Palms and Ferns.

A fine stock, but going fast, so call early.

HERMAN SCHOELZEL

Hackensack Plank Road, NORTH BERGEN, N. J.

CRAIG QUALITY PLANTS

An unprecedented demand has taken our cut flowering stock. We still offer

FERNS and FOLIAGE PLANTS

in great variety. **CROTONS**, splendidly colored. **FERNS**, Norwood, Smithii, in small sizes; Boston, Scottii and Teddy, Jr., in six inch pots to large specimens. **Dracaenas** Massangeana, Lord Woolseley, and others. Pandanus Veitchii, Ficus Pandurata.

An immediate order will get the best service.

ROBERT CRAIG COMPANY, Branch, Norwood, Pa. 4900 Market St., Philadelphia, Pa.

Mention the American Florist when writing

"MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company

WYNCOTE - - PA.

WRITE FOR PRICES"

Mention the American Florist when writing

Geraniums

Nutt, strong 2-in., per 100.....\$2.00
Vinaud, strong 2-in., per 100..... 2.00
Ricard, strong 2-in., per 100..... 2.00
Dracaena Indivisa, good thrifty
stock for growing on, 2-in., per
100 2.00

ELMER RAWLINGS, Allegany, N. Y.

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 60 years' experience.
All seasons varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. Can be sent safely by parcel post, have had one complaint from over 200 shipments.

S. A. Nutt and Buchner...\$15.00 per 1000
Poltevine and Ricard.... 17.50 per 1000

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

Dutch and French Bulbs

Write for a list if your needs for winter work are not complete and we will wire you offers for express shipment.

A few Paper White Narcissus, 13 cts., at Market.

HYACINTHS, Named, I and II

TULIPS, Single Early, Named

La Reine Belle Alliance
Yellow Prince Cottage Maid

Chrysolora
Thos. Moore

CROCUS, SCILLAS, JONQUILS, Etc.

Vaughan's Seed Store

CHICAGO

NEW YORK

Kentia Belmoreana

75,000 2½-in. pots, good clean stock,
\$10.00 per 100. Cash with order.

LOUIS HANSEN

176 Paterson Turnpike, NORTH BERGEN, N. J.

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

Trade Directory

Containing the Names and Addresses of
Florists of the United States and Canada

Price: \$3.00 Postpaid

American Florist Co.

440 S. Dearborn St., CHICAGO

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

Asparagus plumosus and Sprengeri out of 3-in. at \$5.00 per 100. Cash please. EDGAR EAST-ERDAY, Nokomis, Ill.

BEGONIAS.

Begonia Vernon, 2-in., \$2.50 per 100, \$22.50 per 1,000; 3-in., \$3.50 per 100, \$30 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Begonia Charelaine, 3-in., \$10.00 per 100. Pochlmann Bros. Co., Morton Grove, Ill.

BULBS.

Bulbs, French Paper White, Daffodils, Tulips afloat and expected soon. Lily bulbs from storage, French Candidum, Freesias. See our advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs, French; ready for immediate delivery. For varieties and prices see display advertisement elsewhere in this issue. Dutch bulbs are scarce in all varieties. Write for quotations James Vick's Sons, Rochester, N. Y.

Bulbs, Gladioli. Clean, healthy, fine stock, ready to ship. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Cold storage giganteum, 7 to 9-in., (200 to case), \$7.50 per 100; \$21.00 per case. Paper Whites, \$2.50 per 100; \$22.00 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs, Lilium Rubrum, L. Melpomene, L. Magnificum and L. Giganteum. For sizes and prices see display advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Cold storage giganteum, sound and dormant, 7-9 in. (300 per case), \$22.50 per case. S. S. Skidelsky & Co., 1034 Lincoln Bldg., Philadelphia, Pa.

Bulbs, Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, Lilium Giganteum from cold storage, 7-9 in. (300 to case). Write for prices. Chas. Schwabe & Co., Inc., 90-92 West Broadway, New York.

CARNATIONS.

Carnation cuttings for early delivery. For varieties and prices see display advertisement elsewhere in this issue. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

COLEUS.

Coleus Brilliance, 2-in., \$3.00 per 100, \$30.00 per 1,000; 3-in., \$4.00 per 100; \$35.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

CROTONS.

Crotons for Christmas. An excellent stock of the best varieties, well colored and in good assortment, 4-in., \$6 per doz.; 5-in., \$9 per doz.; 6-in., \$1 to \$2.50 each. Specimen plants from \$5 to \$10 each. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Crotons. Fine healthy stock, 4-in., \$4.80 per doz., 5-in., \$9 per doz.; 6-in., \$1 to \$1.50 each. Pochlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

DAHLIAS.
The best cut flower and garden varieties. Get our prices for best quality stock. LYND-HURST FARM, Hammonton, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DAISIES.

Daisies, Bellis, Montrosa, pink or white, also Longfellow and Snowball. Fine strong plants, \$2.50 per 1,000, \$6.75 per 3,000, Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

DRACAENAS.

Dracaena Massangeana, 4-in., \$50 per 100; 6-in., 75c to \$1.00 each. Pochlmann Bros. Co., Morton Grove, Ill.

EVERGREENS.

Window box evergreen, miniature Xmas trees and evergreens, for tubbing. Fine especially grown, shapely and symmetrical stock. For varieties and prices see display advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

FERNS.

FERNS. Boston, Roosevelt: Whitman, Scholze, Whitman Compacta and Teddy, Jr., out of 2½-in. pots, \$5.00 per 100; 3-in., \$10.00 per 100. Teddy, Jr., 5-in., \$25.00 per 100. The Reeser Plant Co., Springfield, O.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Pochlmann Bros. Co., Morton Grove, Ill.

FERNS.

FERNS. Boston, heavy plants from 5-in. pots, \$4.50 per dozen, \$35 per 100. Extra heavy 6-in., \$6.00 per dozen. THE WAGNER PARK NURSEY CO., Sidney, O.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns. Boston, 7-in., special price of 75c each; 6-in., 50c; 8-in., \$1.00; 9-in., \$1.50 each. Whitman, 7-in., 75c. The George Wittbold Co., 745 Buckingham Place, Chicago.

Holly Ferns. Cyrtomium Rockfordianum, 2½-in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Bench Bostons. Fine stock for 5 and 6-in., 25c and 35c each. Carl Hagenburger, West Mentor, O.

Boston Ferns. 100 four-in. for \$15.00. Cash please. EDGAR EASTEKDAY, Nokomis, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbauer, Perndale, Askov, Minn.

FREESIAS.

Freesia Purity Mammoth, ¾-in. and up. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

GERANIUMS.

Geraniums in good assortment, including ivy and scented, 2-in., \$2.75 per 100; \$25 per 1,000; 3-in., \$4 per 100, \$35 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

GLADIOLUS.

Gladiolus Colvillei, to arrive soon. The Bride, Peach Blossom, Rushing Bride, \$1.50 per 100; \$14 per 1,000. Winterson Seed Store, 166 N. Wabash Ave., Chicago.

GREENS.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Per petunied sheet moss, per bag, \$3.50. Caldwell The Woodsman Co., Evergreen, Ala.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GREENS.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. E. A. Beaver, Evergreen, Ala.

KENTIAS.

Kentia Forsteriana and Belmoreana. For sizes and prices see display advertisement elsewhere in this issue. Poehlmann Bros. Co., Morton Grove, Ill.

Kentias. Belmoreana and Forsteriana, 2½-in., \$1.25 per dozen; 5-in., made-up, \$9.00 per dozen. The George Wittbold Co., 745 Buckingham Place, Chicago.

Kentia Belmoreana, 6-in., \$1.00 each; 5-in., 75c each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Kentia Belmoreana, 6-in., \$1.00; 5-in., 75c. R. Vincent, Jr., & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley Pips for quick forcing, \$25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laellias, Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms. Large Latauia and Pandanus Veitchii. Suitable for large halls and hotel decorations, from 10 to 15-in. pots and tubs, \$10.00 each. HENRY SMITH, Grand Rapids, Mich.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, well-colored, 6-in. pots at \$1.00 each; large plants, \$2.00 to \$5.00 each. HENRY SMITH, Grand Rapids, Mich.

Pandanus Veitchii, 4-in., 50c each; 5-in., 75c to \$1.00 each; 6-in., \$1.50 each; 7-in., \$2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PRIMULAS.

Baby Primula Malacoides, 3-in., \$10; 4-in., \$15; 5-in., \$25; 6-in., \$50 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ROSES.**EXTRA FINE 2½-INCH ROSE PLANTS.**

White Killarney	100	1,000
White Killarney	\$4.00	\$35.00
Sumburst	5.00	45.00
George Elgar	4.00	

RICHMOND BENCH PLANTS.

\$8.00 per 100; \$75.00 per 1,000.

WIETOR BROS.

162 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2081.

Field grown, two-year-old, hardy own-root stock. See display advertisement in issue of December 7, page 930, Western Rose Co., Pasadena, Calif.

New and standard roses for all uses; get list. Leedle Co., expert rose growers, Springfield, O.

SEEDS.**HYBRIDIZED POTATO SEEDS.**

From the seed balls. Every seed will positively produce a different variety of potatoes. One of the best sellers on earth. Catalogue them or offer over your counters and see money roll in. Only \$5.00 per 100 packets. Trade list free.

A. T. COOK.

N. Y.

Hyde Park.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Asparagus plumosus, greenhouse grown. For prices see advertisement elsewhere in this issue. Henry F. Michell Co., 515 Market St., Philadelphia, Pa.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott St., Baltimore, Md.

SEEDS.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

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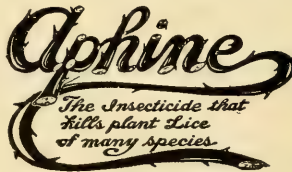
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Vol. LI.

CHICAGO AND NEW YORK, DECEMBER 21, 1918.

No. 1594

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HOLIDAY SUGGESTIONS

Systematic Preparation Pays.

In the large department stores, they have, particularly at this season, a great rush of customers every day who are all handled apparently without the least friction. This is because everywhere, in each department, there is system and orderly methods in management.

To plan out and systematize the business in the flower shop, to have each department in competent hands, all ready to handle a capacity demand, waiting for the rush, is well worth the most diligent effort. Extra help, mostly women, can be obtained, and in a day or two taught details, that, with the attention of the older employees, makes them of great service.

A stock of crepe paper pot covers to fit various sized pots, made up by uniting the edges together on a sewing machine, saves a lot of time and makes a better job than when the paper is tied on by hand. These will keep indefinitely and are always useful.

As there are always a number of out-of-town shipping orders, crated boxes should be made ready with plenty of corrugated lining paper. To have to prepare a box of this character at the rush time out of odds and ends of lumber is tedious and unsatisfactory work.

Tags and tag envelopes should all be strung or wired in sufficient quantity to last over the busy time. There must also be a good supply of news, wrapping, wax and tissue papers.

All stock, particularly in the Christmas greens, should be delivered to the store as far as possible in salable

condition. It is an advantage to deal directly with the men who gather the holly and make up the wreaths and crosses. Retailers who manage their business with system know from their last year's records just about how much of this stock they will require. It is a great help to have the holly put up in the woods in bunches, 10, 20 or 30 to a case. It is quickly handled when the rush comes, sold only in the bunch, and there is no waste.

Holly wreaths of the various sizes are packed in separate cases with layers of papers between. The larger sizes carry best in barrels, packed so as to retain their form without crushing one another. No trash in any of the Christmas greens should be allowed in the store. Each piece should be well made and salable; it will bring the extra money and there is no left overs or waste. There is no time to make up holly pieces at the shop; it eats up too much energy. Ground pine and nursery evergreen wreaths are best made at the store, particularly the fancy stock, which takes the trained hand to execute properly. The material for these should be early on hand so as to have the entire quota finished before December 20.

As far as possible, all decorated Japanese chenille wreaths should be finished with their ribbons and packed in boxes to be instantly at hand to replenish stocks as sold. Certain sized wreaths require the same bows of red ribbon, which should be made up in advance, packed away, and then require but a moment to adjust.

A sprig or two of holly on a pine branch with cones, makes a good finish to the outside of any tied up box or package for Christmas week.

Baskets and Pans.

Plant baskets and pans that fit low covers are now very nicely and quite artistically filled by growers, some of whom make a specialty of this work. Many artists, however, prefer to do this filling themselves in the store, which generally entails much slavish all night work.* Wherever possible, it is much better done the week before in the greenhouse of a friendly grower, the various stocks being sent here instead of to the store and under his care when arranged. After a day or two the plants become straightened out and present a much better appearance than when freshly filled at the store. They are then delivered daily as required.

The little tumbler or small vase baskets, gilded and filled with evergreen branches, cones, red ruscus and sprays of holly, with a bow of red ribbon on the handle, will be just what many buyers are looking for. Shop-worn baskets, gilded, will look as good as new for this filling.

A careful watch must be kept to see that plants, pans or plant baskets, do not suffer for water, and particularly before they are wrapped for delivery. When received at the home, they are not watered immediately, and if dry, a night in a warm room will mean a phone call the next morning, that "the plant has been frozen in delivery, call for it and send another."

Other Good Offerings.

Medium sized sprays or branches of nursery evergreens and boxwood, with holly, cones, and a little red ruscus, tied with a red ribbon, will sell readily to be sent as Christmas greetings.

Ground pine or lycopodium wreathing, tied in coils of 10 yards each, will, if suggested to customers, as good for decorating chandeliers or over picture frames, find many purchasers.

Miniature or small spruce trees in six to eight-inch pots, with or without roots, can be decorated with small bunches of red immortelles wired to the ends of the branches. These, with a bow of red ribbon on the green cover of the pot, make showy centerpieces for the Christmas dinner or gift tables.

Loose mistletoe should be made into bunches, tied to small boughs or knotty tree branches, and decorated with red bows. The red ribbon on small bunches of loose sprays, makes them much more attractive and salable. Covers of wax paper about the bunches will save the berries and help their appearance.

With all these items of preparedness complete before December 20, there is a great sense of satisfaction and feeling of security, that no matter how great the rush, the store is ready for whatever comes. Time that was formerly spent in trying to catch up with the orders, is now used to keep and display the stock to the best advantage and make the store, if possible, more inviting.

HARTFORD, CONN.—A. F. Lindner has leased the Cedar Hill Greenhouses from E. S. Drake.

HARTFORD, CONN.—John P. Quinn, well known to this trade in the city, died December 7, age 40 years.

BRAMPTON, ONT.—Following a recent ruling of the court, the Dale estate has recovered the William Fendley property, which will be added to the Dale glass area.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Cold Storage Dagger and Fancy Ferns.

During January, and from then on until the new crop appears on the market, many cases of ferns opened from cold storage are found to be considerably damaged, the fronds or leaves being more or less brown or black from a quarter to half, generally from the bottom up, and in many instances entire bunches are found so rotted as to be of no value. Going over these cases is a task, as to do the work thoroughly, each bunch has to be untied and tested, frequently there being only enough good left from two bunches to make one.

Charles E. Meehan, of the S. S. Pen-nock-Meehan Co., Philadelphia, Pa., says that the loss and inconvenience from having to handle such damaged stock is considerable. He believes that it is caused by the ferns being put into cold storage in the original cases as soon as received from the woods. This is a mistake, as they are sometimes several days on the road, and such fresh plant matter, packed closely together, is very apt to generate heat and moisture. While it would be quite a little trouble, the cases, on arrival, should be, for the most part, unpacked in the storage house and remain so until each bunch was chilled and all the natural or generated heat taken out; then, when repacked, the chances are that no fermentation or generation of gas would occur and they would remain in good condition the season through.

Next Week in the Flower Shop.

The next few days will see the culmination of months of preparation. Everything has been done and a system marked out to handle the enormous volume of business incidental to this season in the short time that the nature of the perishable stock will permit. Almost all other lines of trade have their Christmas business well under way immediately after Thanksgiving, extending over a period of nearly a month, while almost the entire demand in the flower shop is covered in one week's time, two thirds of it in the last three days.

The store that is best supplied with stock, ready to be sold without further preparation, and an economical system of handling and delivery, will be able to dispose of twice the stock and with less friction than the too often seen, behind-hand organization, who struggle along to catch up with work that nearly overwhelms them.

Sunday coming on December 22, gives an opportunity to catch up, arrange the plant baskets, flowering and foliage stock, so as to display it to the best advantage, attach ribbons and give other salable touches to the choice show baskets and specimen plants.

Cemetery wreaths can be selected, particularly all those that do not require fresh flowers. Boxed and tagged, they are out of the way and ready for quick handling at delivery time. Addresses to those in the cities of the dead should be very explicit. All cemeteries have plans on which the sections and lots are numbered. All these should be on file. The names of all "regulars" should be written down, together with section and lot number. Initials are important, as so many



CHRISTMAS PLANT COMBINATION.

Croton, Heather, Cyclamen, Ferns, and Asparagus



TENTH ANNIVERSARY DINNER OF WHOLESALE CUT FLOWER PROTECTIVE ASSOCIATION AT NEW YORK, DEC. 14, 1918.

Frank Traendly, President and Toastmaster. From the Toastmaster's Left Down and Around the Table to His Right: Ward W. Smith, Manager; George B. Hart, Rochester, N. Y.; Jos. S. Fenrich, Walter F. Sheridan, Edward C. Horan, Treasurer; A. T. De La Mare, Horace E. Froment, Maurice Glass, William Kessler, William Gunther, Paul Meconi, Alfred H. Langjahr, W. G. Badgley, Charles Schenck, Clarence Slinn, Meyer Othile, John J. Gunther, A. F. Faulkner, Joseph E. Marichard, Frank R. Martin, Paul Rigo, Philip F. Kessler, Percy B. Rigby, Wallace R. Pierson.

families have the same name, as Smith, Brown, etc. Ofttimes even the entire names are alike, and then lot numbers are vitally necessary. The cemetery orders should play an important part in the business of this year on account of the many deaths due to the recent epidemic.

All kinds of Christmas greens, decorative wreaths, etc., can be selected as far as the orders have come in and tied up ready for delivery. If placed cool, they will keep in good condition.

Look over the cut flower orders so far received. This will give some idea of how this demand is looming up. It will not be safe to hold off very long in ordering cut flower stock this season. Certain standard items had better be secured before the last day or there may be expensive disappointments.

Prices are to be higher than ever before and this must not be overlooked when orders are taken. There should be a generous profit on all of this perishable stock, otherwise there will be nothing left over for all the hard work and anxiety incident to this time.

Quick handling of trade is necessary during the rush period of the last three days. Order slips, with customer's card (if any) attached, should be turned into the office as soon as taken, and the next waiting person attended to.

Orders should be written down so that they can be filled by any competent person. Important items are: day, date and time of delivery, quantity, color of flower and price, charge, or paid and card. While this is generally noted automatically on printed spaces of the sheet, yet omissions will occur and are to be at once noted and corrected in the office, whose business it is to see that

the order is complete before being filed.

Cards to go with orders for cut flowers should be, in addition to the card envelope, also enclosed in another of wax paper. This is to be placed among or on top of the flowers in the box before the paper lining is folded over. Frequently, the card if placed on top of the lining paper, after being closed over the flowers, slips down the side of the box during delivery, is not seen when opened, and at times causes a lot of trouble.

Where every foot of store space counts, temporary shelving can be built on pipe or other slender supports, about six feet from the floor, over counters. This is useful on which to place, temporarily, stock that has been selected or sold, getting it quickly out of the way.

A "will call" shelf for selected plants for which cards are to be sent later, so they can be at once found, is a great help, when every minute counts.

It is one man's job to look after the watering, as no plant or basket should be allowed to go out the least bit dry. Over night in a hot room spells disaster for the flowering plant that is not prepared to stand it, and a demand that the "frozen" plant be made good generally follows. The same attendant can also rearrange unsold stock and keep the groups in order.

Very few cut flowers need be exposed in the case; just a few vases of roses or carnations, the balance of the space to contain well arranged vases of poinsettias or callas.

A sample box of flowers, nicely arranged, to sell for \$5 or more, according to the trade of the store, can also be displayed in the case. This will help

undecided customers, and permit the use of a variety of flowers in stock. Made up corsages of orchids, violets, or sweet peas, finished with ribbons, as samples, also bring quick decisions and a better price than when the same flowers are bargained for by the bunch.

New York Wholesalers' Banquet.

TENTH ANNIVERSARY DINNER.

Forefathers' day, the tenth anniversary of the above named association, was celebrated with a dinner at the Hotel Breslin, New York, on the night of December 14. A majority of the members and a number of invited guests were seated at the sumptuous board, and the occasion was enlivened by good instrumental music, and Miss Lea Lealand and William Logan, vocal artists.

President Frank H. Traendly, of the association, acted as toastmaster, and introduced the speakers with wise and witty remarks, for which he is noted. Walter F. Sheridan was first called on. He reviewed the history of the association and its aims. Wallace R. Pierson paid his compliments to the association, detailed the futile efforts made by growers and wholesalers of the east to organize for the purpose of standardizing credits, and went on to describe the condition of the growing establishments, and its effect on production. He related the closing down of many small ranges, the shutting down of part of the houses in the larger ones and gave as his opinion that a reduced production might be expected, not only for this season, but also for the following year or two. He added that the very large increase in overhead charges meant

that higher prices must henceforth prevail, and that the flower buying public must be educated to pay more money for flowers. George B. Hart followed, speaking in a similar vein. Other speakers were Ward B. Smith, secretary and manager of the association, who told of its work during the past year; William P. Ford, Philip F. Kessler, W. G. Badgley, E. C. Horan, Percy B. Rigby, Charles Schenck and H. E. Froment, all members of the association, and all made appropriate remarks. Paul Rigo read interesting letters from him soldier brother, Alphonse, now in France, and who has been through bitter fighting, but fortunately has come out unharmed.

The trade press was represented by A. T. De La Mare, and A. F. Faulkner, of THE AMERICAN FLORIST. The former paid his respects to the association in a few well chosen remarks; the latter said he was pleased to be present, and told a story. The table decorations were cleverly arranged by Alfred H. Langjahr.

Stevia.

One of the staple flowers for the late fall, continuing until after January 1, or over the holidays, is stevia. Its pleasing fragrance and light, graceful sprays, combined with its neutral color, make its use possible in combination with all other flowers. In fact, no cut flower stock is complete without a jar or two of bunches of stevia.

There is quality in stevia as in other flowers. Much of it is seen that is soft and spindly, being grown in too much heat, or cut from plants that lacked stamina, as only good, heavy, stocky plants that are grown cold, will produce the stout stemmed, heavy flowered sprays, that are so much admired.

To grow stevia to perfection, it must be treated as a crop, and grown as are other standard stocks, on time with each successive stage, from the cutting bed until it is housed in the fall.

The Floracraft Nurseries at Moorestown, N. J., are sending in about the best stock that comes to the Philadelphia market. Superintendent Ross states that good, strong plants from 2½-inch pots are transplanted into fours in June and plunged, or rather planted, pot and all, outside, where they receive, during the summer, all the water necessary, from an overhead system of pipes. They are pinched three times, so as to get a good base with as many strong stems as possible. The last of September they are lifted and potted in six-inch pots. They are kept in the fours during the summer, making a solid ball of roots, and although they push through the hole in the bottom, yet disturbing these does not affect the plant, and they soon take hold of the new soil, which, by the way, is a good, well-rotted compost, enriched with plenty of cow manure. The plants are then placed close together on the earth floor in a low, sash house, 12 feet in width, on which the sash are not placed until there is danger of frost. The house, when covered, is kept well ventilated to retard the growth as much as possible. The temperature does not get above 50° at night. The plants net, when cut, a trifle over 50 cents each, as two plants make three bunches, which sell at 35 cents each.

On December 13, the house was about half cut out. The growth is straight and even all over, requiring a mass of bloom from

to either side of the house. The plants are nearly four feet in height.

Mr. Ross speaks highly of the overhead watering system for outside florists' crops. With this installed, there are no protracted spells of dry weather, which are often so injurious to growing plants during the periods of extreme heat, so often experienced during July and August. He finds this watering system very beneficial to hydrangeas when making their summer growth.

Snapdragon the Year Round.

The antirrhinum, which has in the past few years become one of the standard winter-forcing cut flowers, can be grown to advantage all the year round. The young plants raised from seed set out in the open ground in May, after danger of frost, will soon attain a good size and produce flowers with fair length of stems from early July. By fall the plants, particularly if they have been made independent of the weather by irrigation, will attain a good, stocky growth. Before danger of frost, they are cut back to within six inches of the ground, lifted, and planted on raised benches in the house. They are staked the same as carnations, with several tiers or racks of strings across the beds added as the shoots increase in height. The growth on the plants when brought in does not amount to much, all the flowers bearing shoots breaking from the bottom as the plants take hold in their new location. Grown in this way they are a good crop to follow a house of summer asters, there being a fair showing of flowers about the time chrysanthemums are cut out, which will continue throughout the entire winter season.

THE ROSE.

Planning for 1919.

The prospects of a heavy cut for Christmas is rather doubtful this year, and those who profited by the unfortunate epidemic that played such havoc a few weeks ago, can in many instances skip the holiday sales and still feel grateful for the magnificent returns caused by the greatest demand for flowers, we believe, this country has ever known.

Of course, the plants that were cut from at that time ordinarily would have been pinched for a holiday crop, and we have beds at present that resemble a closely cropped hedge, with the exception that the hedge would be carrying much more foliage, and we presume there are many growers that have their plants, or many of them, in the same condition, which, by the way, is not a good condition for a quick return of vigorous growth, and where the plants have been hit unusually hard, they will recover very slowly, as at this time the vitality of the indoor roses is at a low ebb, so a little intelligence, directed right will have to be used from now on to overcome this severe check. We are withholding the water about 50 per cent and syringing daily, weather permitting. In fact, the extra heavy syringing, if done often enough, will be nearly all the water the plants will require, unless extremely cold weather sets in, demanding an unusual amount of radiation, which may dry out the beds more rapidly. At the same time, the soil should be kept moist, and never allowed to become dry, as this



CHRISTMAS BASKET.

Renew Evergreens, Cones, Red and White Ruscus, Holly, Etc.

would have a tendency to ripen the wood, a thing to be avoided.

All buds and blind growths should be pinched for a time, or until the plants have regained foliage and show a tendency to come back strong, then they should be encouraged by applying a fairly good mulch of cow manure (fresh manure should be used here) and washed in well with the hose. It would be a safe plan to carry a small amount of ventilation (half an inch will suffice) at night if any great amount of ammonia is released from the fresh manure, otherwise the most tender foliage may become burned. The first mulch need not be a heavy one, in fact, a big handful to each plant will do; rather, what one can take with both hands is what is meant. Then, if the plants respond quickly to the feed, slap the water to them and come back again in three or four weeks with another mulch, much heavier. This should bring good cutting about the latter part of February or the first of March, and perhaps many of the growths, when they do come, can be pinched for Easter, which comes April 20 in 1919. Of course these suggestions are meant for plants that have literally been stripped by cutting every flower, long and short, to the extent of extreme checking, and as we have had numerous inquiries as to whether these plants should be dried off entirely, repruned and started later, we suggest the above treatment. In fact, our plants, *Ophelia* in particular, are responding slowly, but we hope surely, to this treatment, *Ophelia*, with us, being rather slow to come back always after a heavy Christmas cut. This can be helped wonderfully by taking off a few buds, or pinching every few days through the fall months, in order to break up a crop. And we find that if the cut covers a long period, say a fair cut from them daily, the check is hardly noticeable during the extreme cold weather and mid-winter dull days. This applies to many of our plants. Shawyer being another variety that we treat in practically the same manner.

A few days yet remain before cutting the holiday blooms, and everything to encourage a fine finish to the stock should be used. For good, crisp, nicely colored stock, do not run the houses stuffy and hot; 58° to 60° will be right if the timing of the crop is right, and if the cut is going to be late, do not break down the vitality of the plants by over-forcing, as it surely does not pay in the long run, and in all probability any good stock will bring fair returns at any time this winter. Poor stock can be seen "On the street" any time. Remember to have everything in readiness to take care of the cut; a good, clean, well-ventilated cellar that can be kept at a temperature of from 40° to 45°, will be found the ideal place for the cut stock of course. The crocks should be kept scrupulously clean at all times, and should be scalded and aired once a week, and in order to do this, one will require a liberal supply of jars, but it will be money well spent, and with plenty of them around, there need be no crowding. Never place more flowers in a jar than will settle down quite easily without squeezing, and never keep more than one or two days' cut back in order to make a "killing" at the last minute of the high prices. Keep the stock just long enough so that the commission man will receive it in the very best condition possible. You would not expect to pay much for a faded out, flabby lot of flowers that



CHRISTMAS BASKET OF ERICA MELANTHERA, AZALEA FIREFLY AND POINSETTIA.

would go to pieces as soon as they were exposed to the heat of the ordinary living room of a dwelling or the hospitals. The public do not buy flowers to keep in an ice box, so see to it, Mr. Grower, that they are fresh and crisp, and then do not be ashamed or backward about charging enough (if a retailer) to come out with a fair profit and be just as careful not to overdo the charging stunt for the good of future business.

Well, how has "Columbia" done for you? So far, from all that we can see and hear, it is "some rose," and it is now time for the grower to look over his range carefully, to see just what he intends discarding and what he is going to replace with, etc., a kind of taking account of stock so to speak. If you have been wise you will know what is paying and what is not, for it should be just a matter of looking over a carefully kept record of the daily cut from each variety. All up to date growers can not afford to guess at anything, and those that are not making a special effort to keep at the front, should at least from now on, get down to "brass tacks" and keep a daily record of the returns of the commission house, which if balanced in a special book used for this purpose only, every week, one can, at a glance, in looking through his record ledger, know what's what.

"Premier," the latest addition to the rose family for 1919, sure looks good and in all probability will be quite extensively grown next year. It looks good to us, and although I would not suggest doing away with Russell, by

those that are doing Russell well, I would suggest a fair trial of any meritorious variety as a comparison to something it closely resembles, and in some cases, as with Premier, for instance, I think the latter will be a better doer but this has yet to be proved to the majority. I have not the smallest "axe to grind," so these suggestions are merely to assist along certain lines where they will do the most good.

E.

Rose Growing Wrinkles.

Rose growers who have installed the overhead pipe system of watering in their ranges find it to be practical, economical and a great labor saver. A gas engine or electric motor drives the pump which gives the necessary pressure where this is lacking so that a large area may be watered at one time. The water that falls on the walks is soon absorbed or passes off, the condition not being as bad as when the hose is used.

The beds should be well soaked before giving a mulch of fresh manure, which should also immediately have a good watering. Applying fresh manure to one bed a day in a large house is good practice, the ammonia from each bed being absorbed before the next mulch throws off an additional charge.

Grafted roses will give 20 per cent better returns the first year than own-root stock. The difference is also noticeable in some varieties well into the second year, but after that it is difficult

to-tell them apart. Many roses are planted 12 inches apart in the rows and 14 to 15 inches between. A new establishment, doing things on a large scale, has planted its stock 12 inches each way and secures a 20 per cent increase in the cut over the 12x15 way. They are now in the second year and are keeping up the ratio.

Hadley, with some growers, does not appear happy until the spring months, when it is a great producer. With others, it seems almost like another variety in growth and productiveness during the fall and winter. Good soil and plenty of drainage with liberal dressings of cow manure are said to be necessary. Increased temperatures are not necessary as one of the successes is attained at a night condition of 56 degrees.

Sunburst in certain localities is said to have gone back and growers are replanting with other or newer sorts. One practical man suggests that the cultural methods are at fault and that the variety is as good as ever is evidenced by this season's cut up to November 1, which paid him 35 cents per plant.

In order to get good, strong wood for cuttings, the bud should be pinched from strong shoots, which will then fill out, and when fairly mature, can be made into cuttings of which a large percentage is certain to root and make strong, vigorous plants. Very good results have been obtained with Russell which has been found hard to propagate, by this method.

A night temperature of 56 degrees has been found best for nearly all forcing roses, a successful grower claiming to have better results both in quality and quantity than at 58 to 60 degrees.

K.

Rose Fete at Bourges.

The annual rose fete of the French Society of Rose Cultivators held June 16, 1918, took on the color of a great Franco-American day on which considerable funds were realized for the various war relief bureaus under the protection of the public subscription committee of the American Red Cross. The affair was a great success. Beginning with the exhibition of roses in the garden of the Hotel de Ville, which edifice was designed by Le Notre under Louis XIV, the day closed with a kermess. The receipts were in the neighborhood of \$2,000.—Revue Horticole.

"Say It With Cake."

Mrs. Gadabout—Are you still bothered with the awful Boresum family coming to dine with you every few evenings?

Mrs. Gabalot—Oh, no; they finally took the hint.

Mrs. Gadabout—What did you say to them?

Mrs. Gabalot—Oh, nothing was said. But we served sponge cake every time they came.—Indianapolis Star.

DENVER, COLO.—Frank Myers, formerly of Fargo, N. D., has taken a position as grower at the range of Fred Hall.

ST. JOHNSBURY, Vt.—The state horticultural society at its meeting in this city November 22, elected the following officers for the ensuing year: George D. Aiken, Putney, president; M. E. Cummings, Burlington, secretary; W. C. Colton, Montpelier, treasurer.

THE CARNATION.

Seasonable Attention.

Closest attention should be given to the many details in the routine care of the plants. They have before them for the next ten weeks, the most trying period of their existence, when the growth is at its lowest vitality, needing a most careful watching to encourage the plants to keep up a steady productiveness. Carnation blooms continue to be short of the demand, and it looks as if there is going to be a scarcity of fine flowers for the holidays, so that every bloom of salable quality will be in demand at a good price, and according to all reports, the same conditions will continue throughout the winter months, so that growers who can keep their plants in a high state of productiveness, will be well repaid for any extra care bestowed upon them.

The carnation crop has been short of the demand since the start of the season. This is not alone due to the strong demand, but generally speaking, most of the growers' plants have not been up to their usual standard of productiveness during the past ten weeks. One of the principal reasons for this is that owing to the shortage of labor it was impossible to give the plants the necessary close attention as regards topping back the growths while growing in the field which is essential for an early crop of blooms.

A large number of plants were also late topped for the purpose of carrying them over the midwinter months in a low temperature to save fuel, having in view as the main object an early spring crop. Also, owing to the experience of last winter, several growers have discontinued growing carnations entirely. Taking all these facts into consideration, it is up to the grower who has his plants in good shape, to pay strict attention to their care so as to reap the benefit of the existing conditions.

A word or two concerning the price of carnation blooms, particularly from the standpoint of a grower in the middle west. It is a well known fact that growers have not realized anywhere near what they should have for their carnation crop of recent years. The great trouble has been the average price has kept to the level of the old days of the Wm. Scott and other varieties of the same degree of productiveness, while the quality demanded has been the highest grade, Mrs. C. W. Ward, Rosette, Belle Washburn, and others of the same high standard, which under the most expert growing, cannot be made to produce anywhere near as many blooms as the varieties of the old days, when buyers were not over particular about a split calyx or weak stem or an irregularly formed flower. Consequently, a large number of growers have ceased to put their time and effort in producing the highest grade carnations at a loss, and the writer maintains that the grower who



CHRISTMAS BASKET OF EUPHORBIA, SOLANUM AND STEVIA.



Alphonse Rigo.

A New York Florist. Now in France, Who Was Cited for Bravery.

makes the effort to produce the highest standard of carnation blooms, should realize at least an average price of four cents per flower for his cut during the entire season. The public is willing to pay a fair price per dozen for value received, and good carnations should never be sold for less than \$1.00 per dozen. What kills the thing is the 35 cents per dozen sales. Just as long as anyone cheapens the article he has to offer, so will the public stand for it, but maintain a good price so that an equivalent of value can be offered, then there will be very little trouble in obtaining it.

The Christmas crop being a very important consideration in the growers' mind at the present time, it will be well to dwell a little on this subject for the benefit of new beginners in carnation growing. If the plants are now well furnished with buds about to show color, with others close up, a slight raising of the temperature will hasten them along without doing any serious damage to the plants, but it must not be carried to the extreme of reason by maintaining a high, close temperature so that the keeping qualities of the blooms will be impaired. A raise of two degrees in the night temperature, and two to four degrees during the day, will be sufficient without doing any harm. Watch closely the airing of the house, regulating the ventilators with the changing weather conditions of the outside during each day, and on bright days, when little or no steam heat is necessary, the ventilators can be held a little closer, provided the atmosphere of the house is not close and stuffy. Pay particular attention to the watering of the beds, watering only as the plants need it, allowing the soil to get a little to the dry side between each watering. This will hasten the opening of the blooms showing color. Attend to the disbudding as soon as there is need of it, never allowing the side buds to get lengthened out before attending to the work, because this retards the development of the main bud as well as sapping its strength.

Cut the blooms as soon as ready, never allowing them to remain on the plants to get thoroughly matured, and last but not least, do not attempt any

"pickling." When a flower is ready to cut is the time to use it.

PROPAGATING.

After the turn of the year, it will be time to start up this work, but preparations can be carried on to get the beds in order and the necessary sand under cover while the weather remains open. Also, get in a good supply of fresh soil to take care of the potting or boxing of the cuttings after they are rooted, it being a poor policy to transfer the newly rooted cuttings from the sand into cold, wet soil.

Do not allow the insects to get a foothold. They can be kept in check



Otto Witthuhn, Cleveland, O.

Recovering at Base Hospital in France after Being Gassed.

by an occasional spraying of the plants with a fine spray of the nicotine preparation or by vaporizing with the material by painting one of the steam pipes.

C. W. JOHNSON.

NASHUA, N. H.—The Ned E. Rogers range on Taylor road has been dismantled.

WASHINGTON, D. C.—The Flower Shop, conducted by Harry T. Payne, is now in new quarters at 1224 F street.

KANSAS CITY, Mo.—Miss Elizabeth Hayden, of Samuel Murray's force, is at St. Luke's hospital in this city, an influenza sufferer.

LOUISVILLE, KY.—Milton C. Reimers, of E. G. Reimers & Son Co., who has been at the officers' training school at Camp Taylor, has been honorably discharged from the army and is again attending to business.

Lime Fertilizer from Acetylene Machines.

ED. AMERICAN FLORIST:

There is an accumulation of sediment in our welding departments which comes from acetylene, and is a lime formation which is suitable for fertilizer. A pamphlet issued by the Pennsylvania State College on calcium, carbide and acetylene gives the following analyses taken on three per cent:

	1 %	2 %	3 %
Sand (silica)	1.24	1.10	0.97
Carbon (coke or coal)	2.08	3.95	2.14
Oxide (iron and alumina)	3.11	2.90	2.30
Lime	62.50	63.65	66.10
Water and carbonic acid	31.07	28.40	28.49
Total	100.00	100.00	100.00

The above analyses were submitted to Dr. William Frear, chemist, Pennsylvania State College, with a request for a statement regarding the use of residuum of such character for agricultural purposes, to which the following response, under date of January 1, 1915, was received:

"The three analyses submitted of residuum from acetylene machines show it to consist principally of partially carbonated slaked lime. Its composition is very nearly that of the lime slaked in the field for agricultural use. I know of no reason why this acetylene residue is not well fitted for agricultural use. On the basis of the analyses submitted, one ton of the residuum would be equivalent to approximately 50 bushels (40 pounds to the bushel) of the slaked lime above mentioned, or to 20 bushels of the best stone lime (72 pounds to the bushel)."

Under the circumstances, in your opinion, is this material suitable for a fertilizer?

ATCHISON, TOPEKA & SANTA FE RY.

Referring to the foregoing, the analyses of the material as shown by them would seem to indicate that it contains nothing deleterious to plant growth. On the other hand, such material of this kind as I have seen has had a strong and disagreeable odor, which would indicate the presence of something perhaps gaseous and volatile which might not show in a chemical analysis. I should be prejudiced against it on that account.



George C. McCallum, Pittsburgh, Pa.

Recently Transferred from Municipal Pier Training School in Chicago to Ocean Going Vessels from New York.

The certificate of William Frear, chemist, indicates that one ton of this material would be equivalent to about 1,500 pounds of stone lime. It is stated and accepted, I believe, generally, that ground lime in proper quantity is as effective in fertilizing value as the ordinary grade of quicklime. The agricultural department of the University of Illinois strongly recommends for general use finely ground limestone, in preference to burnt lime. We place much weight on their opinions, and our own experience here verifies their recommendations. While finely ground limestone is slower in action, it appears to be equally effective, and all possibility of harmful results in the way of burning and by reason of the caustic nature of the burnt stone are avoided by the use of the ground limestone.

Comparatively little lime or limestone is used in greenhouses, so that the item of cost per pound is not nearly so important as in cases where large areas of outdoor lands are treated. We are able to buy a good quality of ground limestone, laid down on the railroad here, at the present time at \$1.35 per yard of 2,500 pounds, and we prefer it and find it more desirable than any other form of lime which can be applied.

On the basis of Mr. Frear's analyses, the material mentioned, per ton, would be equivalent to 1,500 pounds. I do not think, therefore, that a ton of this material would have any more fertilizing value than the yard of ground limestone (2,500 pounds). It is questionable whether the material spoken of could be shipped any great distance and laid down for less than \$1.35 per ton. Considering the small amount of lime used in greenhouses and the very small possible difference in cost, we should not consider it worth while to experiment with a new material. We know that the ground limestone, even when it does not prove beneficial, is absolutely harmless to the general run of greenhouse plants, and we have not this assurance regarding the carbide residue. W. N. RUDD,

Detroit.

LIMITED CHRISTMAS SUPPLY EVIDENT.

This market, in common with most places, is suffering from an extreme shortage of flowers of all kinds and little relief is in sight. Prices are advancing daily and the trials of the retailers are becoming greater as the great day draws near. Growers hold out little encouragement as to the supply and the shops are stocking up with artificial effects and seasonable plants, and these will be pushed to the limit of available salesmanship to overcome the cut flower shortage and still maintain the semblance of flower stores.

CLUB MEETING OF UNUSUAL INTEREST.

The florists' club meeting of December 11 was a well attended and most successful affair. Nearly 40 members and visitors were present. The strong features of the proceedings were the addresses by E. G. Hill, Richmond, Ind., and Elmer D. Smith, Adrian, Mich., both of whom were present with exhibits of the new rose, Premier, by E. G. Hill, and novelties in late blooming chrysanthemums by Elmer D. Smith. The keenest interest was given the remarks of the two distinguished visitors, who related the details of the trials encountered in the pursuance of the process of originating and disseminating new varieties. Mr. Hill, in his remarks, paid a high tribute to Mr. Smith, as the most successful originator of chrysanthemums in America and the late varieties on exhibition were a substantial evidence of his skill. The vase of one hundred of Rose Premier blooms, also on exhibition, was referred to by Mr. Hill as the triumph of

his life's work in that line, though he modestly accorded to Pernet Ducher of Lyon, France, as entitled to the highest honors for his very successful production of numbers of varieties of roses of rare merit. The speaker very interestingly injected some humorous anecdotes into his address at the conclusion of which he was made the target for many inquiries from the members present, touching many phases of the business, all of which were ably handled by "the sage of Richmond." He predicted a rapid reinstallation of flowers in the minds of the American people and most prosperous conditions for all in the trade.

Mr. Smith easily sustained his reputation as a master of chrysanthemum culture by his exhaustive treatment of the subject, from the selection and care of stock plants to the cutting, packing and shipping of the flowers. He, too, was called upon to answer many questions bearing upon the grower's troubles and was able to give lucid instructions covering the points raised. Of these, the so-called chrysanthemum midge, was referred to as the most troublesome and destructive of the enemies of chrysanthemum culture. Some specimens of the pest were on exhibition by a local grower, who feels impelled to destroy his whole stock, so badly is it infested with this pest. It developed that the most successful method of treatment of infested plants is continuous and strong tobacco smoking for at least 30 consecutive days and nights.

H. J. Stahelin, who had just returned from Richmond, Ind., the home of the new Rose Premier, added his high tribute to the merit of this novelty as seen growing there. Mr. Stahelin is so well pleased with the variety that he will, in the early spring, plant five houses of it, requiring over 15,000 plants.

A committee was appointed by the chair to examine and report upon the flowers on exhibition, the result to be published in the trade papers.

D. W. Worthington, representing Peters & Reed Pottery Co., Zanesville, Ohio, was an interested visitor at the meeting.

REPORT ON CHRYSANTHEMUM EXHIBITS.

The committee appointed to view these flowers reports them valuable additions to the list of fine varieties already in commerce and highly commends them to growers. The variety Victory, is especially distinct, and its long range of blooming period from early November till a corresponding date in December adds materially to its value. Loyalty is distinct and beautiful and from the appearance of the blooms, is a free grower. December Queen may be properly termed a bronze of extraordinary beauty, and will find by its merits, a coveted place in the list of bronze varieties.

The originator's full description of the novelties follows:

Victory.—An incurved of the purest glistening white, free and easy to grow. Maturing from November 11 to Thanksgiving, according to date of buds. The first bud selected September 12 was fully developed on November 11, Victory day, hence the name.

Loyalty.—An ideal variety for Thanksgiving use maturing November 20-30 from buds selected September 15-30. A bright yellow—high rounded incurved forming a clean upright growth. December Queen.—Color bright yellow and as the petals are slightly penciled with red gives it an orange or very light bronze cast. Maturing November 25 to December 5.

Baby Anemone.—The smallest of the anemone section. White with yellow center. Dissemination 1920.

No. 152-5-16.—The large incurved white. Dissemination 1920.

ROSE PREMIER EXHIBIT.

The committee appointed to examine closely, and to report on the exhibit of a hundred blooms of this novelty, at the meeting of the Detroit Florists' Club, December 11, submit the following:

"We regard this rose in all its features and constitutional qualities to be far superior to any rose now in commerce. It is so far in advance of all other varieties, that mere comparison does not alone disclose its merits, which in the total, seems to entitle it to the designation of perfection in a rose.

"We highly commend this wonderful variety and predict for it a great future as supplying a long felt want for a rose of its magnificent color, rose-pink, with stiff thornless stems, and luxuriant and really beautiful foliage that augments the striking appearance of the rose on exhibition. Its pronounced delicious fragrance is a distinct mark of this truly wonderful rose."

M. BLOY,
A. J. STAHELIN,
THOMAS BROWNE,
WM. DILGER,
Committee,
J. F. S.

Northern Illinois Horticultural Society.

What is conceded to have been the best convention of the above society was held December 11-12, and those who attended the apple show, say that the exhibition on this occasion was even better, the displays including plates of apples, vegetables of all kinds, canned fruits, etc. A corn show was another interesting feature, as was the exhibition of a number of original paintings by famous artists. J. A. Young, president of the Aurora Nurseries, was chairman of the executive committee and was responsible for the success of the convention. Among others in attendance were Earl Cropp, of Vaughan's Seed Store, Chicago; F. W. Von Oven, Naperville; Frank Kadlec, Evanston; W. Leesley, Chicago, and H. Littleford.

Nebraska State Florists' Society.

The Nebraska State Florists' Society will hold its annual meeting at Lincoln on the evening of January 22. The programme as announced includes a number of interesting papers and discussions, among them the following: "Why We Should Grow More Cut Flowers and Plants," by C. H. Green, Fremont; "Growing Geraniums and Other Bedding Plants," by G. E. Berthold, Nebraska City; "Why We Should Support The Florists' Telegraph Delivery," by J. J. Hess, Omaha; "How to Make a Small Greenhouse Establishment Pay," by Ed. Williams, Grand Island. A short discussion will be invited after each of the subjects. Officers for the ensuing year will be elected.

ISLIP, N. Y.—Robert Kerr, formerly connected with the Islip Greenhouses, died of pneumonia, November 29.

PORTLAND, ME.—Gardner L. Simpson, for many years a florist in this city, died recently of heart trouble, age 67 years.

HUNTINGTON, PA.—Wm. McCoy, formerly of Williamsport, has moved to this city and will engage in the florist business.

HARTFORD, CONN.—The Hartford Florists' Club has elected the following officers for the ensuing year: Joseph McManus, president; J. Albert Bordrod, vice-president; George Marchant, secretary; Wallace W. Thompson, treasurer.

San Francisco.

TRADE SLACKENS THEN RECOVERS.

Business the early part of the week was somewhat quiet, but it is again very active. The cold, wet weather has had the effect of again advancing the prices of all flowers very sharply. Chrysanthemums are becoming scarcer every day. The call for them is very good and excellent prices are being received for all stock put on the market. Helen Frick is still the leading late pink and is very fine for this season of the year. Major Bonaffon and Appleton are the only yellow varieties to be had. Nonin, in whites, is about over for the season. Some good white Bonaffon are seen occasionally. In small chrysanthemums, such as are usually offered by the Chinese growers at this season of the year, there is quite an assortment of color, but this stock is in demand chiefly for funeral work. Roses of all varieties are very scarce. The demand is far in excess of the supply and high prices are the rule in all grades. The absence of American Beauties from the market is very marked. Cecile Brunner, one of the most popular roses we have, is very scarce. Ophelia and Shawyer, are of the leading varieties in their color. Mrs. Charles Russell is in great demand, owing to the scarcity of American Beauties and is bringing high prices. Red Radiance and Hadley are best in reds at present. Hardly any white roses are being offered at all and from all accounts very few are being grown. Some very good carnations are now arriving, and are quickly taken at good figures. Good reds are not plentiful. There is quite a quantity of second grade stock arriving, which helps to supply the demand for a moderately priced flower. The supply of violets has shortened considerably, owing to the cold snap. The shipping demand remains heavy and prices are firm. Gardenias are very scarce at present. The quality offered is none too good, but high figures are being received for all offerings. The cattleya supply has also shortened up considerably. The growers seem to be holding their stock back for the holiday trade. The call for poinsettias dwindled down during the few days following Thanksgiving and at present writhe not many are in evidence. Cut cyclamens are in good supply and are moving well. Cut ericas are to be seen everywhere, and are in much demand for decoration and basket work. Pot plants are becoming more prominently shown every day. Begonias, Lorraine and Cincinnati are very popular, as also are cyclamens in the bright colors. Pot grown Erica melanthera of the best quality is also selling readily. Boston and Harrisii have the best call among ferns. Cibotium Schieffeli is also in good demand. Adiantums are in short supply with a heavy demand. Asparagus is also scarce. Smilax is beginning to arrive.

NOTES.

Pelican, Rossi & Co., are receiving some extra fine cut ericas from Frank Pelicano's nursery on Guttenburg street. The Erica melanthera, especially, are so good that not enough can be had to supply the demand. Business at the Kearny street store is good. Great preparations are under way here for the holiday trade. Specimen cattleyas in pots, which for years have been one of the firm's leaders, are to be pushed stronger than ever this season.

H. Plath, of the Ferneries, has one of the finest lots of holiday plants for Christmas that can be found in this vicinity. His stock of nephrolepis is very fine, as also is his kentia and cibotiums. He has ferns by the thou-

sands and also specializes in Primula, obconicas and aspidistras. He says the shipping demand is equal to that of last season and expects to clean up by the time the holidays are over.

Milton Tonini, manager of the Bay Counties Seed Company, reports the plant trade as opening in a very satisfactory manner. The demand for fruit trees promises to exceed that of last year, which was a banner season. The call for small fruits and berries is also going to be strong, according to Mr. Tonini. He has his new nursery near the Presidio, in fine shape for the coming season.

W. B. Clark, manager of the San Jose branch of the Cottage Gardens Nurseries, has been receiving large plant shipments from Eureka of late. The holly, which this firm is sending out this season is of the highest qual-

Boston.

INFLUENZA'S RETURN CAUSES SCARCITY.

Business has shown great improvement and with the return of the influenza epidemic, stock has been scarce and high in price. Growers are placing prices on carnations of \$25 per 100 for red and \$15 for assorted. Roses are selling at \$12.50, \$16, \$20 and \$25. Lilies are offered at \$18. The smaller stores will have to close up for the holidays if conditions do not improve.

NOTES.

Many of the growers are completely sold out of plants.

B. A. Snyder & Co. had more orders for holiday stock than they could fill and are buying everything in sight to try and take care of the wants of their customers.

The retailers are up in arms over the high prices and many are advertising baskets of fruit in place of flowers.

S. K. G.

North Shore Horticultural Society.

The above society held its monthly meeting December 6. President Head was in the chair and after the usual routine business had been transacted, he introduced the speaker of the evening, William Hoven of Naperville, who gave a very interesting account of the work that is being done in the elimination of the common barberry in the effort to stomp out the black stem rot in wheat and corn growing states. He spoke of the efforts now being made to secure an interstate law to prevent the shipment of Berberis vulgaris and its varieties into such states. He asked the co-operation of all gardeners in the work of combating the ravages of the San Jose scale by thorough spraying and in discontinuing the planting of such trees as the mountain ash, quince, etc., which serve as a breeding place for this pest. The members present accorded the speaker a very hearty vote of thanks.

The monthly exhibits included six fine cyclamen plants made by President Head, which scored 95 points; one vase of Narcissus Soleil d'Or, shown by George Wilson, 98 points, and six winter-flowering begonias staged by J. H. Francis, 98 points. The judges for the evening were E. Boulter, E. Bollinger and O. Pettersen. The gold medal for the total points received on the monthly competitions during the year was awarded to President Head, whose score was 1050. George Wilson with 956 points captured the silver medal and the bronze went to J. H. Francis with 835 points.

J. H. FRANCIS, Cor. Sec'y.

The Late Miss Adeline Krombach.

Miss Adeline Krombach, who had a retail store at Fourth avenue and 25th street, Brooklyn, N. Y., died December 11, after a short illness of pneumonia, age 26 years. She was the daughter of Mrs. Eliza and the late Charles Krombach, her father having died three years ago. Miss Krombach had been familiar with the business from childhood, as her father was a florist and had a large business in connection with Greenwood cemetery. Born and educated in Brooklyn, Adeline Krombach had a large circle of friends and acquaintances. In business, she was ambitious and clever. Her early passing away evokes deep sympathy for her widowed mother, sister and brother. Her funeral was held December 14, with the ceremony of the Lutheran church. Interment was in Greenwood cemetery.

A. F. F.

URGENT.

Plant Imports Danger.

Unless the plant growers and nurserymen of the United States take prompt and vigorous action, it is likely that all imports of palms, azaleas, roses, rhododendrons, box and bay trees, etc., also general nursery stock, from Europe will be shut out under the proposed plan of the federal horticultural board unless the present programme of that body is changed.

What To Do.

Every florist, nurseryman and seedsmen should at once telegraph protests to his representatives in Congress, both Senate and House of Representatives, also to Dr. C. L. Marlatt, Chairman Federal Horticultural Board, Washington, D. C.

Do It Today.

ity and finely berried. Mr. Clark says he is well pleased with the condition of business this season.

Almon Wheeler, of the Ruehl-Wheeler Nurseries, of San Jose, was a recent caller. His farm is noted for the quality of its field grown roses. He says trade is opening up much better than was expected. His firm, who are large growers of fruit trees, is fully booked up for the coming season.

Miss Ricordie Lee Murray on Geary street, says business was never better than at present. She has made a fine display of chrysanthemums all season. Her branch store in the Cliff hotel is always busy, and only the best grade of stock is carried there.

Most of the florists who handle holly in large quantities are expecting to receive their supply from the north in a few days. Portland and Vancouver supply this city with most of the holly used every season. Prices promise to be about the same as last year.

Charles Steffenback, on Polk street, is making an elaborate display of flowering plants for the holiday season. The poinsettias handled by this store are exceptionally good and meet with a ready sale.

Charles Kruse, of Piedmont, is bringing in some very fine Cecile Brunner roses. This is his specialty and no finer stock comes to this market. He is also a large grower of ferns.

JAMES T. LYNCH.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time. Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO

"In God's name, cheerily on, courageous friends,
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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THE appeal of American importers against the regulations of the federal horticultural board has been forwarded to the Belgian legation at Washington.

THE proposed drastic embargo against Belgian, Dutch and French plants is a serious invasion of the long-established commercial rights of the horticultural public and without proven reasons.

THE extent to which sphagnum moss has been used in war work is shown from the statement that in October last the Canadian Red Cross organization was distributing dressings of this material at the rate of 250,000 per month.

CHRISTMAS.

Advertisers and correspondents will please note that on account of Christmas THE AMERICAN FLORIST will go to press one day earlier next week, and we trust they will mail their copy as early as possible.

Florists' Telegraph Delivery Orders.

Albert Pochelon, Detroit, Mich., secretary of the Florists' Telegraph Delivery Association, has mailed the following to members:

"Never before at any holiday was it so necessary to remind all our F. T. D. members to use their good judgment in sending out F. T. D. orders to be filled in other towns. The scarcity of flowers and blooming plants warrants all our members in eliminating as much as possible small orders amounting to \$2.00 or \$3.00 as they will be very hard to fill in some sections of the country.

Be sure and instruct all your clerks taking orders to be delivered in other towns, to be frank with their customers and state facts; it will save trouble and disappointment all around."

National Publicity for Flowers.

There is no doubt that florists generally have faced a rather poor condition of business this year. Our publicity committees realize that this is the main reason for the shortage, small though it be, in the amount, \$50,000, which it was expected could be raised for the first year of our campaign. We are over \$4,000 short of planned requirements.

The florist industry has gone "over the top" in practically all other "drives" but its own. It would be unpatriotic to criticize and yet it may be pointed out that the florists who did contribute to the fund, are unanimously of the opinion that the florist business would have been sadly the worse this year had it not been for the campaign. Being financially interested in our movement, they have made it their business, through inquiry and comparisons, to determine for themselves the value of our work. And they are satisfied to continue their subscription for another year, and the year after, and then a further year. There's faith for you!

We are now in the closing days of 1918. Florists are anticipating an unusually good Christmas trade, and prospects for a prosperous year are exceedingly bright. It is a good time for all who have allowed the present year to pass without making a subscription to the fund to sit down and write a cheque for a 1919 contribution. Better still, fill out our form, sent on request, covering an annual contribution for three years.

A prominent retail florist said the other day, "Why make three or four years the term of the campaign? You may have my support as long as I am in business. The movement is the best ever instituted in the florist industry and should never stop. Why halt at an expenditure of \$50,000 when \$100,000 would double the benefit and put flowers where they ought to be—on every home table, every day in the year?"

There's the rub! With a little less than our planned amount, we have barely scratched the surface of possibility. But the scratching was deep, as we have discovered. With more money we could brand instead of scratch our slogan, "Say it with flowers" on the public mind, and it would stay—as long as we renewed the branding. It is up to the trade to make this possible. The committees have a fine working organization, but it is money only that will keep the machinery going.

Our promotion bureau has been quite busy in the last two weeks, despatching the various aids for direct publicity provided through our service. We have a descriptive pamphlet ready to mail to anyone who makes request.

JOHN YOUNG, Secy.

Test of Broadness and Vision.

All of the florists who contributed to the publicity fund during the year just passing, feel that it was the beginning of a policy that will ultimately bring out ideals which must surely emanate from certain types who always strive to do things that will aid the trade generally by watching the way and manner in which we proceed the next year in broadness and vision, as well as generosity towards the fund for 1919. If the campaign for the year had only taught us the realization of the strength of co-operation, that would have been sufficient for a beginning, but it also aided in building up a good-will spirit that was worth many times the price paid. And, if we accomplished this, is it not worth trying again, only with more vim, to do still more to hold the good-will we have just started through our first effort nationally?

In order to maintain the proper standard, it is necessary to enlist the aid of everyone to send in their appropriation when our secretary sends out the pledge for 1919. And by the ready response, may we judge the enthusiasm for still greater work. On all sides, we have heard the trade generally commenting on the good our national publicity has had on the public in furthering the uses of flowers, through our slogan "Say It With Flowers," and surely the future has greater progress in store for us as we continue. May our fund grow bigger each year so that we may all feel that we were privileged to contribute to the fund started for the benefit of all connected with flowers and their bi-products.

The year 1919 will be the real test for all of us who wish to see the campaign succeed, as, after all, the success will depend upon the number of men who contribute, and their interest in tying up with publicity campaigns afterward.

HENRY PENN.

Chairman National Pub. Campaign.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

Baltimore, Md., December 23, 8 p. m.—Gardens of the American Florists' Club of Baltimore, Exchange hall, St. Paul and Franklin streets. Robt. T. Patterson, secretary, 234 East Preston street, Baltimore.

Newport, R. I., December 24, 8 p. m.—Newport Horticultural Society, Music hall, Thames street. Fred F. Webber, secretary, Melville.

Pittsburgh, Pa., December 24, Noon.—The Retail Florists' Association of the Pittsburgh District, Luncheon at the Seventh avenue hotel. Orville Crisman, secretary, Diamond bank building, Pittsburgh.

Hartford, Conn., December 27, 8 p. m.—Connecticut Horticultural Society, County building. Alfred Dixon, secretary, Wethersfield.

Dobbs Ferry, N. Y., December 28, 8 p. m.—Dobbs Ferry Horticultural Society, Odd Fellows hall. Henry Knisberg, secretary, Dobbs Ferry.

Important to Subscribers.

The dates on the yellow address label on your copy of THE AMERICAN FLORIST will show when your subscription expires. Please renew subscription promptly on expiration, to make certain of receiving your copy of each issue.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv. For Plant Ads., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By gardener-florist, single, age 35 years; many years' Scotch-American experience. Good references. Address

Key 945, care American Florist.

Situation Wanted—By first-class gardener; married, one child; will consider commercial place; prefer small private place where house or quarters are furnished; best references. Address

L. LE CLERE, Eagleville, Mo.

Greenhouse Wanted—Will buy range of about 15,000 sq. ft.; good location in Central States. Address

Robert E. Artman, Portland, Ind.

For Rent—On very reasonable terms, about 20 acres good land, house, barn, greenhouses, 100 fruit trees, pair of mules, all kinds of trucking and farming tools and implements, or a man to manage on moderate salary and share of the income. Address

Box 452, Hummelstown, Pa.

Situation Wanted—I wish to connect myself with a live concern; am a capable all around grower of roses, carnations, chrysanthemums, pot plants, and holiday stock. Am thoroughly familiar with modern retail methods and can produce results from a financial standpoint. Will consider any proposition that pays. State full particulars and salary. Address

Key 340, care American Florist.

Situation Wanted

Will be open for a good job about the twentieth of this month. Not less than \$40 a week. For reference call Fleischman, florist, Chicago.

E. J. DELANEY.

General Delivery, SAN ANTONIO, TEXAS

FOR SALE

BIG OPPORTUNITY FOR THE RIGHT MAN.

No cash required. Range of greenhouses' midway between St. Paul and Minneapolis, on Interurban car line, 25,000 square feet of glass and six city lots, which may be disposed of if not desired, to meet payments from time to time. Long and easy terms assured. Address

Key 947, care American Florist.

For Sale Heating Boilers

A slightly used Mills cast iron sectional boiler, made by H. B. Smith Company, 9 600 square feet steam, 15,850 water. Boiler complete with trimmings. Also one Ideal cast iron boiler, No. 48, 8 sections, 12,050 feet water.

The Fitzpatrick &
Hoepfner Company
COLUMBUS, - OHIO

HELP WANTED

Experienced office man or seedsman capable of superintending the filling, checking, mailing, expressing, freighting and rapid execution of orders for a big mail order seed business. Address

Key 341, care American Florist.

HELP WANTED

General florist, must be reliable, single and come well recommended. First rate opportunity to right party.

The Nussbaumer Floral Co.
San Angelo, Texas

Help Wanted

Two young men that have had two or three year's experience in roses and carnations, to work under experienced foreman. A good opportunity for advancement. State full particulars and wages wanted in first letter.

JOHNSON'S GREENHOUSES
153 Madison Ave., MEMPHIS, TENN.

Help Wanted

Growers for plant department at Morton Grove. State full particulars in first letter or apply at

POEHLMANN BROS. CO.
MORTON GROVE, ILL.

Help Wanted

A good honest working store man at once. Steady position. State salary and reference. Will wire acceptance. Must know the flower business.

Matthews The Florist
Dayton, Ohio

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000, \$5.00. Samples on request. Electro of leaf, postpaid, \$2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

GET THE HELP

You need by advertising
for it in these columns.

GET THE JOB

You want by advertising
for it in these columns.

SEND \$1 FOR A
ONE-INCH DISPLAY

for a single insertion
and note the results.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

GLADIOLUS BULBS

We have on hand a supply of Gladiolus Bulbs that will just suit your purpose for planting in your empty benches. All the finest varieties guaranteed true to name. Send in your order now.



Bulbs offered here are strictly first size, $1\frac{1}{2}$ inch and up; second size, $1\frac{1}{4}$ inch and up; third size, 1 to $1\frac{1}{4}$ inch. We do not recommend second size bulbs for indoor forcing.

Provide for a few of each size for outdoor planting for early midseason and late flowering.

	1st Per 1000	2nd Per 1000	3rd Per 1000
America, pink	\$18 00	\$15.00	\$10.00
Augusta, white	18 00	15.00	10.00
Brenchleyensis, red	16 00	14.00	8.00
Chicago, white	30.00	25.00	18.00
Glory of Holland, white.....	27 00	20.00	16.00
Halley, salmon pink, early.....	20.00	18.00	16.00
Lily Lehman, white, early.....	25.00	22.00	18.00
Mrs. Frank Pendle- ton, salmon pink, blotch of rich red...	35.00	26.00	22.00
Mrs. Francis King salmon pink	18.00	15.00	10.00
Niagara, yellow	35.00	30.00	25.00
Panama, dark pink ...	35.00	30.00	20.00
Pink Beauty, deep rich pink, red blotch, early.....	20.00	18.00	16.00
Schwaben, soft pure cream yellow.....	35.00	30.00	23.00

This is what one of our customers wired:

"Can use 5,000 more Gladiolus Bulbs at same quality and price."—Telegram from Wm. L. Rock Flower Co., Kansas City, Mo.

AMERICAN BULB CO.

172 N. Wabash Ave.,

Phone Randolph 3316

CHICAGO

Lancaster County Florists' Association.

On account of the close proximity to the holidays of our regular meeting night, the date was changed to December 10, and the place the Brenneman building. The meeting was called to order at 7 p. m., President Elmer Weaver in the chair, with a little routine business and the nomination of officers for the ensuing year. The club has set a precedent of holding all officers over for a second term and this precedent was not broken at this meeting with the result of the following nominations: Elmer Weaver, Tonks, president; Lemon Landis, Lancaster, vice-president; Albert M. Herr, Lancaster, secretary; Harry K. Rohrer, Lancaster, treasurer. The next meeting will be held in our regular rooms at the chamber of commerce and it will be a joint meeting with the ladies'

auxiliary, they to assist in arranging a programme for the meeting. The president appointed David Rose, Rudolph Nagle and Lemon Landis to take charge of the sports for the evening. An adjournment was then made to the table and a buffet lunch enjoyed by all, after which bowling was indulged in by one party, cards by another, billiards by another and pool by another, while little groups discussed their business problems.

J. Wade Galey, of Strasburg, carried off first prize for high score in bowling and Chas. B. Herr of Strasburg carried off the honors in the cards. H. A. Schroyer was champion story teller, and Albert M. Herr and E. F. Barr, dusters, as they went to a venison dinner at the Elks' club about 10 p. m.

A. F. Strickler and Lemon Landis were voted delightful hosts, and the

remaining member of the committee, Harry K. Rohrer, at home, sick in bed, was extended a vote of sympathy. President Weaver's hot coffee and sweet cider were enjoyed by all and about 11:30 the affair was a thing of the past, the fond memory of which will linger with those fortunate enough to be there, for many a day.

ALBERT M. HERR.

BRIDGEPORT, CONN.—James Horan & Son have moved into their new store on Main street.

KALAMAZOO, MICH.—J. R. Van Bochove returned last week from his annual moose hunt.

DAYTON, O.—The florists' club held a banquet, December 4, at which various phases of the business were discussed.



A TWELVE WEEK CROP Cold Storage Giganteum

PLANTED now you can have them in bloom in twelve weeks. We still have a good supply of 7 to 9 inch bulbs in good condition, every case being inspected before being sent out. Some of the largest growers around Chicago are planting this size for Easter flowering. With Lilies selling on wholesale market at from 15 to 20 cents a flower, we don't know of any better money maker to fill empty benches.

Per case

7 to 9 inch, 100 bulbs to case, \$ 7.50

300 bulbs to case, 21.00

A. HENDERSON & CO.

211 North State St., CHICAGO

Do you canvass the trade?

Your salesmen can cover their territory thoroughly and completely, without missing a prospect—

You can circularize effectively without the expense, trouble and delay of compiling mailing lists—

BY USING THE

American Florist Company's

TRADE DIRECTORY

529 Pages, \$3.00

EXTENSIVE LIST BY STATES AND TOWNS OF FLORISTS, SEEDSMEN AND NURSERYMEN

EXTENSIVE LIST ALPHABETICALLY OF FLORISTS, SEEDSMEN AND NURSERYMEN

ALSO LISTS OF

FOREIGN MERCHANTS
FIRMS ISSUING CATALOGUES
HORTICULTURAL SUPPLY HOUSES
SEED GROWERS

PARKS, CEMETERIES
LANDSCAPE ARCHITECTS
EXPERIMENT STATION HORTICULTURISTS
BOTANICAL GARDENS

If you are looking for business in any of these lines, you will find the Trade Directory of indispensable assistance.

AMERICAN FLORIST COMPANY

440 SO. DEARBORN STREET, CHICAGO.

We Have on Hand at the Present Time the

Finest Line of Artificial Flowers

Ever shown in the Great Chicago Market at ridiculously low prices, considering the high quality. Great number of imported items at less than the actual cost of importing.

TRY A SAMPLE ASSORTMENT

at \$25.00, \$50.00 or \$100.00

and return at our expense any portion that does not meet with your entire approval. Order at once while assortment is still large.

Grossberg - Tyler - Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Telephone Majestic 7175

CHICAGO, ILL.

LILIUM GIGANTEUM

For Easter Forcing

7-9 inch, 300 to case

Bulbs in perfect condition from storage

New York

Chicago

Seattle

Detroit

Order today from your dealer. Stock is limited.

If he cannot supply you, then write to us direct.

THE YOKOHAMA NURSERY CO., Ltd.

WOOLWORTH BUILDING, NEW YORK

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

Cut Flowers, Plants and Florists' Supplies

Everything in Seasonable Cut Flowers and Greens.

Japanese Frieze Roping

Red, Green, White. Per ball of 60 yds., each, 75c. Ask for prices on large lots.
Order early and make your own wreaths.

Red Frieze Wreaths

Per dozen.

6-in. Limousine Wreath, \$1.25; 8 in. Limousine Wreath, \$1.60; 10-in., outside measure, \$2.25;
12-in., outside measure, \$3.00; 14-in., outside measure, \$4.00, 16-in., outside measure, \$5.00.

Large Velvet Poinsettias

Per dozen, \$1.00 to \$1.50. Miniature, Gross, \$2.50.

Red Ruscus

Per lb., \$1.00; 100 lbs., per lb., 85c.

PLANTS WE ARE NOW OFFERING

50,000 Extra Fine 2½-in. Kentia Belmoreana and Forsteriana

\$14 per 100, \$120 per 1000; 3-in., \$25 per 100, \$220 per 1000; 4-in.,
\$50 per 100; 5-in., \$12 to \$15 per dozen; 6-in., \$2 to \$2.50 each.

Made-up 5-in. Forsteriana, \$1.50.

Livistona Rotundifolia

4-in., \$6.00 per dozen; 5-inch, \$9.00 per dozen; 6-in. \$1.25 each.

Pandanus Veitchii

4-in., 50c each; 5-in., \$1.00 each; 6-in., \$1.50 each; 7-in., \$2.50 each.

Dracaena Massangeana, 3-in., \$30.00; 4-in., \$50.00
per 100; 5-in., 75c to \$1.00; 6-in., \$1.25 to \$1.50.

Crotons, all the way from 4-in. to big tubs; prices
range from 50c to \$10.00 per plant.

Rubbers, 35c, 50c, 75c, \$1.00, \$1.50, \$2.00 each.

Baby Primulas, 4-in., 25c; 5-in., 35c; 6-in., 50c.

Coleus, Christmas Gem, large stock, 3-in., \$10.00
per 100; 4-in., \$20.00 per 100.

Boston Ferns, large stock, 4-in., 30c each, \$3.50 per
doz.; 5-in., 40c each, \$5.00 per doz.; 6-in., 75c
each, \$8.50 per doz.; 7-in., \$1.00 each, \$11.00
per doz.


Whitmanii, 5-in., 50c each, \$6.00 per doz.; 6-in.,
75c each, \$9.00 per doz.

Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75c to
\$1.00.

Cocos Weddeliana, 5-in., \$1.00 to \$1.50 each.

Dependable Flowers

You can rely upon the stock you receive from us, for it is strictly fresh at all times, and is shipped in from our green-houses twice daily as fast as cut. Your customers will be pleased with the quality of the stock that they receive from us. Our prices for Christmas will be the prevailing prices on the market on day of shipment.

 **We will not be open Sunday, December 22, as there will not be any express service on that date. We will ship Sunday orders on Saturday.**

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

EARLY CHRISTMAS DEMAND IS HEAVY.

The early Christmas demand is heavy and according to practically all the wholesalers the orders call for more stock than they expect to have, consequently some of them were accepted with the understanding that they would do the best they can under the existing conditions at the prevailing market prices. The high prices advertised will probably be realized on almost all items with some still going higher and a possible drop in one or two which will depend largely on the weather conditions. The weather the past week was rather warm and cloudy with heavy rains at intervals which was none too encouraging but meant a big saving in coal to the grower. When one takes into consideration that quite a large number of greenhouses were closed this season owing to the 50 per cent coal restriction which was later lifted, shortage of help, the advanced cost of materials from 50 to 200 per cent and the prospects of a long war there is quite a fair supply of stock and while conditions at present are not as favorable as the retailer in general would like to see them, especially in regard to the present shortage of stock and high prices, no one should complain, for the great war ended in a brilliant victory for us in a much shorter time than anyone even dared to hope for and probably removed more serious problems for the future than were even encountered before. Every now and then you hear that the trade never experienced such a shortage of stock or such high prices before at Christmas as is the case this year, which is all wrong for one of the leading growers who keeps pretty close tab on conditions in general called our attention to the Christmas

demand of 1906 which the writer looked up in THE AMERICAN FLORIST issue of December 29 of that year when the prices realized on almost all items were in line with those quoted now. Extra select long-stemmed American Beauty roses then sold for as high as \$18 per dozen and fancy Richmond in some instances brought as high as \$50 per 100. Killarney brought as much in some special lots and it was no uncommon thing to see it sold at \$35. Chateau, Bridesmaid and Uncle John roses were quite a factor in the market then and also brought high prices. Red carnations sold at \$12 to \$15 per 100 with Lawson and Enchantress bringing \$8, \$10 and \$12 per 100. Figuring that the cost of production now is 50 to 300 per cent higher than it was then and the quality of the stock offered this year is better, owing to the newer varieties, which are far superior in quality every way, the buyer is getting off easy this Christmas compared to the one referred to which everyone will admit was an exceptionally good one and is used here as an illustration because conditions are very much similar especially in regard to prices. The market should clean up completely this Christmas at the figures quoted, for the outlook is anything but bright for a large supply because there are more orders already booked than there will be flowers to fill them and more are arriving every day. Many of the retailers are looking conditions straight in the face and are doing everything possible to cover up in the way of shortages by featuring artificial stock in every shape and manner appropriate for the holidays and are gambling heavily that the public will buy them as it never did before. In addition to American Beauty and all the roses grown for this market, and carnations,

FOR CHRISTMAS

Miscellaneous Cut Flowers.

BOXWOOD,

MISTLETOE,

LEUCOTHOE,

GALAX,

FERNS, Etc.

Supplies, Christmas Decorative Goods.

Ruscus, in all colors,

Oak Sprays,

Dyed Lycopodium in Boxes,

Water Proof Crepe Paper,

Magnolia Leaves,

Made-up Wreaths,

Ribbons,

Chiffons,

General Line of Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers,
Greens and Supplies.

30 E. Randolph St., Chicago

RUSSELL-MILADY

RICHMOND

FOR CHRISTMAS

All Grades at the Most Reasonable Prices.

ALSO FINE SUPPLY

Killarney, White Killarney, Killarney Brilliant, Ophelia,
Richmond, Champ Weiland, Sunburst, My Maryland.

CARNATIONS

The carnation supply this year is very uncertain, but we will take care
of our customers the best we can at the prevailing market prices.

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

CHRISTMAS PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100			Per 100
Extra Special		\$40.00 to \$50.00	ROSES, OUR SELECTION		\$10.00
Specials		\$30.00 to \$35.00	Valley		8.00 to 10.00
Select		25.00	Violets		2.00
Medium		15.00 to 20.00	Stevia		1.50 to 2.00
Short		10.00 to 12.00	Smilax	per doz. strings	3.00
RICHMOND		Per 100	Adiantum		2.00
Specials		25.00 to 35.00	Asparagus, per bunch		75c
Select		15.00 to 20.00	Ferns, per 1,000		\$5.00
Medium		10.00 to 12.00	Boxwood	per bunch, 35c	
Short		8.00	Galax, bronze and green, per 1,000		\$1.50
MILADY		Per 100	Leucothoe Sprays		1.00
Specials		\$25.00 to \$35.00			
Select		20.00			
Medium		\$15.00 to 18.00			
Short		8.00 to 12.00			
KILLARNEY		Per 100			
White Killarney		\$30.00			
Killarney Brilliant		15.00 to 18.00			
Sunburst		10.00 to 12.00			
My Maryland		8.00			
Ophelia					
Champ Weiland					

PETER REINBERG

30 East Randolph St.,

LONG DISTANCE PHONES
CENTRAL 601 and 2846

CHICAGO

WIETOR BROS.

30 East Randolph St., L. D. Phone 2081 CHICAGO

ROSES AND CARNATIONS FOR CHRISTMAS

CHRISTMAS PRICE LIST—Subject to Change Without Notice.

MRS. RUSSELL	Per 100	WHITE AND PINK KILLARNEY	Per 100	CARNATIONS	Per 100
Fancy	\$35.00	Select	\$20.00	Fancy Red and Pink	\$15.00
Medium	25.00	Fancy	18.00	Fancy White and Light Pink	12.00
Short	20.00	Medium	15.00	Short, Assorted Good	10.00
RICHMOND	Per 100	Good	12.00	MISCELLANEOUS	Per 100
Select	\$30.00	Short	10.00	Valley	\$ 8.00
Fancy	25.00	KILLARNEY BRILLIANT	Per 100	Lilies	25.00
Medium	20.00	Select	\$25.00	Ferns, per 1,000	\$5.00
Short	15.00	Fancy	20.00	Sonlax, per doz strings	3.00
SUNBURST AND OPHELIA	Per 100	Medium	18.00	Adiantum	1.50
Select	\$25.00	Good	15.00	Asparagus Sprngerl, strings	.50
Fancy	20.00	Short	12.00	Galax, per 1,000	2.00
Medium	18.00	ROSES, OUR SELECTION	\$12.00	Boxwood and other green goods at market rate.	
Good	15.00				
Short	12.00				

Shipping Orders Given Careful Attention. All Orders Carefully Packed.

Imported Cape Flowers

(Pink, Lavender, Yellow and Purple—1200 to a box)

\$8.00 Per 1000

PERCY JONES

INC.

FLORIST SUPPLIES

56 E. Randolph Street,

CHICAGO

the offerings will consist of orchids, gardenias, poinsettias, sweet peas, mignonette, lilies, callas, Paper White narcissus daisies, violets, snapdragons, calendulas, pansies, lily of the valley, stevia and a few other miscellaneous items that will be included in the shipments. Holly is scarce and high in price at this writing and very few red winter-berries have made their appearance. Mistletoe is in good supply. Greens will be good property this year and the late demand for all kinds of supplies appropriate for holiday use is exceptionally heavy. It might not be out of place to mention here that sweet peas are being sold now at prices ranging from \$3 to \$5 per 100, lilies at \$25 to \$20 per 100 and carnations from \$10 to \$20 per 100, according to quality. The new pink carnation Laddie is bringing top-notch prices and is followed closely by Ward and Rosette of which some extra fancy stock is seen at a few of the houses. The average buyer is satisfied to secure stock at almost any figure and is complaining more about his inability to get stock than about the prices he is paying.

NOTES.

John Ingravollo, who was with Company H of the 4th infantry in France for some time, where he was in action for several months, is visiting friends here this week. He was wounded on July 5, when a piece of shrapnel struck his right leg, but is able to be about

now and is proud of the two gold stripes denoting two years' service and a third gold one for being injured in battle. Previous to enlisting he was proprietor of the store known as the West Side Florist, at 1001 South Racine avenue.

In the matter of William Langhout, bankrupt, notice has been given by Referee in Bankruptcy Eastman, that on December 27 at 10 a. m. at his office 907 Monadnock building, he will declare and direct the first payment on claims of all creditors which have been proved and allowed. The receiver's final report will also be made at the same time.

Al Collatz, foreman for J. A. Budlong for a number of years, bought the John Prochazka range at Niles Center last week, consisting of about 50,000 feet of glass devoted to roses. Mr. Collatz is a brother of William Collatz, who is identified with the A. F. Amling Co. at Maywood.

Corporal George Manos, formerly manager of the retail florist stand in the Illinois Central railroad station, was honorably discharged from the army last week, and is again on duty at the same place in the same capacity. He is a cousin of George Manos, the Union Depot florist.

Mrs. O. Johnson, wife of the manager of the Eutawia Greenhouse Co.'s local wholesale store, is able to be about again after being confined to bed for three weeks with a severe attack of Spanish influenza.

A. T. Pyfer & Co. are handling a good supply of southern holly, which is in brisk demand, owing to the scarcity of red winter-berries this season. This firm has a good supply of Begonia Cincinnati in five and six inch pots to offer for the holidays.

Weiland & Risch received word from Eddie Schultz, who was formerly in their employ that he arrived safely overseas with the American troops, but too late to take part in any of the fighting.

Miss Marguerite McNulty, who has charge of Peter Reinberg's office, says that she does not expect her brother Archie, who is with the 107th Engineers in France, home until next July.

Julius Snyder, of Boston, Mass., was here this week buying stock for his holiday trade. He paid his old Boston friend, T. E. Waters, a pleasant visit during his brief stay.

Walter Amling will grow the rose, Columbia on a large scale next season at Maywood. It will replace Ophelia almost entirely.

Eddie Ahlas, formerly employed in the A. L. Randall Co.'s supply department, is now with the Grossberg-Tyler-Finnermann Co.

Mrs. August Barnett underwent a successful operation at the Augustana hospital last week and is well on the way to recovery.

Mrs. Chas. Erne was called to Terre Haute, Ind., last week by the sudden death of her brother.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave. Chicago

The Outlook for Christmas

is not any too encouraging for a large supply of Cut Flowers in the Chicago Wholesale Market and it is almost a certainty there will not be anywhere near enough to go around. Only the most favorable weather will relieve the situation and we suggest that all our customers get in touch with us immediately in regard to their supply. We will do the best we can for everyone and that is all any house can offer under the present existing conditions when everything points to the greatest Christmas scarcity in the history of the trade.



LATE ORDERS Given Immediate Attention

On account of the scarcity of cut flowers for Christmas,
we are only quoting same on application.

BOXWOOD:

Box-Dwarf (Baby) fine stock, fresh and green, full weight 50-lb. bags—30c per lb.

Box-Tree, short bushy branches, small leaves, clean and nice, full weight 50-lb. bags—25c per lb.
Delivered in the city.

GALAX:

Bronze and green, new stock, per 1,000, \$1.50; case lots of 10,000, \$12.50.

LEUCOTHOE:

Long green, per 100.....\$0.75
Medium green, per 100......60

ASPARAGUS PLUMOSUS:

Select tips, per bunch.....35c 50c
Long sprays, per bunch.....50c 75c

ASPARAGUS SPRENGERI:

Per bunch 25c 35c

YERNS:

Per 1,000\$5.00

HOLLY:

Best southern stock. Lowest market prices.

MISTLETOE:

Choice, per lb.....30c
10-lb. cartons, per lb.....25c

Store open all day Sunday, December 22.

A. T. PYFER & CO.

164 N. Wabash Avenue,

Formerly at 30 E. Randolph St.
L. D. Phone, Central 3373

CHICAGO

Jack Byers, who is with the American troops in France, writes that he is safe and sound and was in the thick of the fighting until November 11 at 11 o'clock, when all firing ceased according to the terms of the armistice. There will be big doings here "when Johnnie comes marching home" and here's hoping that it will be soon.

The Excell Laboratories, 115-117 East South Water street, are being kept on the jump, filling orders for Zenke's liquid fungicide, which has given splendid satisfaction to the growers since it was

introduced as far back as 1914. Many of the growers claim it is the best they have ever used for mildew.

A. L. Vaughan & Co. will have a large supply of California holly to offer again this Christmas, which is welcome news to everyone, for red winterberries are exceedingly scarce. California holly is a splendid substitute, and even better than the Michigan berries, especially for basket work.

Eddie Hunt, who is at present stationed at the Great Lakes naval training station, will give Manager Klings-


porn and his assistants a lift during the holidays at the Chicago Flower Grovers' Association store.

The Grossberg-Tyler-Finnermann Co. is having a strong demand for artificial flowers, of which it has a large supply on display regularly at the store. Many out-of-town visitors were seen here this week.

Russett & Washburn are cutting a good supply of stock, but the demand continues to be so heavy with them that it is impossible to fill all the orders that keep arriving.

CUT FLOWERS WILL BE SCARCE FOR CHRISTMAS

Send us your order and we will
fill it the best we possibly can.

 Remember when ordering that our line is so complete that
it includes every item offered in the Great Chicago Market.

Mention the American Florist when writing



A HOLLY WREATH

Red and Green

FOR HOLIDAY CIRCULARS AND
ADVERTISING.

Plates for printing this fine Holly
Wreath in two colors—green leaves
and red berries and ribbon—\$3.50 per
set of two plates. Larger size, $3\frac{3}{4}$ x 4
inches, \$5.75 per set of two plates.

Plate shown here for one color,
\$2.00. The large size, one color, \$3.25.
Cash with order.

American Florist Co.
440 S. Dearborn St., CHICAGO

Poehlmann Bros. Co. is cutting a
splendid grade of roses, particularly
American Beauty, which are bringing
high prices, owing to the perfect qual-
ity. Some fine Mrs. Chas. Russell are
also seen at this store, together with
choice Ophelia. The supply department
is working overtime to keep pace with
the demand and is doing a land-office
business in made-up wreaths. August
Poehlmann, in speaking of the warm
weather the past month, mentioned that
it has saved the growers many a dollar
on their coal bills, which amounts to
quite a considerable sum at their place,
where such large quantities are used
daily.

Jake Baumhardt, of Morton Grove,
was wounded in action October 30 and
his brother has been reported missing
in action since October 25. Nic Dahm,
Jr., who was drafted about the same
time as Jake Baumhardt, is stationed
at Camp Devens, Mass., and will prob-
ably be granted an honorable discharge
in the near future.

O. A. & L. A. Tonner have had a
heavy call for peacans from all sections
of the country as a result of their ad-
vertisement in THE AMERICAN FLORIST
last week and new orders are arriving
every day. A large number of the local
florists also took advantage of their
special offer and some have already
reordered.

Wietor Bros. are cutting a good sup-
ply of roses and carnations, but have
plenty of orders for all the stock they
will have for the holidays. Some par-
ticularly fine Rosette carnations are
attracting the attention of the best city
buyers.

Zech & Mann are featuring a magni-
ficent grade of stevia in addition to
their usual complete line of all other
seasonable stock. The early demand
for Christmas is extra heavy this year



Invest One-tenth of
Your December Income
in WAR SAVINGS STAMPS.

and so far has exceeded all expecta-
tions.

Percy Jones, Inc., is offering some
wonderful bargains in supplies, which
this firm is handling in larger quanti-
ties than ever before. Business at this
house is exceptionally brisk and every-
thing points to the best Christmas ever.

Joseph Ziska and Raymond Ziska, of
Joseph Ziska & Sons, are confined to
their home with the Spanish influenza.
To make matters worse, five of the men
in the wire department are on the sick
list from the same cause.

The firm of J. A. Budlong is cutting
its share of roses, but the supply which
enables them to take care of their regu-
lar customers in good shape considering
conditions, cleans up at an early hour
each day.

Ernest Weinhoeber has moved into
the city from his country home at High-
land Park and will celebrate another
birthday anniversary December 21.

Peter Baumann, manager of Peter
Reinberg's wholesale store, is the proud
father of a baby boy, who arrived at
his home December 17.

Frank Ochslin, who has been con-
fined to his home with influenza for
some time, is progressing favorably.

A. Henderson & Co. report lively
business in cold storage lily bulbs.

Z E C H M A N N & N

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA
RUSSELL

White Killarney
Pink Killarney

Milady Sunburst

Shawyer

Ward Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round
supply of choice stock.

MISCELLANEOUS.

Rubrum

Callas

CARNATIONS

Valley Cattleyas

Calendulas

Single and Double Violets

Stevia

Poinsettias Pansies

Paper White Narcissus

GREENS.

Plumosus Sprengeri

Galax, bronze Galax, green

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood Leucothoe

Chas. Erne, of Erne & Company, entertained a number of his friends at his home in Oak Park, December 14, and it is needless to add that everyone present had a most delightful time. Fred Longren, Allie Zech, George Mohn, T. E. Waters, E. C. Pruner and Sam Reid and their wives were there, as were Ed. Goldenstein, August Barnett, E. A. Ollinger, Allan Humanson and Chas. Worth. Mr. Erne did everything possible to show everyone a good time, and everyone will agree that he certainly did to a "queen's taste," for they stayed until 3 o'clock the following morning.

Vaughan's Seed Store is fortunate in the return of several of its war service employees. Christmas stocks handled have taken care of all regular customers who generally book with this establishment months in advance.

At a hearing, December 12, in the matter of Pyfer & Olsem, bankrupt, it is understood that the Schuettler estate made an offer of \$500 for the equities of others interested in the property.

August Poehlmann has been confined to his home this week with influenza.

Visitors: Gust. Rusch, of Gust. Rusch & Co., Milwaukee, Wis.; Frank Gorly, of Grimm & Gorly, St. Louis, Mo.; R. Williams, South Bend, Ind.; W. Kinyon, South Bend, Ind.; W. G. Matthews, Dayton, O.; L. P. Parley, Hartford, Mich.; J. Steinhäuser, of the Steinhäuser Florist & Nursery Co., Pittsburg, Kan.; Philip Breitmeyer, Detroit, Mich.; Irwin Bertermann, Indianapolis, Ind.; Earl Mann, of the E. G. Hill Co., Richmond Ind.; J. C. Johnson, DeKalb; W. D. Rettie, South Bend, Ind.; A. Boelter, of Boelter & Quehlike, Appleton, Wis.; Chas. Zerow, Rhinelander, Wis.; T. J. Kirchner, of Kirchner's, Cleveland, O.; Al. Barber, of the Park Flower Shop, Cleveland, O.; N. P. Lindberg, of the Rugby Greenhouses, Rugby, N. D.; A. C. Topp, president of the Guernesey Greenhouse Co., Yankton, S. D.; A. L. Glaser, Dubuque, Ia.; W. H. Gelzendaner, of the Memphis Floral Co., Memphis, Tenn.; F. L. Thornquist, Benton Harbor, Mich.; Frank Winnans, Petosky, Mich.; W. A. Rowe, St. Louis, Mo.

Pueblo, Colorado.

Business as well as the stock on hand is unusually good. The influenza ban was lifted December 6, and conditions are fast returning to normal. There was an immense demand for funeral work, but despite the shortage of help, the stores were able to take care of the heavy call, although many out-of-town orders were of necessity turned down.

NOTES.

Chrysanthemums are practically gone but Jacob Pistorius at the state hospital is still cutting excellent blooms. He also has a bench of violets which are in fine condition and very productive.

Geo. Bolt & Son are showing sweet peas of splendid quality in a wide variety.

J. P.

COLUMBUS, O.—C. A. Roth will close his establishment and go south for the winter.

HAMILTON, ONT.—From present indications the local supply of cut flowers for Christmas will be limited and high in price, but there will be a fine collection of plants.

LOS ANGELES, CALIF.—Force Parker, referee in bankruptcy, has given notice that a final meeting of creditors of the Los Angeles Flower Market will be held in his office at 10 a. m., December 18, at which time the dividends, if any will be determined.

Quality
Speaks
Louder
Than
Prices

**BEST
QUALITY**

To Be
Had in

Prices
as
Low
as
Others

Roses Carnations FOR CHRISTMAS

Place your orders early.

Columbia, Russell, Milady, Ophelia, Sunburst, Mont-rose, Double White and Pink Killarney, Hearst, Ward, Nesbit, Brunner, Richmond and Stanley.

None better on the Chicago Market.

All Colors **CARNATIONS** Good Quality

We are now in heavy crop with Carnations; hence we can take good care of you on this item as well as Roses.

CHOICE STOCK OF

Valley, Easter Lilies, Calendulas
Violets, Rubrum Lilies, Pansies
and all other Seasonable Stock.

Don't Forget Us on Greens

—AS WE HAVE—

Mexican Ivy, Asparagus, Sprengeri, Ferns, Adiantum, etc.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located
Wholesale Cut Flower House

We are in constant touch with market conditions, and when a decline takes place, you can rely upon orders sent us receiving such benefits.

 You can increase your profits and business by sending all orders direct to



J. A. BUDLONG

184 North Wabash Avenue, Chicago

VALLEY, ROSES
and CARNATIONS
A Specialty.....

WHOLESALE
GROWER OF

Cut Flowers

 SHIPPING ORDERS GIVEN CAREFUL ATTENTION 

We are open until 8 p. m. on Saturday, but closed all day Sunday

KYLE & FOERSTER

WHOLESALE FLORISTS

160 N. Wabash Ave.,

CHICAGO

Long Distance Phone, Randolph 6784

The Chicago Flower Growers Association**WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS**

182 North Wabash Avenue L. D. Phone, Randolph 631

CHICAGO

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578.**CHICAGO, ILL.****St. Louis.****INCREASED SUPPLY STILL INADEQUATE.**

The market continues to be short of stock of all kinds with high prices prevailing on everything. The quality of Russell continues to be the best in roses. Carnations have picked up in supply on account of the exceptionally bright weather we have been having. Sweet peas also are in better supply. Violets are still a little short of normal receipts, but the quality is very good. Lily of the valley and lilies are in fair supply. The demand has not diminished to any noticeable extent, and if it continues through the holidays, it will work quite a hardship, with the normal demand for the occasion. Funeral work, of course, is the big consumer, and the volume of this has never been equaled before. In greens the market is fairly well supplied, with high prices prevailing.

NOTES.

There is little chance for the retail florist to rest these days with the enormous amount of funeral work he is called upon to put up, and the holidays drawing nearer. It is quite a problem.

and keeps all of them on the jump to satisfy everyone.

The plant growers are priming all their Christmas stock, and they say that everything in their houses is placed, which makes it look as though it is going to be a prosperous season as well as a merry one.

Geo. B. Windler has finished cutting his stevia, which is always the best on the market. He made a nice clean-up on his cut this year, as he had lots of it, and it was in great demand.

Oscar Ruf is up and about again, after his attack of the influenza. You cannot keep a good man down, especially when there is money to be made.

J. J. W.

Providence, R. I.**PRICES SOAR AS CHRISTMAS NEARS.**

Trade during the past week has been good, with prices high and continuing to advance. Roses are selling at from eight to 25 cents but the demand is taking everything in sight and more could be disposed of were they avail-

SOUTHERN WILD SMILAX**\$3.00 per Case.****PERPETUATED SHEET MOSS**

Per bag (100 square feet).....\$3.50

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA*Mention the American Florist when writing.*

able. Carnations have advanced to 12 cents with prospects of another jump during the week and at Christmas will sell for 15 cents for pink and white and 25 cents for red. Chrysanthemums are done for and they will be missed.

NOTES.

J. Kopelman & Co. have one of the finest lots of stock in their range at Riverside that they have had for some time.

The Westminster Greenhouses are showing a fine line of plants for the holiday trade.

H. A. T.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS

L. D. Phone Central 8016-8017.

CHICAGO, ILL.

HOERBER BROS.

Wholesale Cut Flowers

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave. Chicago

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St.,
CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH Co.

FLOWER GROWERS

TELEPHONE 675 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

SOUTHERN WILD SMILAX

\$3.00 per case.

Natural Log Moss, per bag (100 square feet), \$1.75

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CHRISTMAS PRICE LIST.
In Effect December 18.

	Dozen
Roses, Beauty	\$ 2.00 @ \$18.00
Mrs. Chas. Russell	2.00 @ 12.00
..	100
.. Hoosier Beauty	10.00 @ 30.00
.. Killarney Brilliant	10.00 @ 35.00
.. Killarney	10.00 @ 30.00
.. White Killarney	10.00 @ 30.00
.. Richmond	10.00 @ 40.00
.. Prince de Bulgarie	10.00 @ 30.00
.. My Maryland	10.00 @ 30.00
.. Mrs. Geo. Sawyer	10.00 @ 30.00
.. Milady	10.00 @ 30.00
.. Sunburst	10.00 @ 30.00
.. Mrs. Aaron Ward	10.00 @ 25.00
.. Hadley	10.00 @ 40.00
.. Ophelia	10.00 @ 40.00
.. Double W. Killarney	10.00 @ 25.00
.. Mrs. Moorfield Storey	10.00 @ 25.00
.. Champ Weiland	10.00 @ 25.00
.. Stanley	10.00 @ 35.00
.. Francis Scott Key	10.00 @ 35.00
.. Bayard Thayer	10.00 @ 40.00
.. Cecile Brunner	4.00
.. George Elgar	4.00
.. Baby Doll	4.00
.. Nesbit	4.00
.. Our selection	10.00
Violets, per 100	8.00 @ 20.00
Carnations	12.00 @ 15.00
Cattleyas, per doz.	1.50 @ 2.00
Daisies	15.00 @ 25.00
Lilium Harrisii	2.00 @ 2.50
Valley	2.00 @ 2.50
Stevia	3.00 @ 4.00
Gallas	4.00 @ 8.00
Sweet Peas	6.00 @ 8.00
Calendulas	1.00 @ 1.25
Paper Whites	5.00 @ 6.00
.. per 1,000	1.50 @ 2.00
Ferns	6.00 @ 7.50
Leucothoe	2.00 @ 3.00
Mexican Ivy, per 1000	3.00
Plumosa Strings each, 60 @ 75	9.00
Smilax, per doz.	
Sprenger, Plumosa Sprays	
Boxwood, 35c per lb., per case,	

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing

THE BOOK OF GLADIOLUS



THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

YOUR



PROTECTION

KENNICOTT BROS. CO.

Wholesale Dealers in Cut Flowers
CHICAGO

Mention the American Florist when writing

Patriotic Cards

100...\$0.85 200...\$1.50
500... 3.00 1000... 5.00

Write for samples.

The John Henry Co., LANSING, MICH.

Mention the American Florist when writing

For Christmas we can furnish in quantity.

Beauties, Cypridium, Orchids

Let us quote you prices on these items and all other flowers in season.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

LIMITED SUPPLY AND PRICES HIGH.

The past week has been noted for high prices and scarcity of stock; never in the recollection of the oldest market patrons, have carnations brought such high prices, except at Christmas, and frequently not as much even then. Ten to \$12 per hundred, and \$15 for Laddie have been the figures every day the past week, with nothing carried over from day to day. All other lines are in much the same condition as regards extreme high figures. The rose stock is excellent, with shortest grades starting at \$8. Many holiday times such stock went begging at \$4 per hundred. American Beauties were, perhaps, the most plentiful as to the quantity grown, and are about the only normal priced flower in the list, being quoted \$7.50 per doz. Long stemmed special Russell bring almost as much, going as high as 50 cents each. All the callas and Easter lilies coming in do not quite supply the demand at 25 cents. It is said that is but little demand, the high figures being due to the light supply. This may be true, but the quantity stock are the carnations, and they are bringing relatively the highest price. The tag ends of the chrysanthemum crop have been marketed as never before. Scrawny looking stock, both in the large flowered varieties and pompons, is bunched to look its best, and finds purchasers mostly for cheap funeral work. Violets, single and double, are scarce. Cattleyas are also at top figures. Sweet peas are helping out with increasing shipments and the quality is good. Next week is a puzzle, no one appears to be able to size up the situation with any degree of certainty. Edward Reid figures it out by precedent, saying, "Did you ever know a Christmas when flowers were not plentiful? There will be plenty of stock, but prices will, like they have all fall, rule high." There have been a goodly number of orders booked from out-of-town buyers, who have to plan well ahead, and depend on their wholesalers to treat them right. The continued high prices, which if the usual increased supply of stock does not develop for the Christmas market, are likely to increase, will make late comers, who must have flowers for their orders, fairly gasp at the exalted figures. Flowering and foliage plants, have by some dealers, been pushed in former years, when cut flower prices were considered prohibitive, but this season such stock, particularly in the blooming classes, is as scarce as the flowers. There have been previous disappointments, scarcely any of the plant orders being completely filled, while many find to their sorrow, that they were weeks behind and are obliged to make the best use they can of the culls. There has been a splendid demand for all kinds of Christmas greens. Lycopodium started at 15 cents per pound, but quickly went to 20, at which price most has been sold. Boxwood opened at 20 cents and has held at 20 cents the last few days of the week. Holly is coming in rather slowly, good stock being quoted at \$6.00 per case, 2x2x4 feet. Much of it is not well berried. Fancy holly, well berried, will, it is said, bring more money.

Air Plants

Per dozen bunches.....\$1.00
Per 100 bunches.....7.50

ARTIFICIAL CAPES

Made of waxed paper. A perfect imitation. Very desirable; handy, being ready wired. White only.
Per box of 300.....\$2.50
Per 1000.....7.50

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists,
1320 Pine St., ST. LOUIS, MO

Prepared Oak Shrubs

Fine for Wreath Work.

Can be had in green, brown or red.

Price per carton.....\$1.75

RUSCUS

Best quality. Holly red or green.

Per pound.....\$1.00

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Dec. 18. Per 100

Roses, Beauty, Special...\$60.00@\$75.00
" Fancy.....40.00@50.00
" Extra.....30.00@40.00
" Ist.....20.00@30.00
" Killarney.....6.00@15.00
" My Maryland.....6.00@15.00
" Sunburst.....6.00@12.00
" Ward.....6.00@8.00
" Ophelia.....6.00@20.00
" Russell.....8.00@20.00
" Sawyer.....6.00@20.00
Violets.....15.00@20.00
Lilies.....10.00@20.00
Cattleyas.....60.00@75.00
Carnations.....4.00@8.00
Chrysanthemums.....10.00@40.00
Pompons......50@1.00
Sweet Peas......50@2.50
Violets.....1.50@2.00
Asparagus Sprengeri .35@ .50
Ferns.....per 1,000 2.00
Calendulas.....3.00@5.00

BOSTON, Dec. 18. Per 100

Roses, Beauty.....20.00@30.00
" Killarney Queen.....4.00@6.00
" White and Pink Killarney 8.00@12.00
" Double White Killarney 6.00@12.00
" Killarney Brilliant.....2.00@8.00
" Hadley.....6.00@10.00
" Mock.....6.00@10.00
" Mrs. Chas. Russell.....8.00@12.00
" Taft.....6.00@12.00
" Miady.....6.00@12.00
" Ward and Hillingdon.....6.00@10.00
" My Maryland.....2.00@12.00
Carnations.....4.00@8.00
Easter Lilies.....12.00@20.00
Valley.....6.00@10.00
Gladioli.....4.00@8.00

CINCINNATI, Dec. 18. Per 100

Roses, Killarney.....8.00@18.00
" Mrs. Chas. Russell.....12.00@28.00
" Ophelia.....10.00@20.00
" Richmond.....3.00@10.00
" Sunburst.....10.00@20.00
" Shawyer.....12.00@28.00
" Columbia.....12.00@20.00
Lilium Giganteum.....16.00
Carnations.....6.00@8.00
Chrysanthemums, per 100.....25.00
Callas.....12.50@15.00
Sweet Peas.....1.00@2.00
Lily of the Valley.....4.00@6.00
Violets.....1.00@2.00
Orchids.....25.00

December 16.—There was but a limited supply of stock received from the growers. The quality is good. Prices are about the same as last week's closing.

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.
Send for Our Catalogue.

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1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnation

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Pittsburgh Cut Flower Co.

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116-118 Seventh Street,

PITTSBURGH, - PA.

Growers of Quality Flowers.

C. POLWORTH CO.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

EVERYTHING
in the line of
**Cut Flowers, Plants
and Florists' Supplies.**
MILWAUKEE, WIS.

H. Bayersdorfer & Co.

The Wholesale Supply
House of America...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

TRANSPORTATION TROUBLES.

Express transportation difficulties are not yet eliminated, as was hoped for under consolidation or government management. A box of chrysanthemum flowers, intended for exhibition before the florists' club of this city, December 3, was shipped by Elmer D. Smith & Co., Adrian, Mich., November 30, but did not reach here until December 11. The flowers were in very good condition. The varieties were Loyalty, a very pretty incurved yellow, a trifle larger than Bonnaillon; Victory a superb glistening white, well formed, good sized flower of great depth, and December Queen, a large tawny or light bronzy yellow. All three are good commercial late varieties. Shippers of cut flowers have found the parcel post special delivery, on all direct routes, to be much more expeditious than express. Boxes are delivered to railway station mail offices half hour before train time. Printed schedule for departure of mails are readily obtainable at all central post offices, which enables shippers to easily make any desired train. Boxes should be weighed and supplied with the necessary stamps, including those for taxes and special delivery, which are then accepted as correct from frequent and reliable shippers, and avoid delays at the station when minutes count in close connections.

WITH THE WHOLESALESMEN.

Sergeant Jacob M. Deutcher, of the Philadelphia Wholesale Florists' Exchange, is back again on the job, having been given an honorable discharge, with a record marked excellent. He is in splendid spirits and glad to get into the harness again. Exceptionally good rose stock in all the leading varieties is seen here. Their growers report good Christmas crops.

Leo Niessen stated: "We are prepared to handle a big holiday business. There will be a good quantity of all classes of stock, not, of course, as much as last year, but at the increased prices, it will likely foot up to as much or more in money. American Beauty roses are in good supply at about last year's prices."

Edward Reid relies on his growers; they know the day and date, and are generally there with the goods. Even in this year of labor and fuel handicaps, he expects a good supply, particularly of roses and carnations, and a demand that will more than take it all. John Berger, of Berger Bros., looks for a good business, with supply 20 per

GUST. RUSCH & CO.

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Jobbers in
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Phone Main 1245. P. O. Box 206
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FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Dec. 18. Per 100		
Roses, Beauty, special	50.00@60.00	
" " fancy	20.00@35.00	
" Mrs. Chas. Russell	8.00@25.00	
" Killarney	4.00@12.00	
" Hadley	6.00@20.00	
" Sunburst	6.00@15.00	
" Wards	8.00@10.00	
" Ophelia	8.00@20.00	
" Columbia	10.00@25.00	
Carnations	6.00@8.00	
Cattleyas, each	\$0.60@0.75	
Valley	10.00@12.00	
Lillium Rubrum	8.00@12.00	
Easter Lilies	12.00@15.00	
Stapdragous	4.00@8.00	
Calendulas	3.00@6.00	
Asparagus, string or bunch,	.50	
Adiantum	1.00@1.50	
Smilax	.25	
Asparagus String	.50@.75	
Asparagus bunches,	.50	
Daggers and Fancy Ferns, per		
1,000	4.00@5.00	
Violets, single	1.00@1.50	
Sweet Peas	1.50@3.00	
Mignonette	4.00@6.00	
Stevia	4.00@5.00	

ST. LOUIS, Dec. 18. Per 100		
Roses, Hadley	\$3.00@8.00	
" Killarney	6.00@12.50	
" White Killarney	6.00@15.00	
" Hosier Beauty	8.00@30.00	
" Russell	10.00@35.00	
" Sunburst	6.00@25.00	
" Wards	4.00@10.00	
" Mrs. Shawyer	2.00@9.00	
" Ophelia	6.00@25.00	
Ferns	per 100 4.50	
Carnations	6.00@35.00	

MILWAUKEE, Dec. 18. Per 100		
Roses, Killarney, W. Killarney	15.00@35.00	
" Wards	12.00@25.00	
" Mrs. Chas. Russell	25.00@75.00	
" Ophelia	15.00@25.00	
" Columbia	25.00@75.00	
" Hosier Beauty	20.00@50.00	
Carnations, assorted	15.00	
Cattleyas, per doz.	20.00@50.00	
Violets	3.00	
Calendulas, per bunch	75¢ 1.00	
Rouvillea, per bunch	1.00@1.50	
Stevia	3.00	
Sweet Peas	2.50@4.00	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange

Roses, Carnations, Violets

Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, Dec. 18. Per 100		
Roses, Beauty, special	60.00@75.00	
" " fancy	40.00@50.00	
" " extra	20.00@30.00	
" No. 1	12.00@15.00	
" Hadley	6.00@20.00	
" Killarney	4.00@25.00	
" Sunburst	6.00@25.00	
" Mrs. Aaron Ward	6.00@25.00	
Cattleyas	100.00	
Easter Lilies	25.00	
Lillium Giganteum	25.00	
Carnations	12.00	
Valley	10.00	
Violets	2.00	
Ferns, per 1,000	4.00	
Asparagus Sprengel, bunch, 35¢ 40		
New Crop Green Galax, per 1000	\$1.50	
Mexican Ivy	.75	
Stevia, per bunch	6.00	
Paper Whites	5.00	
Calendulas	4.00	
Sweet Peas	1.50	

cent below that of last season. It will be a sellers' market, and men who want stock, will have to be early, with their orders.

The favorable weather brought in the Christmas Richmonds of Jos. Heacock Co., two weeks too soon, but as they were all marketed at last year's holiday prices, there was no harm done. A good supply is in prospect for next week.

NOTES.

Growers certainly stand in their own light and profit, by the careless handling of their cut flowers when made ready for market. Most stock is tied in bundles of 25. Roses, by some growers, are still sent loose, but others grade and tie in bunches. This is a step forward, but why not take another and first wrap each with paper, leaving the ends open, exposing the flowers to sight and then tie? The percentage of broken flowers during the course of a year is considerable and would be almost entirely avoided with this care. All soft stemmed or leafy stock is protected from wilting by the single sheet of paper so quickly applied.

The Robert Craig Co. reports the best Christmas trade in years. All through November and up to this time, from 10 to 50 large cases, weighing 200 to 250 pounds, have been shipped daily. There has been but little express delay. All flowering stock has been sold since December 1.

C. U. Liggett finds a wonderful demand from the trade for all kinds of rooted cuttings. Primula malacoides as a salable pot plant moves out faster than his growers can get it in flower.

Visitors: F. Malbranc, Johnston, Pa.; Frank Traendly, Paul Dailledouze and E. G. Asmus, New York. K.

New York.

HIGH PRICES AT CHRISTMAS INEVITABLE.

The leading features of the past week were a light supply of roses, carnations and violets, and advancing prices. In orchids and gardenias, there was a plentiful supply. Although the chrysanthemum season is practically ended, a few lots of fair stock are yet arriving. Discussing weather conditions makes rather dull reading, but at this time of year, when every sunny day counts, it is permissible. The past week opened with fair weather, but the last half was miserable, with rain and fog. Saturday, December 14, being the most disagreeable of all. It is now inevitable that cut flower prices will be high, possibly higher than they have been for some years. But even with a scarcity, growers, wholesalers and retailers alike must consider that the last analysis brings us to the public, the ultimate consumers. The trade has had its full share of hardships during the war, particularly the growers, and it is reasonable that they must have good prices, but reason and sound judgment should rule. This winter will not be long in passing; the bulbous stock will soon begin to come in, followed by the spring and summer flowers. It is reasonable to believe that by another winter's opening, trade will be back in its normal channel in increased volume. Now is the time for co-operation and straight thinking in every branch of the trade.

December 16.—The supply of stock is light and prices continue to advance. As there has been no sunshine for about five days, the outlook for Christmas stock is not promising. Prices on Christmas trees are high. Fifth avenue is being decorated for the return of the soldiers, and many trees, and yards of hemlock and laurel roping are being used. At this writing the supply of holly seems light.

December 18.—Holly, which started at \$10 per case, is now \$8.50 and may

go lower as it seems to be more plentiful. The lowest price for No. 2 roses is \$10 per 100.

NOTES.

A well attended meeting, which took the form of a conference among growers, wholesalers and retailers, was held on the night of December 16. We understand that the movement to hold such a meeting was instigated by a number of retailers who are greatly dissatisfied with the high prices they are paying for cut flowers. Among those present who expressed their views were: C. H. Totty, Frank H. Traendly, F. R. Pierson, Eugene Dailledouze, Charles Weber, G. E. M. Stumpp, Chas. H. Brown, Max Schling and J. B. Nugent. It seemed to be the general opinion that the growers are seriously placed and considering present unfavorable conditions, should receive good prices for their stock. It was the consensus of opinion among the growers that they must have higher prices if they are to continue in business. Objections were raised by the retailers to the wholesalers selling to speculators. The meeting accomplished nothing, except a public expression of the views of leading men in the different branches of the trade. Briefly stated, the growers and wholesalers believe that all the stock that can be placed on the market this winter will sell, even if prices go higher than they are at present.

Here is something good from Dr. Woods Hutchinson: "When I hear wealthy, well meaning citizens planning what they are going to do for the boys when they get back, I always tell them not to worry about that but to lie awake nights preparing for what the boys are going to do to them." That is sensible. Of course, the wounded and disabled men should, and will be, taken care of, but there has been too much silly rush about the "boys." And it is well enough to state that they are not boys, but men. Therefore, it is ridiculous to suppose that these physically sound men who have been through the hell of shot, shell and poison gas, have waded through oceans of mud and water and crawled and fought through tangled woods, in brief, endured all that human frame can endure, will not know how to take care of themselves.

At the annual meeting of the Nassau County Horticultural Society, held at Glen Cove, L. I., on the evening of December 12, Joseph Adler, superintendent of "Elsmore," the estate of Lieutenant Harvey S. Ladew was elected president. Lieut. Ladew is now in France. Other officers elected are Frank Watson, vice-president; Ernest Woodlake, recording secretary; Ernest J. Brown, treasurer; H. Goodband, corresponding secretary; executive committee, William Noonan, Thomas Henderson, Benjamin Sullivan, William Neilstead, William Churchill, William G. Carter and Thomas Meach. Robert Jones, the retiring president, was elected a trustee to serve three years. The finances of the society were shown to be in good condition.

Charles Willon, formerly with M. A. Bowe, is now manager of the Arm-

From New York Cold Storage

LILY OF THE VALLEY

BEST QUALITY HOLLAND GROWN

In cases of 500 pips.....\$15.00 per case
In cases of 900 pips.....22.50 per case

CHAS. SCHWAKE & CO., Inc.
90 WEST BROADWAY, NEW YORK



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Wholesale Commission Dealer in
CUT FLOWERS

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West of 6th Ave. Open 6 a.m. every morning.

J. J. COAN, Inc.

WHOLESALE FLORIST

Everything in Cut Flowers

Phones 5413 & 5891 Farragut
115 West 28th Street, New York

strong store, 713 Eighth avenue, and has recently arranged a large amount of funeral work. The firm of Armstrong & Mackie was recently dissolved by the death of John Mackie, and James V. Armstrong is now sole proprietor.

Kinoco Hayeno, who was sent to this country three years ago by a Japanese agricultural college to study

PAUL MECONI

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55-57 WEST 26TH STREET

NEW YORK CITY

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Telephone 759 Farragut.

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8835-8838 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

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All the New and Standard Varieties of Roses,
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The Right People to Deal With

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Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Dec. 18. Per 100

Roses, Beauty, special.....	60.00@75.00
" extra and fancy 40.00@50.00	
" No. 1 and No. 2 10.00@20.00	
Holly Beauty.....	12.00@50.00
Hosier Beauty.....	8.00@20.00
Francis Scott Key.....	10.00@50.00
Columbia.....	10.00@35.00
Prima Donna.....	8.00@25.00
Alice Stanley.....	8.00@35.00
Mrs. Geo. Shawyer.....	8.00@25.00
Double White Killarney.....	8.00@30.00
Killarney.....	8.00@25.00
" Queen.....	8.00@30.00
" Brilliant.....	8.00@30.00
Aaron Ward.....	10.00@20.00
Sunburst.....	10.00@30.00
J. L. Mock.....	10.00@35.00
Ophelia.....	10.00@25.00
Red Rover.....	8.00@20.00
" Mrs. Chas. Russell.....	12.00@50.00
Cattleya orchids, special.....	75.00@100.00
Rubrum.....	10.00@15.00
Lilies, Longiflorum and Formosum.....	15.00@20.00
Lily of the Valley.....	6.00@10.00
Adiantum Croweanum and	
Hybridum.....	50@ 75
Bourardia.....	3.00@ 4.00
Chrysanthemums, per doz.....	2.00@ 6.00
Carnations.....	6.00@12.00
Gardenias, per doz.....	2.00@ 6.00
Violets.....	1.00@ 1.50
Callas, per doz.....	2.00@ 3.00
Sweet Peas.....	2.00@ 4.00
Mignonette, per doz.....	1.00@ 1.50
Asparagus Plumosus, doz. bebs.....	3.00@ 4.00
Smilax.....	1.75@ 2.00

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 28th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
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Henshaw Floral Co.

(Incorporated)

Wholesale Commission Florists

127 W. 28th St., NEW YORK

Trade Directory

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Telephones 4422 Farragut D. J. Pappas, Pres.
4423**United Cut Flower Co., Inc.**

WHOLESALE

111 W. 28th St., NEW YORK

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PHONE 2335 FARRAGUT
2336**WM. KESSLER,**

WHOLESALE FLORIST

113 W. 28TH STREET.

Bet. Sixth and Seventh Aves. NEW YORK

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N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 28th, New York.

Desirable wall space to rent for advertising.

Open for Cut Flower Sales at 6 o'clock
every morning.

V. S. DORVAL, Secretary

Mention the American Florist when writing

The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-

trated catalog of Greens and Florist's Supplies.
119 West 28th St., NEW YORK**GEO. B. HART**

WHOLESALE FLORISTS

24-30 STONE STREET,

ROCHESTER, NEW YORK.

Mention the American Florist when writing

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NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

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D. FEXY

Wholesale Commission Florist

116 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

The Henshaw Floral Co., Inc.

127 W. 28th St., NEW YORK CITY

Take pleasure in extending to their patrons and friends their best wishes for a **Happy Christmas and Prosperous New Year.**

"SAY IT WITH FLOWERS"

American methods of farming, died December 12 in the New York hospital. He had established a farm at Huntington, L. I., where he had a number of Japanese students.

J. H. Small & Sons, Madison avenue and 52nd street, have handsomely decorated the exterior front of their store with a number of large boxwood wreaths profusely decorated with red ribbon. Fine boxwood wreaths are a specialty of this store.

A noteworthy feature in the window of the Dard's store, Madison avenue and 44th street, is a large plaque on which a large number of small bouquets are arranged, made up in the old-fashioned style from various small flowers.

Meyer Othile, of Riedel & Meyer, Inc., 49 West 28th street, was taken suddenly and violently ill on the afternoon of December 16 and taken to a hospital. At this writing the physicians have not determined the exact nature of his illness.

Harry Payne, a well-known retailer of Washington, D. C., called at the local office of THE AMERICAN FLORIST, December 14. He was for many years manager for the late Joseph Freeman, and is now in business for himself.

At the store of Frank E. Campbell, 1970 Broadway, active preparations are in progress for the Christmas trade, noteworthy being a fine stock of plants that have just arrived, including heather, poinsettias and crotons.

Calling recently on J. A. Wollmer's of 25th street, Brooklyn, we found him actively engaged in preparations for Christmas. In connection with a good retail business he has several greenhouses.

The dinner of the Wholesale Cut Flower Protective Association, Inc., on the evening of December 14 (Forefathers' day) was a very enjoyable affair. Further notes of it will be found elsewhere.

Frank Sheehan, for many years a salesman in the wholesale district, is now with Walter F. Sheridan, 123 West 28th street.

Miss Adeline Krombach, of Brooklyn, died December 11. A more extended notice will be found in obituary column.

Hession, Madison avenue and 74th street, has already put in a fine stock of heather, poinsettias and other plants. Wallace R. Francis, formerly with Frank E. Campbell, is now with J. P. Gilbanks, 50 Broadway.

A. F. F.

RAEDLEIN BASKET CO., 713 Milwaukee Avenue CHICAGO, ILL.



- | | | |
|----|---|---------|
| | No. 1. | |
| 25 | Tumbler Baskets, in all colors, complete with metal liners..... | \$8.50 |
| | No. 2. | |
| 12 | Cut Flower Baskets, 9 to 11 inches deep 24 to 32 inches over all, in all colors and complete with metal liners..... | \$9.00 |
| | No. 3. | |
| 15 | Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... | \$15.00 |

Write for Catalog.

Mention the American Florist when writing

Nashville, Tenn.

CUT FLOWER OFFERINGS LIMITED.

The windows of the flower shops have taken on a regular holiday appearance, not with cut flowers and bright poinsettias, however, as is usual at this season, but with immortelle wreaths and cemetery decorations, and the sales are remarkably brisk. With some of the growers, carnations are very scarce and roses are none too plentiful with prices soaring to lofty heights. Well-berried holly made its appearance, December 14, coming from quite a distance and the sale has not as yet been any too brisk, as a number of days still remain until Christmas. The price is high. Cedar and cypress wreaths will sell well for decorations.

NOTES.

In a recent visit to the store of Geny Bros. we were surprised to see an abundant supply of fresh white chrysanthemums, which are being used in a large number of funeral designs. It appears that Oscar Geny in charge of the growing end of the business has grown a second crop for the Christmas demand. These include the smaller yellow and bronze types but there are many more of the white varieties, all of very good quality. This firm has a large quantity of the Paper White narcissus in bloom, but are short on carnations. They will have excellent roses for the holidays but the cut will be limited. Everything in the way of wreaths and novelties is seen here in abundance.

The Joy Floral Co. has a very fair cut each day, but no surplus. There will be plenty of carnations and roses to supply both the local and Chattanooga stores. On the morning of Friday, "the unlucky thirteenth," they had a disastrous fire at the Chattanooga establishment which destroyed everything in the way of supplies, wreaths and baskets. Fortunately the ice-box was not affected and the front of the store escaped, and on Saturday the first day's business of the week was recorded. This firm will be well prepared with a fine line of plants.

Louis Haury, Jr., never fails to have a fine display of pot plants of the simpler varieties at the market house.

M. C. D.

Dayton, O.

Rolf Zetlitz is busy with a large force overhauling the recently acquired plant of the Miami Floral Co., and expects to have it ready for planting in February, devoting considerable space to the E. G. Hill Co.'s new roses.

W. G. Matthews reports fine prospects for the holiday business. Mr. Matthews was in Chicago this week looking up stock.

MONTREAL, QUE.—The Montreal Gardeners' and Florists' Club, at its annual meeting, December 2, elected officers for 1919, as follows: J. J. Trevis, president; R. Miller, vice-president; W. H. Horobin, secretary-treasurer.

CHICAGO

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Very truly yours, **ORCHID FLORISTS, Inc.** John Changuris, President
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The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held at Chicago, June, 1919.

EUROPEAN wholesale seed lists are exceedingly late this year.

ALL indications point to a good business in flower seeds the coming season.

The first of the new season catalogues to reach us is that of the H. G. Hastings Co., Atlanta, Ga.

The Albert Dickinson Co., Chicago, has installed winter window boxes in their warehouse offices.

SOME big deals in gladiolus bulbs are reported, and heavy demand is anticipated after the holidays.

ONE well-informed dealer says the American trade must depend very largely on home-grown seeds in 1919.

GOOD demand continues for bulbs of Narcissus Paper White grandiflora from growers encouraged by recent high prices of cut flowers.

ALL Dutch bulbs are well cleaned up and the demand well over, Christmas trade occupying the attention of both growers and retailers.

CHARLES LOHRMAN, of the Lohrman Seed Co., Detroit, Mich., and wife, are at their winter home, Delray, Fla., where they will remain until Easter.

ANNOUNCEMENT is made of the arrival of John C. Bodger, Jr., at Los Angeles, Calif., Dec. 16, weight eight pounds. The happy father expects to start on an eastern trip after the holidays.

TOLEDO, O.—Clover closed 15 cents lower December 14 at \$25.85, a gain of \$1.25 during the week. Cash timothy was higher, selling at \$5.32½; December, \$5.32½; January, \$5.37½ and May \$5.47.

W. H. HUFFMANN, formerly of Vaughan's Seed Store, Chicago, who has been in the officers' training school at Camp Zachary Taylor, Louisville, Ky., has now been released from military service.

VISITED CHICAGO: A. T. Ferrell, of A. T. Ferrell & Co., Saginaw, Mich.; W. A. Brotherton, representing Jerome B. Rice Seed Co., Detroit, Mich.; Alling Woodruff, of S. D. Woodruff & Sons, Orange, Conn.

PHILADELPHIA, PA.—All the seed houses report a very large advance retail demand for flower seeds, attributed to the fact that now that the war is over people can make their home surroundings attractive without being subject to criticism.

BOUQUET GREEN and holly were both scarce at Chicago this week, \$10 to \$12 per crate or case being the average price for good stock. Several lots of the former were sent to New York, from which point a few cases of holly were ordered expressed to dealers in the first-named city.

Seed Quality Investigations.

According to the bureau of plant industry of the United States department of agriculture, during the year, 16,838 samples of seed were received for test at the Washington laboratory and 11,349 at the five branch laboratories maintained in cooperation with state institutions. This is a somewhat larger number of samples than was tested in the previous year.

In the spring of 1918 seed of red clover and redtop was collected for examination for the presence of adulterants as well as to determine how fully the seed trade is complying with its agreement to label all field seeds with the percentage of pure live seed. This material will be examined and reported on later.

The enforcement of the seed-importation act has kept out of the country much forage-plant seed of poor quality, over 400,000 pounds of red-clover seed having been prohibited entry during the month of May, 1918. On account of the difficulties of trans-Atlantic shipment, imports of most kinds of seeds have fallen off, Canada bluegrass from Canada and winter rape from Japan being the only two items the imports of which have exceeded those of the previous year.

Interest increases in obtaining quality seed wheat of productive varieties. Inspection of growing fields of such varieties has been accomplished as follows: Kanred hard red winter wheat in Kansas; Iowa No. 404 hard red winter wheat in Iowa; Early Baart hard white wheat in Arizona and California. Seed from inspected fields is being eagerly sought in the states where grown.

Marquis, the leading hard red spring wheat, is now more widely grown than all other varieties combined. In 1914 it comprised only four per cent of the total spring-wheat crop in the principal states of Minnesota, North Dakota, South Dakota, and Montana. In 1917 it had increased to about 45 per cent, while in 1918 the proportion of Marquis in the total acreage of spring wheat in

those states probably reached 65 to 70 per cent.

In the pursuance of a definite plan for seed-potato improvement, the bureau has taken initial steps to secure and develop high-grade seed potatoes which it is proposed to make available in small quantities to those desiring to start with a good strain. The method of procedure adopted was to secure the best strains of some of the leading commercial varieties in Minnesota and Wisconsin and to assemble and plant them at Grand Rapids, Minn., and Rhinelander, Wis. In the east an attempt was made to secure strains of high-grade seed stock from New York, Vermont, and Maine growers. These strains are being grown near Presque Isle, Me. Frequent inspections of the plants are to be made during the growing season, and all varietal mixtures and weak or diseased plants are to be removed.

Printers' Ink and Seed Guarantees.

Here is a mail-order seed house which guarantees its seeds—satisfaction or your money back, no matter how you treated them. Here is another mail-order seed house which does not guarantee its seeds at all, except that they are true to description. The buyer gets exactly what he orders, but if he plants them in brickdust and forgets to water them for a month, that is his funeral. You may say, if you like, that one policy is better business than the other, because in the long run it is likely to promote more good will and more profit. But the schoolmaster can not see where any moral obligation enters into it.

Trade Mark Not Considered Property.

The Supreme Court at Washington has declared there is no such thing as property in a trade mark, in a decision sustaining the right of the United Drug Company to sell and use a remedy which had been trade-marked under the name of "Rex."

Pieters-Wheeler Seed Company

Growers of
High Grade

SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish.
Correspondence
Solicited.

THE W. C. PRESSING SEED COMPANY

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— Growers Exclusively of —

Sweet Corn Seed

Alfred J. Brown Seed Co.

Growers of

Peas and

Beans

Grand Rapids, Mich.

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Price: \$3.00 Postpaid

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WE make a specialty of Flower Seeds for Florists and Seedsmen. Aside from the choicer sorts, such as Cineraria hyb., Calceolaria, Cyclamen, Primula Chinensis and Obconica, and Stocks, we carry large stocks of all the popular varieties, such as Asters, Balsams, Bachelor's Button, Calendulas, Cosmos, Dianthus, Marigold, Mignonette, Morning Glory, Portulaca, Phlox, Sweet Peas, Zinnias, etc., and shall be pleased to quote on your list of requirements for present and future use.

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Write for our 1918 Special Catalogue
to Market Gardeners and Florists.
Pratt & Light Sts., BALTIMORE, MD.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

MANY new gardeners grow radishes in too warm a temperature.

CANADA'S estimated production of potatoes in 1918 is 105,579,700 bushels as compared with 79,892,000 for last year. Roots also proved a record crop, turnips leading with 120,767,900 bushels.

Prices of Indoor Fruits and Vegetables.

Chicago, December 17.—Cucumbers, 2-dozen box, \$3.50 to \$5.00; celery, crate, \$1.00 to \$1.10; head lettuce, 2-dozen, \$1.00 to \$2.50; radishes, per dozen bunches, 40 to 45 cents; tomatoes, 6 baskets, \$6.00 to 6.50.

New York, December 16.—Celery (state) per bunch 40 to 75 cents; cucumbers, \$1.00 to \$3.00 per dozen; mushrooms, \$1.25 to \$1.85 per basket; tomatoes, per pound, 12 to 25 cents; lettuce, per package, \$1.25 to \$4.00; radishes, per 100 bunches, \$2.00 to \$3.50.

Lettuce Plants.

Such a simple thing as lettuce, presents at times great difficulties in management if one gets on the wrong track. The wrong track at this time of the year is moisture on the foliage. There seems to be no end of growers who either have never learned this simple precaution, or neglect it at times. We must realize that at this time very little moisture is needed; the sun is powerless and the air that is admitted is often moisture laden. Thus, when we get ready to sow seeds of lettuce, we work the soil over several times to ascertain if it is uniformly moist all through. If not, we add moisture carefully until enough has been given to permit us to yet work the soil without sticking. In this condition it is levelled off, marked in two-inch rows and the seeds sown. No soil is used to cover; simply newspapers or cheesecloth. We sprinkle the cover daily until the seeds are well rooted and no more moisture is added until the plants are pricked out two by two. The same precaution is used in the plant beds, working the soil to ascertain its moisture content. As soon as the plants are pricked out, they are watered with a rose sprinkler to settle the soil, and this is all they get until they are ready for the final move. The same method can be followed in growing big lettuce—water the plants when set, cultivate and no more water until cut; that is, on solid beds. To some, who are used to frequent watering, this may sound "fishy," but to those we wish to say, better get busy and learn this method and see for yourself. Absence of water on foliage means generally absence of disease, that is, during the dark months. We have sold thousands of lettuce plants for years, and shipped them many hundred miles into a dozen different states or more, and the same story comes back: "best lettuce we ever

grew." This is the result of the dry treatment. The dread lettuce mildew is caused simply by moisture too near to the surface, combined by soft foliage. Soft foliage is produced by frequent sprinkling and scanty ventilation. We want no "April showers" when growing lettuce under glass. Every time we wet the foliage, we court disaster. We may escape at times, but sooner or later weather conditions will combine with our showers and produce a loss. One of the ways to success these critical days is to avoid losses.

MARKETMAN.

Vegetable Markets.

The bureau of markets of the United States department of agriculture, in its report of market conditions for the period, December 10-16, states that carrot movements declined considerably with values stronger. Most potato markets appeared rather draggy owing to liberal stocks on hand, but prices held fairly steady except in the north central section, where figures weakened. No. 1 Wisconsin sacked whites sold at \$1.50-\$1.60 per 100 pounds at Chicago. Eastern markets were nearly steady with New York bulk white stock ranging from \$1.80-\$1.98 f. o. b. Rochester. Prices in consuming markets were \$2-\$2.40. The demand for cabbage was slow, the losses about offsetting the gains of the previous week. New York Danish seed receded to a range of \$18-\$22 per ton at Rochester. Wisconsin Holland seed stock closed at \$17-\$19 at Waupaca. New Jersey and Maryland sweet potatoes ranged nearly steady at \$2-\$2.50 per bushel hamper. Celery markets maintained a strong tone. Lettuce also advanced, selling generally in consuming markets at \$3.25-\$4.50 per hamper. Onion markets showed little change. Choice yellow stock was firm at \$1.50-\$1.75 f. o. b. per 100 pounds sacked in New York and New England sections. Eastern and Middle-western sacked yellows ranged \$1.25-\$1.90 in leading consuming markets. Bean values were irregular with most changes in a downward direction.

ELKHART, IND.—Otis L. Bullock, in the United States service, is expected home for Christmas.

ST. PAUL, MINN.—Holm & Olson are using attractive price lists in colors for the holiday trade.

TORONTO, ONT.—Harry Jones has opened an attractive flower shop on Queen street, West.

KANSAS CITY, MO.—It is reported that the assets of the Oakwood Floral Farm Co. will be sold under foreclosure proceedings, December 19.

Mushroom Growing

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Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, \$1.50.

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All seasons varieties.
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Write for prices on named varieties.

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ROMAN HYACINTHS

13 to 15 ctms.

Sweet Peas, Winter Flowering Spencer, best varieties Liliun Giganteum, from cold storage, in cases of 350; Cyclamen Seed, finest American grown; new varieties Cinerarias, Begonias, "Nice" Stocks, etc.

Send us a card stating kind and quantities wanted and we will give you special prices.

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SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
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Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS LANGPORT, Eng.

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BAMBOO CANE STAKES

Size	Number to bale	Price Per bale
NATURAL, 6- 9 ft.	600	\$7.00
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Prices ex warehouse New York
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For Early
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Pink		100	1000	Red		100	1000
Cottage Maid	\$4.00	\$35.00		Aviator	\$4.00	\$35.00	
Miss Theo, true rose pink ..	4.00	35.00		Nebraska	4.00	35.00	
Mrs. C. W. Ward, true rose pink ..	4.00	35.00		Beacon	4.00	35.00	
Enchantress Supreme	4.50	37.50		White			
Pink Delight	5.00	45.00		Crystal White	6.00	50.00	
Alice	4.00	35.00		Matchless	4.00	32.50	
Enchantress	4.00	35.00		White Wonder	4.00	35.00	
Rose Pink Enchantress	4.00	35.00		White Perfection	4.00	35.00	
				White Enchantress	4.50	37.50	
Red		5.00	40.00	Variegated		5.00	40.00
Merry Christmas ..	6.00	50.00		Yellow			
Doris	5.00	40.00		Yellow Prince	5.00	40.00	
Rosalie	5.00	40.00		Old Gold	5.00	40.00	
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Blue, Pink, Scarlet, Striped, White

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Mixed Colors, 30c per trade packet or \$1.00 per ounce.

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Growing Crops Given Personal Attention.

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Beet, Sweet Corn, Garden Beans, Onion Sets,
and Sweet Potatoes in variety. Also other items
of the short crop of this past season, as well
as a full line of Garden Seeds, will be quoted
you upon application to

S. D. WOODRUFF & SONS, 82 Day St., NEW YORK
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The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Mon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

VISITED CHICAGO: P. J. Lynch of the Dingee & Conard Co., New Castle Ind.

THE appeal of American importers against the regulations of the federal horticultural board has been forwarded to the Belgian legation at Washington.

THE proposed drastic embargo against Belgian, Dutch and French plants is a serious invasion of the long-established commercial rights of the horticultural public and without proven reasons.

Protection of Plants in Winter.

Effective winter protection consists of assistance rendered by man to nature in its effort to carry plants through the hardship of severe winters, but the attempts to afford protection to tender plants generally result in a waste of time and money, according to the October Bulletin of the Missouri Botanical Garden. Tender plants, being frozen, the roots cannot respond to the drain on the plant's system and the parts exposed to the action of the atmosphere consequently shrivel. The chief protection afforded trees and shrubs usually consists of a mulch four to six inches thick of well rotted manure, straw or other litter, placed over the roots when planted in the fall. If planting is to be delayed until spring, the trees or shrubs may be heeled in, the roots being laid in a hollow trench covered with well-drained sandy soil and later given a covering of straw. Where newly planted large trees need protection in order to gradually acclimate them to a colder climate, they should be given a mulch at the roots while the tops should be tied close to the main trunk, covered with a six inch thickness of straw or hay, and finally tied with burlap.

Among shrubs, the rhododendrons as a class require winter protection. When planted, a location sheltered from winds and midday sun should be selected. As cold weather sets in, a mulch of leaves 10 to 12 inches deep should be placed over the roots while tall evergreen boughs should be bent over the plants after being firmly stuck in the ground. Among the roses, hybrid perpetuals, hybrid teas, teas, etc., will not withstand our winters unless a measure of protection is afforded. The climbers, being largely offspring of the hardy Wichuriana and multiflora types, are comparatively hardy except during the severe cold as experienced last winter. To be sure of saving the entire cane growth and thus preserving the flower buds, the long canes should be laid down pegged to the ground and covered with a mulch of soil 10 inches deep combined with a light layer of manure on top.

A mere mat of straw placed around the canes on the trellis will be of little avail in severe weather. It is essential in covering the vines that no portion be left exposed otherwise the entire cane above the dead section will

have to be removed nullifying the whole procedure. The tender roses should be protected by hilling loose soil around each plant to a depth of six to eight inches and mulching the entire beds with a three to four inch covering of well rotted straw manure. The mulch should be put on just before the continuous cold weather sets in and removed as soon as the sap commences to flow in the spring.

In loose sandy soils the herbaceous perennials require but little protection besides their natural covering of dead leaves and branches. However, a light mulch two or three inches deep placed over the perennial beds after

URGENT.

Plant Imports Danger.

Unless the plant growers and nurserymen of the United States take prompt and vigorous action, it is likely that all imports of palms, azaleas, roses, rhododendrons, box and bay trees, etc., also general nursery stock, from Europe will be shut out under the proposed plan of the federal horticultural board unless the present programme of that body is changed.

What To Do.

Every florist, nurseryman and seedsmen should at once telegraph protests to his representatives in Congress, both Senate and House of Representatives, also to Dr. C. L. Marlatt, Chairman Federal Horticultural Board, Washington, D. C.

Do It Today.

the ground has frozen is beneficial, particularly where heaving is liable to take place.

A somewhat different method of winter protection has been tried based on the theory that dark colors absorb heat while light colors reflect it. In the latitude of St. Louis winter killing of the peach fruit buds is usually due to freezing after being stimulated into growth by warm weather. This stimulus may be due entirely to warmth and be practically independent of root action. It has been found that fruit buds may safely endure 10 to 20 degrees below zero if well matured but if swollen by premature warmth, may be killed at zero. Several applications of whitening during the winter and spring have the benefit of reducing winter killing. Whitewash mixed with one pound of salt to every bucketful was the material used.

Tree Monuments.

No happier thought has ever taken possession of the minds of our people than that of planting trees as memorials to our fallen heroes. The practice, heretofore in vogue, of raising large sums of money for memorials to be erected in city squares or other public places, has always been open to criticism. Such memorials were never representative of all the people, because it was the richest people that usually made the largest contributions. And further, when the time had come to award the work

to artists and sculptors, it was generally supposed that it was those persons who had given the most who had the greatest influence in placing the contracts. The results have sometimes been pitiful; sometimes scandalous.

We do not intimate that there are no good and appropriate memorials in this country, but it is a well known fact that many that have been erected are unsightly caricatures. A former park commissioner of New York once said in effect, that he wished he knew of some way to get rid of some of the "memorials" and "monuments" that littered up the parks. Skillful as some of our designers are, the trees were designed by a better Architect. In tree planting, every family can have its own memorial.

A. F. F.

Base Ball gives Way to Horticulture.

The park commissioners of New York seem to find it as hard to please people as the fuel administrators did last winter. Mention was recently made in these columns of the fall of Commissioner Grell. Now it is Commissioner Hennessy, of the Bronx, who is between two fires. In Crotona park there is a baseball field, and the commissioner proposes to plow it up and have it devoted to horticultural features. The commissioner is right. Baseball may be all right at the proper time and place, but in the heart of a residential section, it is a nuisance, particularly on Sunday. Aside from any religious consideration, though that should not be ignored, there are many men and women who want rest and peace on Sundays that they cannot have if a mob of baseball players and their clique are in the neighborhood.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
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Specialists in Specimen Stock

FOR LANDSCAPE WORK

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

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COTTAGE GARDENS NURSERIES, Inc.
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Hill's Evergreens

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.

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Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown June, N. Y.



Dreer's Crotons

FOR CHRISTMAS

An excellent stock of the best varieties, well colored and in good assortment.

4 inch pots \$6.00 per dozen
 5 inch pots 9.00 per dozen
 6 inch pots \$1.00 to \$ 2.50 each
 Specimen plants from 5.00 to 10.00 each

Henry A. Dreer

714-716 Chestnut St., Philadelphia, Pa.

The above Prices are intended for the trade only.

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Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, page 612. Correspondence solicited.

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MADISON, NEW JERSEY

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Chrysanthemum Novelties My Specialty

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Fall Stock

Write for List of
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GERANIUMS

Rooted Cuttings. February and March delivery. Everything sold previous to then.

S. A. Nutt.....\$15.00 per 1000
 Follievine and Ricard.....17.50 per 1000

Parcel post or express. Please state which.
 Packing and postage billed at actual cost.

ALBERT M. HERR, LANCASTER, PA.

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Special 7-inch Boston Fern Offer 75c each

Our stock of 7-inch Boston Ferns is exceptionally large, and the plants are fine for immediate sales or for potting on into 8-inch or 9-inch pots. They are pot grown and well established.

OTHER BARGAINS IN FINE POT GROWN BOSTON FERNS

6-inch.....50 cents each 9-inch.....\$1.50 each
 8-inch.....\$1.00 each

KENTIAS are scarce, and every florist who has facilities should grow as many of these as possible.

Kentia Belmoreana, 2 1/4-inch.....\$1.25 per dozen
 Kentia Forsteriana, 2 1/4-inch.....1.25 per dozen
 Kentia Belmoreana, 5-inch, made-up.....9.00 per dozen

We Have 200,000 Small Kentias to Offer.
 Get Our Prices on Larger Quantities.

PTERIS WIMSETTI

4-inch, \$10.00 per 100. Nice bushy plants for Christmas baskets or boxes.

ENGLISH IVY

4-inch.....\$15.00 per 100

5% Packing charges without pots; 10% with pots.

THE GEO. WITTBOLD CO.

745 Buckingham Pl., L. D. Phone, Graceland 1112. Chicago

Mention the American Florist when writing

Robert Craig Co...**High Class PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Kentia Belmoreana75,000 2½-in. pots, good clean stock,
\$10.00 per 100. Cash with order.**LOUIS HANSEN**

176 Paterson Turnpike, NORTH BERGEN, N. J.

Mention the American Florist when writing

Cleveland.**CHRISTMAS SUPPLY WILL BE LIMITED.**

From the present indications the supply of cut stock for the holidays will be rather limited, due largely to the dark weather of the past few weeks. Some of the sweet pea growers report that these conditions are causing the buds to fall. Poinsettias in pots and pans as well as cut blooms, are arriving in good supply. All other stocks are still short of the demand. Every day now sees florists from outside points in this city buying holiday requirements and looking after their supplies of flowering plants. The demand for southern smilax, ground pine roping and laurel wreathing has been good. Adiantum is scarce.

NOTES.

Albert E. Hart, formerly of Hart Bros., who has opened a very attractive establishment at 36106 Detroit avenue, Lakewood, has sent out a very neat folder announcing his opening, calling attention to the fact that "We may look this old world over and over again, yet never will find anything that quite expresses the beautiful sentiment of flowers."

Carl Wittuhn, son of Fred Wittuhn the East 25th street florist, who was gassed while serving with the American troops in France, writes that he is in a base hospital and is getting along nicely.

The sympathy of the trade goes out to F. A. Bramley, of Bramley & Son, florists at 1881 East 71st street, on the death of Mrs. Bramley, who died December 13, after giving birth to twins.
C. F. B.

Cincinnati.**GOOD BUSINESS AT PROFITABLE PRICES.**

Business continues to be excellent. The demand is strong and prices are high, but the receipts are very limited. The supply of cut flowers for Christmas is bound to be very short. Plants, both flowering and foliage, are meeting with a big call and all the growers have about sold out their present supply. Few roses are available and the same is true of carnations. Easter lilies and callas help out somewhat. Poinsettias are fairly plentiful and of a high quality. They sell well. The same applies to stevia. Some snapdragons that come into the market are excellent and meet with a ready sale. Other offerings are violets, orchids, lily of the valley, forget-me-nots, baby primroses, calendulas and sweet peas.

NOTES.

C. E. Critchell, after his touch of the "flu," is back at his desk. Because of the rush of business and sickness in his force, he has had to put on extra help. G. Brunner Sons had the decoration for the farewell banquet to ex-Mayor Julius Fleischmann at the Gibson on Monday evening.
H.

SEASONABLE STOCK

Achyranthus Herbati, 2½ in., \$4.00 per 100.
Ageratum, Little Blue Star, 2½ in., \$3.50 per 100.
Asparagus Sprengeri, 2½ in., \$3.50 per 100.
Asparagus Sprengeri, heavy field grown in 5 in. pots, \$18.00 per 100.
Coleus, 10 market varieties, 2½ in., ready after Jan. 1st, \$3.50 per 100.
Fern Dish Ferns, 2½ in., \$3.50 per 100.
Fern, Boston, 2½ in., \$4.50 per 100.
Fern, Boston, 3 in., \$10.00 per 100.
Genista Racemosus, well trimmed, 5 in. pot plants, \$30.00 per 100.
Geraniums, Variegated Foliaged, 2½ in., Mrs. Pollock, Variegated S. A. Nutt, Mt. of Snow, Wm. Langguth, and Happy Thought, at \$6.00 per 100.
Hellotrope, 2½ in., Purple, 4 varieties, at \$3.50 per 100.
Lantanas, 2½ in. dwarf, in 6 distinct varieties, \$4.50 per 100.
Lantanas, 2½ in. Weeping, \$4.00 per 100.
Palms, Kentia Belmoreana, 2½ in. short, bushy stock, \$10.00; 3 in. short, bushy stock, \$16.00 per 100.
Pelargoniums, 2½ in., a splendid collection of 8 distinct varieties, \$8.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

Dutch Bulbs to Close

	Per 100
Hyacinths, Named, I.	\$8.00
Hyacinths, Named, II.	6.50
Hyacinths, III.	4.25

TULIPS, Single Early, Named

La Reine	Belle Alliance	Chrysolora
Vermilion Brilliant	Cottage Maid	Thos. Moore
Parrots, Cottage, Darwins.		

CROCUS, SCILLAS, JONQUILS, Etc.**Vaughan's Seed Store****CHICAGO****NEW YORK****"MORE AND BETTER****KENTIAS**

than ever.

Joseph Heacock Company**WYNCOLE - - PA.****WRITE FOR PRICES"**

Mention the American Florist when writing

CHRYSANTHEMUM SPECIALISTS**Elmer D. Smith & Co.**
Adrian, Mich.

Mention the American Florist when writing

Trade DirectoryContaining the Names and Addresses of
Florists of the United States and Canada**Price: \$3.00 Postpaid****American Florist Co.**

440 S. Dearborn St., CHICAGO

Geraniums

Nutt , strong 2-in., per 100.....	\$2.00
Vinaud , strong 2-in., per 100.....	2.00
Ricard , strong 2-in., per 100.....	2.00
Dracena Indivisa , good thrifty stock for growing on, 2-in., per 100	2.00
ELMER RAWLINGS, Allegany, N. Y.	

Mention the American Florist when writing

Ready Reference Section.

10 CENTS PER LINE, NET.



BEGONIAS.

Begonia Vernon, 2-in., \$2.50 per 100, \$22.50 per 1,000; 3-in., \$3.50 per 100, \$30 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BULBS.

Bulbs. Gladioli. Clean, healthy, fine stock, ready to ship. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Cold storage giganteum, 7 to 9-in., (300 to case), \$7.50 per 100; \$21.00 per case. Paper Whites, \$2.50 per 100; \$22.00 per 1000 A. Henderson & Co., 211 N. State St., Chicago.

Bulbs. Liliun Rubrum, L. Melpomene, L. Magnificum and L. Giganteum. For sizes and prices see display advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Cold storage giganteum, sound and dormant, 7-9 in. (300 per case), \$22.50 per case. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Bulbs. Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Liliun Giganteum from cold storage, 7-9 in. (300 to case). Write for prices. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

Bulbs. Roman Hyacinths, 12 to 15 cms. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

CARNATIONS.

Carnation cuttings for early delivery. For varieties and prices see display advertisement elsewhere in this issue. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

COCOS.

Cocos Weddeliana, 5-in., \$1.00 to \$1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

COLEUS.

Coleus Brilliancy, 2-in., \$3.00 per 100, \$30.00 per 1,000; 3-in., \$4.00 per 100; \$35.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Coleus. Christmas Gem, large stock, 3-in., \$10.00 per 100; 4-in., \$20.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

CROTONS.

Crotons for Christmas. An excellent stock of the best varieties, well colored and in good assortment. 4-in., \$5 per doz.; 5-in., \$9 per doz.; 6-in., \$1 to \$2.50 each. Specimen plants from \$5 to \$10 each. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Crotons, all the way from 4-in., to big tubs; prices range from 50c to \$10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

Dahlias. Best new and standard varieties. Pencoek Dahlia Farms, Williamstown Jct., N. J.

DAISIES.

Daisies. Bellis, Montrose, pink or white, also Longfellow and Snowball. Fine strong plants, \$2.50 per 1,000, \$6.75 per 3,000, Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

DRACAENAS.

Dracaena Massangeana, 3-in., \$30.00; 4-in., \$50.00 per 100; 5-in., 75c to \$1.00; 6-in., \$1.25 to \$1.50. Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75c to \$1.00. Poehlmann Bros. Co., Morton Grove, Ill.

FERNS.

FERNS. Boston, Roosevelt; Whitman, Scholzei, Whitman Compacta and Teddy, Jr., out of 24-in. pots, \$5.00 per 100; 3-in., \$10.00 per 100. Teddy, Jr., 5-in., \$25.00 per 100. The Reeser Plant Co., Springfield, O.

FERNS. Boston, heavy plants from 5-in. pots, \$4.50 per dozen, \$35 per 100. Extra heavy 6-in., \$6.00 per dozen. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

FERNS.

Ferns. Boston, 7-in., special price of 75c each; 6-in., 50c; 3-in., \$1.00; 9-in., \$1.50 each. Whitman, 7-in., 75c. The George Witthold Co., 745 Buckingham Place, Chicago.

Boston Ferns, large stock, 4-in., 30c each, \$3.50 per doz.; 5-in., 40c each, \$5.00 per doz.; 6-in., 75c each, \$8.50 per doz.; 7-in., \$1.00 each, \$11.00 per doz. Whitman, 5-in., 50c each, \$6.00 per doz.; 6-in., 75c each, \$9.00 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Holly Ferns. Cyrtomium Rockfordianum, 24-in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Bench Bostons. Fine stock for 5 and 6-in., 25c and 35c each. Carl Hagenburger, West Mentor, O.

Boston Ferns, 100 four-in. for \$15.00. Cash please. EDGAR EASTEDAY, Nokomis, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosback, Ferndale, Askov, Minn.

FICUS.

Rubbers, 35c, 50c, 75c, \$1.00, \$1.50, \$2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

FREESIAS.

Freesia Purty Mammoth, 3/4-in. and up. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

GERANIUMS.

Geraniums in good assortment, including ivy and scented, 2-in., \$2.75 per 100; \$25 per 1,000; 3-in., \$4 per 100, \$35 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums. Rooted cuttings. February and March delivery. S. A. Nutt, \$15 per 1,000; Pottvine and Ricard, \$17.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GREENS.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. Caldwell The Woodsman Co., Evergreen, Ala.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GREENS.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetual sheet moss, per bag, \$3.50. E. A. Beaver, Evergreen, Ala.

IVIES.

English Ivy, 4-inch, \$15.00 per 100. The George Wittbold Co., 745 Buckingham Place, Chicago.

KENTIAS.

Kentias. Belmoreana and Forsteriana, 2½-in., \$1.25 per dozen; 5-in., made-up, \$9.00 per dozen. The George Wittbold Co., 745 Buckingham Place, Chicago.

Kentia Belmoreana, 6-in., \$1.00 each; 5-in., 75c each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Valley Pips for quick forcing, \$25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laellio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms. Large Latania and Pandanus Veitchii. Suitable for large halls and hotel decorations, from 10 to 15-in. pots and tubs, \$10.00 each. HENRY SMITH, Grand Rapids, Mich.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, well-colored. 6-in. pots at \$1.00 each; large plants, \$2.00 to \$5.00 each. HENRY SMITH, Grand Rapids, Mich.

PRIMULAS.

Baby Primulas, 4-in., 25c; 5-in., 35c; 6-in., 50c. Pochmann Bros. Co., Morton Grove, Ill.

PTERIS.

Pteris Wimsettii. Nice bushy plants for Christmas baskets or boxes. 4-inch, \$10.00 per 100. The George Wittbold Co., 745 Buckingham Place, Chicago.

ROSES.

RICHMOND BENCH PLANTS.
\$8.00 per 100; \$75.00 per 1,000.

WIETOR BROS.

102 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2081.

Field grown, two-year-old, hardy own-root stock. See display advertisement in issue of December 7, page 930. Western Rose Co., Pasadena, Calif.

New and standard roses for all uses; get list. Leedle Co., expert rose growers, Springfield, O.

SEEDS.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Asparagus plumosus, greenhouse grown. For prices see advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurz, Svedesboro, N. J.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Fredricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, wholesale field and garden seeds. J. Boigliano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohmert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

SEEDS.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Flower and vegetables. Renowned specialties. Sale to seed merchants only. JOS. L'AQUET, seed grower, Nice, France.

Seeds: specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Koutzahn Seed Co., Arroyo Grande, Calif.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seed, flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

MISCELLANEOUS.

Greenhouse glass, heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Pittsburg, Mass.

You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., \$2.00. The Excell Laboratories, 115-117 E. South Water St., Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Japanese Kyogi chip mats, 24x36 inches, \$3 per doz. assorted; \$17.50 per 100, solid colors, \$20 per 100 for checkered (two colors) mats. Takeuchi Bros., 444 Bush St., San Francisco, Calif.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Patriotic cards, 100, 85c; 200, \$1.50; 500, \$3.00; 1,000, \$5.00. Write for samples. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlin Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

MISCELLANEOUS.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eatou, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moulner Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

GREENHOUSE CONSTRUCTION

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphia Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPEKIOR CARNATION STAPLES. Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE. 264 Randolph St. Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Bamboo cane stakes, 6 ft., \$21 per bale, 6-9 ft., \$7 per bale; 9-12 ft., \$8.50 per bale. McHutchison & Co., 95 Chambers St., New York.

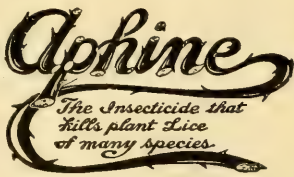
WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
 Amling Co., E. C., Chicago.
 Angermueller Co., Geo. H., St. Louis, Mo.
 Bassett & Washburn, Chicago.
 Berger Bros., Philadelphia, Pa.
 Berning, H. G., St. Louis, Mo.
 Budlong, J. A., Chicago.
 Chicago Flower Growers' Assn., Chicago.
 Erbe & Company, Chicago.
 Feys, D., New York.
 Ford, M. C., New York.
 Ford, William P., New York.
 Froment, H. E., New York.
 Goldstein & Futterman, New York.
 Grossberg-Tyler-Finnerman Co., Chicago.
 Hart, George B., Rochester, N. Y.
 Henshaw Floral Co., Inc., New York.
 Hentz & Nash, Inc., New York.
 Hoerber Bros., Chicago.
 Holton & Hunkel Co., Milwaukee, Wis.
 Jones, Percy, Inc., Chicago.
 Kasting Co., W. F., Buffalo, N. Y.
 Kennicott Bros. Co., Chicago.
 Kervan Co., The, New York.
 Kessler, Wm. A., New York.
 Kruechten, John, Chicago.
 Kuehn, C. A., St. Louis, Mo.
 Kuhl, Geo. A., Pekin, Ill.
 Kusik & Co., Kansas City, Mo.
 Kyle & Forster, Chicago.
 Mackie, William, New York.
 McCullum Co., Pittsburgh, Pa.
 Meconi, Paul, New York.
 Miller & Musser, Chicago.
 N. Y. Cut Flower Exchange, New York.
 Neldinger Co., Jos. G., Philadelphia, Pa.
 Niessen Co., The Leo, Philadelphia, Pa.
 Pappas, Nicholas G. & Co., New York.
 Philadelphia Wholesale Florists' Exchange.
 Pierson, A. N., Cromwell, Conn.
 Pittsburgh Cut Flower Co., Pittsburgh, Pa.
 Pochlmann Bros. Co., Chicago.
 Pollworth Co., C. C., Milwaukee, Wis.
 Polykranas, Geo. J., New York.
 Pyfer & Co., A. T., Chicago.
 Randall Co., A. L., Chicago.
 Reid, Edward, Philadelphia, Pa.
 Reinberg, George, Chicago.
 Reinberg, Peter, Chicago.
 Rice Bros., Minneapolis, Minn.
 Riedel & Meyer, Inc., New York.
 Rusch & Co., Gust., Milwaukee, Wis.
 Sheridan, W. F., New York.
 Siebrecht, Geo. C., New York.
 Tonner, O. A. & L. A., Chicago.
 Totty Co., Chas. H., Madison, N. J.
 Traendly & Schenck, New York.
 United Cut Flower Co., New York.
 Vaughan, A. L. & Co., Chicago.
 Weiland & Risch Co., Chicago.
 Wiletor Bros., Chicago.
 Young & Co., A. L., New York.
 Young & Co., John, New York.
 Witbold, Geo. Co., Chicago.
 Zeeb & Mann, Chicago.



The Recognized Standard Insecticide
 A spray remedy for green, black, white
 fly, thrips and soft scale.
 Quart, \$10.00. Gallon, \$2.50

FUNGINE.

For mildew, rust and other blights af-
 fecting flowers, fruits and vegetables.
 Quart, \$1.00. Gallon, \$3.50

VERMINE.

For earl worms, angle worms and other
 worms working in the soil.
 Quart, \$1.00. Gallon, \$3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
 MADISON, N. J.

Mention the American Florist when writing



Pulverized or Shredded

CATTLE MANURE

Pulverized

SHEEP MANURE

The Florists' standard of
 uniform high quality for over
 ten years. Specify **WIZARD**
 BRAND in your Supply House
 order or write us direct for
 prices and freight rates.

The Pulverized Manure Co.
 No. 32 Union Stock Yards, Chicago.

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NOTES.

Abe Krongold has opened a store in the Oliver building to take care of his Christmas business. It is well stocked with wreaths, baskets and holiday novelties.

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Vol. LI.

CHICAGO AND NEW YORK, DECEMBER 28, 1918.

No. 1595

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ESTABLISHED 1885

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SUGGESTIONS FOR PLANT GROWERS.

Tulips and Narcissus.

The Dutch bulbs are now in condition to bring into the houses, for they should be well rooted, and will force readily, and from the first of the year on the grower should regulate the culture of these so that there will be a continuous supply. The best way to accomplish this is to have one day in the week which is bulb day—that is, on this day the succeeding lots will be brought from where they are stored and placed in the greenhouses. The demand will, of course, fluctuate to some extent, but by looking back two or three years it will be found that the call for this stock is about in the same proportion every year, and a basis on which to figure about how many pots or boxes should be brought up can be obtained. If it is found that the stock is accumulating at any time, those that are not quite in bloom can be removed to a cooler house and retarded, and those that are almost in bloom, if moved into a shed where it is dark and quite cool, will last in splendid condition for a week or 10 days longer. For the present it will be necessary to put the pans and pots in a shaded position in order to get the proper length of stem. Those forced early if allowed to stand in a warm house in full sunlight, will open their flowers before they have attained good height, so it is well to place them under a bench or provide a place where they can be kept rather dark for a week. In cutting the flowers endeavor to cut them from the pans or boxes that have been in the houses the longest. A thoughtless man will cut into a box that is just opening and which would be good for a week or more, when there are plenty that could be cut that will not last nearly so long. There is always a great

waste in growing bulbs and everything that is possible should be done to prevent it. On bulb day when the fresh lot is put on the bench those that were brought up three or four weeks before and are in full flower will be ready to be thrown out. Any flowers that may be on these boxes, if they are well in bloom, should be cut and placed in water. They will last much longer if cut and kept cool than they will if left on the bulbs in the greenhouses.

Poinsettias.

This is a Christmas plant pure and simple. It is to the midwinter holidays what the lily is to Easter and the sale of plants or flowers after the new year is very small and hardly remunerative. The plants that are left should at once be treated for stock plants. It is the custom of some growers to immediately place the pots under a bench and water them no longer. It is much better, however, to block them up closely in a warm house and gradually dry them off until the wood ripens and then store them away where they will be kept dry. When the plants are treated by the former method the green wood often dies down more than half the length, but by a slower ripening off many more and much better cuttings can be obtained. They can be laid down on their sides under a carnation bench where they will not receive any water, or if the pots are needed they can be heeled-in in such a location, and here they can remain until April, when they should be started for propagation, using either the old growth or starting the plants into growth and making the cuttings from the young shoots as they break from the old wood. With these it is better to make the cuttings with a heel and in a warm location they root quite easily.

Cleaning Up After Christmas.

The Christmas sales will give the plantsman an opportunity to give the houses a thorough overhauling and begin preparations for the Easter stock, and also more room for the plants that are to produce flowers during the winter. The probabilities are that the best plants have been disposed of, and the demand for the balance will slacken up considerably for the next two or three weeks. Any plants that will not be salable in the middle of the next month, especially if they are not of the best quality, had better be thrown away, and not allowed to remain taking up valuable space for a month or more, only to be discarded later. The stock plants should all be selected and preparations for next season's propagation begun. The old favorite *Begonia incarnata* is still grown by many. The old plants never make good stock for another year, so select enough to produce all the stock wanted, and discard the balance. It will be busy times where many plants are grown, but the quicker and earlier the work is done the better will be the resultant crops. The bulb stock is now ready to be brought in and all the room should be immediately filled up with stock that can be grown into plants that will find ready sale. It sometimes takes courage to throw away plants that look as if they would bring in something, but it is far better to do this, even if a plant is thrown out that might be sold, than to carry along a lot of stock that never turns in a cent to the money drawer.

Geraniums.

After the holiday trade there will be room enough to space out the geraniums and other bedding stock. The cuttings that were placed in flats, and the young stock in 2-inch pots, should be shifted to the 3-inch size and spaced on the benches so that a good growth is encouraged. As soon as well established in these pots the top can be cut off and another cutting obtained. All the young stock possible should be taken from the plants selected in the fall for propagating purposes, for all the cuttings from which it is expected to produce good sized plants should be in the propagating bench by February 1. Any rooted after March 1 will be small plants for bedding purposes. The best stock for late May and early June planting should be in 4-inch pots by April, that they may be well enough established by the middle of May to begin to flower, and should have at that time three or four good branches so that a succession of bloom is assured.

Lynch, Supreme Court Clerk.

P. J. Lynch, well known in connection with the rose growing establishments of The Dingee & Conard Co., West Grove, Pa., and The Heller Bros. Co., New Castle, Ind., takes office January 1 as clerk of the Supreme Court of Indiana, with offices at the State House, Indianapolis. For many years Mr. Lynch has labored incessantly in the interests of the republican party, and during recent months has devoted much of his time to war work, fully meriting the high honor which now comes to him. This fine judicial position usually holds about eight years. Mr. Lynch will retain the treasurer-ship of the business with which he is identified and has the heartiest con-

gratulations of a host of friends in the trade, with best wishes for his continued success. In the election, he had a plurality of 48,000, which shows the high esteem in which he is held by his associates.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

A Happy and Prosperous New Year to all.

With the close of the year, all evidences of the holiday trade, which we trust has been very successful with all, should be removed, the decorations taken down and articles that can be used again packed away for use next year. An inventory should be at once



P. J. Lynch, New Castle, Ind.
Clerk Supreme Court of Indiana.

made of all unsold stock that was purchased for the holiday trade, all of which that is good, should be carefully wrapped up, boxed and stored, to be brought out for the Christmas of 1919. Foliage plants may yet be sold, as well as basket stock, fern dishes and other standard items that are favorites all the year round.

While fresh in mind, a complete record of the holiday trade should be made. The purchase and preparation of the prepared leaves, immortelles, chenille and other stock material for cemetery designs, or for wreaths and other house decorations, should first be noted. The best sellers should be underscored, whether there were enough prepared during the summer season and helpful suggestions, the result of the season's experiences, written down.

The various quantities of plant stocks purchased, and from whom with date of time ordered, is an important matter. "First come, first served," is an excellent maxim; if there was disappointment caused by delay in this respect, make note, that it shall not occur next year.

The green goods department, holly, ground pine and nursery evergreens, their quantities, time of preparation, how they sold, etc., are worthy of elaboration.

Store decoration, how stocks were featured, improvements that suggest themselves now, may, and are likely to be forgotten by next year, if not recorded.

The advertising, the Christmas circular, copies of which should be filed, will make interesting reading when next year's preparations are under way.

How the delivery worked out, the wrapping and packing, routing, emergency cars, extra sales and delivery people, names and addresses of all who were satisfactory, should be written down and are then on file.

There are a number of other matters connected with the holiday business that should be on record, as for instance, cut flowers, the most expensive and difficult stock to handle. Quantities of the various flowers sold, and their prices, will, if recorded, be found a valuable reference. An inventory of unsold stock should also be included. With such a resume, bringing the business of the last season fresh to mind, it will be much easier to arrange and plan, when the time comes around again.

While the business incident to New Year's day has lost its old time energy, there are still some who celebrate with dinners and receptions, for which holiday decorations are in order. Poinsettias, red roses, red carnations and fresh, bright, well berried holly, will generally be found in good demand.

With the passing of stevia, and to a large extent, Easter lilies, both of which have filled a prominent place in the market the past month, it is wondered what will be drawn on to replace them. Russell roses, which have been an important factor all through the fall, together with Richmond, which will now be dormant for the next two months, there will be two varieties less in the rose section. Add to this a much greater scarcity of bulbous stock, with no lily of the valley, and it would seem as if the growers will find an active market at good prices for all their products until summer comes again.

Foliage in design work should be kept to the front. Fresh southern magnolia leaves make beautiful wreaths and require but few flowers to decorate. Green and bronze galax and leucothoe will also now be found invaluable. Some florists use cut boxwood to good advantage in connection with cut flower design work, all through the season. All this class of stock can and should be used to help out the shortened stocks of cut flowers. If artistically used, they will not only take the place of flowers, but also bring their price.

Calendulas will be good flowers to feature at this time; they are lasting, and look especially well when used with bright colored croton sprays in table decorations.

Sweet peas will soon be at their best and there is nothing common about the high grade orchid varieties. They are exquisite in coloring, form and fragrance. It is to be hoped that they will be seen in such quantities as to keep the price within reason.

FORT WORTH, TEX.—With a handsome arrangement of flowers and peace doves, the Drumm Seed & Floral Co. have one of the most attractive windows in the city in portraying the holiday spirit.

ORCHID NOTES.

December Orchids.

When the new ruling of plant exclusion becomes effective next June, the orchid end of the florist business will receive a knock-out blow. Even now, with the present difficulties to obtain a license for importing these plants from South America, the business may be said to be at an end. So it behooves all who have specialized in orchids to give extra attention to the future, or prepare to enter some other part of the florist business, and this will be found no easy task to do with the houses that it has been customary to turn into orchid houses. Only too often they have been the worst growing houses of the establishment. So the coming prospects for the orchid specialists are not very bright, and the only possible loop-hole out of the difficulty is to commence to raise cattleyas from seed artificially, though this practice among commercial growers is only in its infancy, so the above ruling is bound to make big changes and perhaps revolutionize the orchid trade entirely.

Although these notes on December orchids do not call for raising orchids from seed, with details of the work, yet it may be said that a very valuable cattleya hybrid may be obtained that comes into flower at this season, between the late flowering *C. labiata* and the early blooming, *C. Trianae*. It is *Cattleya veriflora*; a hybrid artificially raised between these two well known florist varieties. It may be said to be a much improved *C. labiata*. The flowers are of good size and substance, also it seems to grow with much freedom, and it is safe to say that a fine future is before this variety, coming into bloom as it does at what is known as the off season.

Another hybrid, crossed between *C. Trianae* and *Laelia purpurata*, known as *L. C. Wellsiana*, commands notice this month. The flowers are much above the average in size, which are always produced on stems one foot or more in length, and usually of good color, with fine keeping qualities. *Cattleya Percivaliana* is now in evidence, and to many who do not mind the peculiar odor, it is a favorite, but *C. Trianae* is the pick of them all as a general money maker. The season for this variety lasts three months or more, but to bring this orchid to perfection as a cut flower it must be well grown, and if the blooms are allowed to become well developed before they are cut, it will last six or eight days in a warm living room.

Laelia Goldiana, perhaps the brightest colored laelia grown, is in its glory at this season. This variety is claimed to be a natural hybrid between *L. anceps* and *L. autumnalis*, but is a great improvement on either variety, and unlike the most of this family of orchids, it lasts a long time after being cut. Anyone buying this variety once, will be sure to ask for it again. It cannot be beaten as a decorative orchid. *Laelia anceps*, with its numerous varieties, makes a great show this month. Fortunately, the highly colored varieties are now at their best. Earlier in the season, about Thanksgiving, the fine light variety, *L. anceps Percivaliana* is in its prime and the white varieties are at their brightest early in the



DENDROBIUM PHALAENOPSIS ALBA.

year. These light forms give much better service as cut flowers than the colored types. *Laelia autumnalis* with alba and *L. acuminata* are all useful at this season. Their long stems making them most decorative. *Oncidium splendendum*, *O. Cavendishianum*, with tigrinum and *O. Forbesii*, form an interesting variety for change in color. *Calanthe Veitchii* and *C. Sanderiana* make most useful cut flowers during December. Also there are a few late *Dendrobium phalaenopsis* around. This with *D. superbum* make very graceful and lasting cut flowers. Some few *Phalaenopsis amabilis* come in useful, but it must be said for this species to live up to its name as the "queen of orchids," it must be allowed to become fully developed before it is cut.

This month brings forth a big collection of cypripediums. The once valuable *C. insigne Sanderæ* is now coming into its own. Twenty-seven years ago there was one known plant of this fine yellow *insigne*. Now they may be bought in 1,000 lots. The flowers bring about 50 cents each, while the common type sell two for a quarter. *Insigne Harefield Hall* is another good seller. This is finer and larger than

the old type of *C. insigne*. Then the hybrids such as *C. Lceanum* and *C. Lathamianum* can all be had in quantity in December. Though cypripediums are not as showy as cattleyas, they have many friends who see much beauty in them besides having lasting qualities of about three weeks in a dwelling room. This makes them favorites also, and when all is said and done, it is this orchid family that will be on top in years to come because under conditions that many of the cattleyas have been grown without new importations, there may be nothing left only the name, so it is safe to take warning of what may come.

C. Y. PRIFEDE.

HAMILTON, ONT.—M. Brown, formerly of Toronto, has opened the Arbor Florist Store in this city.

INDIANAPOLIS, IND.—The Fahud Floral Co. is said to be considering dismantling its range on Illinois street.

TORONTO, ONT.—J. Schlichter & Son have improved their establishment by the addition of a retail store, which will operate in connection with the greenhouse.

CHRYSANTHEMUMS

Summary of the Season.

Now that the chrysanthemum season is closing, it is a good plan to check up the results and figure ahead for another season. The growers who had good stock are well satisfied with the returns for the crop of 1918. There was a steady demand, using up the blooms before they were fully matured, so that at no time were there any overripe flowers remaining on the benches, and when the cost of labor and care that it takes to grow a house of chrysanthemums is taken into consideration, the average prices obtained were more nearly fair than they have been for several seasons. Several causes contributed to these results. One was the unprecedented demand for flowers during the epidemic of the flu, creating a great shortage of all kinds of flowers during October. Another reason was the shortage of labor to propagate and care for the plants during the late spring and summer months so that many growers who have been accustomed to plant a bench or two of the large kinds of chrysanthemums, reduced their plantings and replaced them with pompons, which are more easily taken care of. And last, but not least, is the general popularity of the chrysanthemum during its season. Naturally, when people require flowers they want the most popular and showy then in season, and we noticed an increased call over other years for a bunch of fine blooms to send to a sick friend, which could not have been wholly attributed to the prevailing epidemic.

Growers who were wise enough in their plantings to add some of the bronzes and other colors, as well as the white, yellow and pinks, obtained much the best results, some of these colors seeming to gain more popularity each season, especially the incurred golden bronze varieties. From a grower's standpoint, the growing season for the plants was mostly favorable. September being the most unfavorable period, the cold, dark, rainy days, one following another, made it very difficult for the plants to ripen wood and set buds properly. During the time the plants were in bloom, the weather was much more favorable, dry and warm, but still not hot enough to cause any serious damping of the petals. Airing of the houses could be freely done each day and very little fring was necessary to mature the blooms.

POMPONS.

The pompon, or button type of chrysanthemums, seem to be growing in favor with each year, particularly the well formed, rich colored varieties. They are being appreciated more and more for their decorative effect and lasting qualities as well as for the many ways they can be used in floral arrangements. Outside of the rose specialists, there are very few greenhouses growing flowers, where a batch of pompons are not grown. They are easy to grow and well repay for the care and space devoted to them.

In looking over any of the large markets at the height of the season, one is very apt to think the pompon business is overdone, and wonder where they all go to, but the demand is enormous, though there is a great danger of it being overdone by so

many varieties being grown that really should not be classed as pompons at all, but irregular smaller forms of the large flowered type of chrysanthemum. The cut per bunch on these plants should be figured up as well as the large types. Not all pompons are profitable alike, some of them throwing a large number of blind shoots to each plant. Those that produce a fair average of good sprays are by far the most profitable. Several growers are growing a number of pompons each year in disbudded form, one flower to a stem, four or five stems to the plant. Varieties like Lillian Doty, that produce their flowers in a close mass at the end of the stem, are best suited for disbudding, while varieties like Golden Climax and Hilda Canning that have a more natural spray effect are not so suited for this purpose.

CARE OF STOCK PLANTS.

After the cut blooms are all out of the way, the stools or stock plants should be given attention so as to keep them clean, healthy, and in good shape to produce cuttings for propagating.

First of all, figure up the number of plants for your requirements, then select the strongest and cleanest stools, being careful in the selection that none are saved that were weaklings or diseased plants. A bench with full light in a house where a low temperature is carried, is the most suitable place for the stock plants. They do not have to be set as far apart as they have been during their growing season, but can be closed up, leaving a few inches between each stool so that the cuttings will not become crowded and spindly. Work the soil firmly around the plants so that the offshoots will have something to root into. Another method of

carrying over the stock plants is to set them close together in shallow flats. This is the plan most generally followed, because it allows for the flats to be moved around as the space is needed, but whichever method is pursued, the plants should receive just as much care as any other stock on the place. It is a serious mistake to set them away, under benches, until it becomes time for propagating again, and only weak, sickly cuttings can result from plants treated in this manner. Another very important consideration is to be sure to have the plants where they can be kept under control and free from insects. They should be held a little to the dry side over the dark days of winter so that the cuttings will not lengthen out before needed.

C. W. JOHNSON.

Ohio University Short Course.

For those who are not fitted with the proper preparatory work for the four-year course in college, or those who have attended college, but have always wished for a little more education, Ohio State University, Columbus, offers an eight weeks' course which starts January 6 and continues through farmers' week, which is filled with talks and demonstrations by leaders. Special courses are offered for the sons and daughters of florists in gardening, commercial floriculture, fruit growing, soils and various other allied subjects. The tuition amounts to merely the payment of several small fees for laboratories. It is estimated that the course should not cost a provident student over \$60. Write for information to E. G. Watson, secretary of College of Agriculture, Ohio State University, Columbus.



CATTELEYA VERIFLORA.

Seedling Eight Years Old, Sepals Three Inches Wide, Flower Seven Inches Across.

New Plant Quarantine Regulations.

Having received the approval of the Secretary of Agriculture, the new plant quarantine regulations recommended by the federal horticultural board and known as Notice of Quarantine No. 37, summary of which appeared in our issue of December 14, page 978, becomes effective on and after June 1, 1919. The new order governing the importation into the United States of nursery stock and other plants and seeds, supercedes the restrictions now in force governing nursery stock and brings under restriction all other plants and plant products under the following regulations:

(1) The words "nursery stock and other plants and seeds" used throughout the rules and regulations and rules and regulations supplemental thereto, include field-grown florists' stock, trees, shrubs, vines, cuttings, grafts, scions, buds, fruit pits and other seeds of fruit and ornamental trees or shrubs, also field, vegetable and flower seeds, bedding plants and other herbaceous plants, bulbs and roots and other plants and plant products for or capable of propagation.

(2) The following nursery stock and other plants and seeds, not including, however, the particular nursery stock and other plants and seeds which are governed by special quarantines and other restrictive orders now in force nor such as may hereafter be made the subject of special quarantines, may be imported without permit or other compliance with these regulations:

(a) Fruits, vegetables, cereals and other plant products imported for medicinal, food or manufacturing purposes; except Irish potatoes, prohibited from all countries except Canada and Bermuda, but which may be imported from any foreign country into the territories of Hawaii and Porto Rico, for local use only free of any restrictions.

Quarantines now in force prohibit the entry of the following fruits: Oranges, sweet limes, grape fruit, mangoes, peaches, guavas and plums from Mexico; all species and varieties of citrus fruits from eastern and southeastern Asia, the Malayan archipelago, the Philippine Islands, Oceania, (except Australia, Tasmania and Union of South Africa; fruits of the avocado or alligator pear and avocado nursery stock less than 18 months old from Mexico and the countries of Central America.

(b) Field, flower and vegetable seeds.

(3) The following nursery stock and other plants and seeds, not including, however, those governed by special quarantines or other restrictive orders now in force, nor such as may hereafter be made the subject of special quarantines, when free from sand, soil or earth, may be imported from countries which maintain inspection, under permit upon compliance with the regulations, but where a particular purpose is specified, for that purpose and no other:

(a) Lily bulbs, lily of the valley, narcissi, hyacinths, tulips and crocus.

(b) Stocks, cuttings, scions and buds of fruits for propagation.



CATTELEYA LABIATA.

Extra Fine Variety with Pure White Sepals and Petals.

(c) Rose stocks for propagation, including manetti, multiflora, briar rose and rosa rugosa.

(d) Nuts, including palm seeds, for propagation.

(e) Seeds of fruit, forest, ornamental and shade trees, seeds of deciduous and evergreen ornamental shrubs, and seeds of hardy perennial plants.

Importations of nursery stock and other plants and seeds specified in this regulation, from countries not maintaining inspection, may be made under permit upon compliance with the regulations in limited quantities for experimental purposes only, but this limitation shall not apply to tree seeds.

Persons contemplating the importation of nursery stock or other plants and seeds covered by the above regulation shall first make application to the federal horticultural board for a permit stating in the application the exact destination of the items to be imported, the name and address of the exporter, the country and locality where grown, the port of entry, and the name and address of the importer in the United States to whom the permit should be sent. Permits shall be valid until revoked unless otherwise specified therein, and will be issued for the ports of Boston, New York, Newark, San Francisco, Seattle and such others as may from time to time be approved by the federal horticultural board.

Notice of quarantine No. 37, with regulations, may be had upon application to the federal horticultural board, Washington, D. C., together with the report of that body covering the principal lines of work followed during the fiscal year ending June 30, 1918.

Cleveland.

LIMITED STOCK AT HIGH PRICES.

From all indications and from past experiences, the present Christmas is going to be one long to be remembered as regards the limited amount of stock offered and the prices asked and received. As high as 20 cents for carnations is the quotation of some of the wholesalers with sweet peas at \$5 per 100, violets \$3 and lilies \$25. These four items are perhaps boosted higher in proportion than other stock when the normal figures are taken into consideration. However, there will not be enough stock to supply the demand and the wholesalers will be closed all day Christmas and possibly at the usual hour on the day previous if they can get the supply in time to deliver it. All boxwood has been cleaned up and holly is scarce. Mistletoe is in good demand as is southern smilax.

NOTES.

The Brookline Floral Co. had an excellent cut of stock for the Christmas season.

L. F. Dorvell is helping the J. M. Gasser Co.'s force during the holiday rush.

Visitors: S. Seligman, New York; A. Weaver, Massillon, O.; M. Stackhouse, Minerva, O., and W. E. Hazeltine, Conneaut, O.

C. F. B.

LOUISVILLE, KY.—The F. Walker Co. has brought suit against the local gas company for \$3,750, that amount representing loss to stock as a result of low gas pressure last winter. Damage from a like cause was sustained in 1916, but no suit was entered at that time.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertisements run on application.
From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

"In God's name, cheerily on, courageous friends,
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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MANY of our regular newsletters failed to reach us in time for this week's issue, due to the delay of mails caused by the snowstorm.

Personal.

Miss Lorraine T. Beatty, daughter of H. B. Beatty, former treasurer of the Society of American Florists, sends Christmas greetings from B. E. F. General Hospital 16, in France.

Professor A. C. Beal, of Cornell University, Ithaca, N. Y., is spending his sabbatical leave of absence in Southern California.

NEW YEAR'S.

Advertisers and correspondents will please note that on account of New Year's THE AMERICAN FLORIST will go to press one day earlier next week, and we trust they will mail their copy as early as possible.

Chrysanthemum Society of America.

REPORT OF NEW CHRYSANTHEMUM.

Chicago, December 9.—Agnes Macey, bronze pompon, exhibited by E. H. Macey, Minneapolis, Minn., scored 91 points.

The variety from Wm. Whitton, Greenwich, Conn., recently published as Alex. Clarke, should be recorded as Alex. Clarkson.

CHAS. W. JOHNSON, Sec'y.

Christmas Prices.

During the few days preceding Christmas, some unusually high prices were quoted on the Chicago market for cut flowers. "Only the best stock brought the high figures given below, most of it going at considerably lower prices:

American Beauty roses.....	Per doz. \$15.00@ \$18.00
Callas.....	Per 100 \$12.00@ \$18.00
Carnations.....	Per 100 \$12.00@ \$18.00
Carnations, Laddie.....	20.00
Freemias.....	10.00@ 15.00
Lilies.....	25.00@ 30.00
Lily of the valley.....	8.00@ 10.00
Narcissus, Paper White.....	8.00@ 12.00
Narcissus, Soleil d'Or.....	12.00@ 15.00
Poinsettias.....	Per doz. \$ 5.00@ \$ 7.50
Sweet peas.....	Per 100 \$ 4.00@ \$ 5.00

Insecticide Prices Reduced.

Chemical advice has been given by the United States department of agriculture to the food administration, and much valuable data have been supplied to it relative to manufacturers engaged in making certain types of insecticides and the importance or nonimportance of various insecticidal materials. A representative of the insecticide and fungicide board has attended several conferences between the food administration and manufacturers and has been able to supply data of value. As a result of the activities of the food administration, assisted by the department, the price of arsenic asked by the producer has been reduced from 12 to 16 cents to nine cents for carload lots and nine and one half cents for shipments less than a carload. This presumably will lead to a reduction in the price of Paris green, lead arsenate, and other arsenical insecticides to the consumer.

National Publicity for Flowers.

During the months of January and February, our committees have arranged to run a series of six advertisements through about 28 magazines of national circulation, some being given three insertions, and others two. One insertion through the whole list will give us an aggregate circulation of 10,000,000 without taking into consideration the fact that the number of readers, as generally computed, will provide a circulation at least four times as great. The other insertions will be in the same proportion.

To get the full benefit of this widespread publicity, florists who are wise, will connect their establishments with the magazine advertising by running replicas of these advertisements in their local newspapers, over their own names. To make this possible, our promotion bureau is preparing electro-types, to fit a two column space in any newspaper, which are reproductions of the magazine advertisements. Each carries our slogan, "Say it with Flowers" as a display headline, and a suitable illustration, with one of the following subheads to appropriate read-

ing matter: "For Weddings," "On St. Valentine's Day," "For the Sick Room," "On Her Birthday," "On His Birthday," and "For Gifts."

The plates occupy less space than those previously put out by the bureau, and may be used as auxiliaries to the other series. Proofs of the plates and other information regarding this publicity may be had upon request made to the secretary.

Start the New Year well by connecting personal effort with the efforts of the committees, and the demand for flowers is sure to increase. In the year just closing, the beneficial results of the campaign publicity have been surprisingly noticeable, and with all dark clouds behind us and a clear business horizon before us, he would indeed be a pessimist who could doubt the efficacy of a strong, vigorous and lasting campaign for publicity for flowers.

Contributions toward the expense of the 1919 campaign are now most welcome. Make a decision to help us, one of your New Year's resolutions.

JOHN YOUNG, Sec'y.

Plant Restrictions Need Modification.

With the stamp of approval of the United States department of agriculture affixed to the plant quarantine regulations recommended by the federal horticultural board governing the entry of nursery stock and other plants and seeds, under the order known as Notice of Quarantine No. 37, which becomes effective June 1, 1919, the horticultural interests of this country are brought face to face with restrictive measures that threaten the future trade in palms, azaleas, bay and box trees, etc. With various countries upon whom we have relied in the past for many of our supplies in both nursery stock and bulbs, maintaining highly organized inspection service, and the time necessary to produce a stock to meet American requirements, it was hoped that regulations less severe would suffice until a reasonable period had elapsed after the war to enable the horticultural interests of the country, both commercial and private, to readjust themselves. All appeals, however, have been in vain. There is hope, nevertheless, that proper presentation of the situation through diplomatic channels and proposed counter concessions, may lessen to some extent the severity of the order. Every effort should be made by all interested to secure an early modification of the restrictions to something less sweeping. Carry on!

School Garden Association.

A special meeting of the School Garden Association of America will be held in Chicago, February 27-28, 1919, and a special meeting of the organization has also been called to convene at Baltimore, Md., December 23-24, at which the matter of an association organ will be discussed, the publication of Outdoor Education having been temporarily suspended.

At the eighth annual meeting of the association held in Pittsburgh, Pa., July 3, 1918, Dr. J. H. Francis, director of the United States School Garden Army, was elected president. The other officers are: Van Evrie Kilpatrick, New York, vice-president; E. P. Murphy, Richmond, Ind., secretary; Dr. Nellie P. Hewins, Elmhurst, N. Y., treasurer.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.
 Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By first-class gardener; married, one child; will consider commercial place; prefer small private place where house or quarters are furnished; best references. Address

L. LE CLERE, Eagleville, Mo.

Situation Wanted—I wish to connect myself with a live concern; am a capable all around grower of roses, carnations, chrysanthemums, pot plants, and holiday stock. Am thoroughly familiar with modern retail methods and can produce results from a financial standpoint. Will consider any proposition that pays. State full particulars and salary. Address

Key 340, care American Florist.

Greenhouse Wanted—Will buy range of about 15,000 sq. ft.; good location in Central States. Address

Robert E. Artman, Portland, Ind.

For Sale—Greenhouse Location. 5-10-20 acres in prosperous greenhouse colony on Belt E. R. and only 45 minutes from Chicago loop. \$550 per acre.

E. Franklin,
 69 W. Washington St., Chicago.

For Rent—On very reasonable terms, about 20 acres good land, house, barn, greenhouses, 100 fruit trees, pair of mules, all kinds of trucking and farming tools and implements, or a man to manage on moderate salary and share of the income. Address

Box 452, Hummelstown, Pa.

FOR SALE

Florists' business and greenhouses; established over twenty years in thriving city in Southern British Columbia. Death of owner, reason for selling. \$3,500 on terms, or \$3,000 cash. If interested, write for full particulars.

H. C. GRIZZELLE, Nelson, B. C., Canada

FOR SALE

BIG OPPORTUNITY FOR THE RIGHT MAN.

No cash required. Range of greenhouses, midway between St. Paul and Minneapolis on Interurban car line, 25,000 square feet of glass and six city lots, which may be disposed of if not desired, to meet payments from time to time. Long and easy terms assured. Address

Key 947, care American Florist.

Situation Wanted

Will be open for a good job about the thirtieth of this month. Not less than \$40 a week. For reference call Fleischman, florist, Chicago.

E. J. DELANEY.

General Delivery, SAN ANTONIO, TEXAS

HELP WANTED

First assistant gardener for greenhouses on private estate. Give full details of experience, references etc., in first letter.

W. H. GRIFFITHS

585 Lake Shore Road
 Grosse Pointe Shores
 DETROIT
 MICHIGAN

WANTED

Thoroughly experienced vegetable gardener for large garden. Salary, \$70.00 per month and house rent. Permanent position for No. 1-A vegetable gardener. Write

C. F. APPLGATE,

Superintendent Mt. Pleasant State Hospital,
 MT. PLEASANT, IOWA.

Gardener Wanted.

Reliable, experienced man to take charge of a small country place, including care of shrubbery and a small flower garden. Excellent place for competent man. Address, giving particulars,

Key 343, care American Florist.

HELP WANTED

General florist, must be reliable, single and come well recommended. First rate opportunity to right party.

The Nussbaumer Floral Co.

San Angelo, Texas

Help Wanted

Two young men that have had two or three year's experience in roses and carnations, to work under experienced foreman. A good opportunity for advancement. State full particulars and wages wanted in first letter.

JOHNSON'S GREENHOUSES

153 Madison Ave., MEMPHIS, TENN.

Help Wanted

Growers for plant department at Morton Grove. State full particulars in first letter or apply at

POEHLMANN BROS. CO.

MORTON GROVE, ILL.

Help Wanted

A good honest working store man at once. Steady position. State salary and reference. Will wire acceptance. Must know the flower business.

Matthews The Florist
 Dayton, Ohio

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000, \$5.00. Samples on request. Electro of leaf, postpaid, \$5.00. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

Many Idle Greenhouses

Are starting up again.
 Stock to fill these houses
 is needed now.

Those having surpluses
 should offer them in Our
 Advertising Columns.

AMERICAN FLORIST CO.

440 South Dearborn Street

CHICAGO

OBITUARY.

D. Mendels.

D. Mendels, of the firm of Freyling & Mendels, well-known florists and nurserymen of Grand Rapids, Mich., died at his home in that city, December 18, age 60 years. Death followed an illness of only two days, although the deceased had been a sufferer for the past four years but had been at his work until the Monday before he was stricken.

Mr. Mendels was both in the Netherlands in 1850 and came to this country at the age of 20. He had been engaged in floriculture since 1875 and in 1880 started the above named firm with Nicholas Freyling, the latter dying 14 years ago and his son, Edward N. Freyling, succeeding to his father's interests. The deceased, who is survived by a widow and one married daughter, was a man of high principles and exemplary habits, which marked a successful business career. He was a prominent member of the Reformed church and was zealous in its interests and philanthropies.

Walter Hines Page.

Walter Hines Page, late American ambassador to Great Britain, who died at Pinehurst, N. C., December 21, age 63, will be remembered chiefly by agriculturists and horticulturists as a man who was interested in their work. A native of North Carolina, it was while editor of a Raleigh, N. C., newspaper that he started the movement that resulted in the founding of an agricultural college for his state. The publishing firm of Doubleday, Page & Co., in which he was for years a prominent figure, must be credited with a number of useful publications on gardening and kindred topics. A. F. F.

Mrs. Mina Berning.

The sympathy of a host of friends, both in and outside the trade, is extended to H. G. Berning, the prominent wholesaler of St. Louis, Mo., in the death of his mother, Mrs. Mina Berning, who passed to rest, December 15, after a long illness. Mrs. Berning was held in high esteem by all who knew her, and her friends were many as evidenced by the handsome floral tributes that accompanied her remains to their last resting place in St. Marcus cemetery.

August Schell.

August Schell, age 43 years, landscape gardener, of Greenwich, Conn., died in the Bridgeport hospital December 22. He was injured by a fall in a greenhouse on the estate of John Morrison December 7, 1918. His widow, two daughters, three sisters and a brother survive.

Jacob Eisenberg.

Jacob Eisenberg, a florist of Astoria, N. Y., died December 19, of typhoid pneumonia. He was about 30 years old. He is survived by a widow, two children, his father, I. H. Eisenberg, a New York retailer, and by other relatives. A. F. F.

Vinca Rosea.

A plant that is often lost sight of by many for summer bedding is Vinca rosea, and it makes a most beautiful plant, being covered with flowers all through the summer until frost. The great cause of there not being much stock of these is that the seed is not sown early enough. December or early January is the time to plant the seeds of these plants to have them in fine

Carnation Cuttings For Early Delivery.

Pink			Red		
	100	1000		100	1000
Cottage Maid	\$4.00	\$35.00	Aviator	\$4.00	\$35.00
Miss Theo. true rose pink.....	4.00	35.00	Nebraska	4.00	35.00
Mrs. C. W. Ward, true rose pink..	4.00	35.00	Beacon	4.00	35.00
Enchantress Supreme	5.00	37.50	White		
Pink Delight	5.00	45.00	Crystal White	6.00	50.00
Alice	4.00	35.00	Matchless	4.00	32.50
Enchantress	4.00	35.00	White Wonder	4.00	35.00
Rose Pink Enchantress	4.00	35.00	White Perfection	4.00	35.00
			White Enchantress	4.50	37.50
Red			Variegated		
Merry Christmas	5.00	40.00	Benora	5.00	40.00
Doris	5.00	50.00	Yellow Prince	5.00	40.00
Rosalie	5.00	40.00	Old Gold	5.00	40.00
Belle Washburn	5.00	40.00			

Packing and Boxes Will Be Charged for at Cost.

C. U. LIGGIT,

Office:
325 Bulletin Building.

Philadelphia, Pa.

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. February and March delivery. Everything sold previous to then.

S. A. Nutt..... \$15.00 per 1000
Poitevine and Ricard..... 17.50 per 1000
Parcel post or express. Please state which.
Packing and postage billed at actual cost.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

GLADIOLUS

We offer the following: Per 1000
America..... \$11.00 to \$18.00
Francis King..... 10.00 to 17.00
Taconic..... 8.00 to 13.00
Prize Mixed..... 5.00 to 10.00
Write for prices on named varieties.

L. L. MAY & CO., ST. PAUL, MINN.

Mention the American Florist when writing

srape for bedding out in June. Plants started early and grown in a warm house will be in flower at the time of planting and continue a mass of bloom throughout the season. The seed should be sown in flats which should be placed in a house having a temperature 65° to 70°. When the second leaf forms they should be pricked out into other flats about an inch apart and when they have five or six leaves potted in 2-inch pots, later being shifted into the 3-inch size. The soil should be of a sandy nature both in the potting and in the bed, if possible, but they will grow well outside in a heavy loam. They can be had in white, rose pink and pink with white eye, and come very true to color from seed.

"MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company

WYNCOTE - - PA.

WRITE FOR PRICES"

Mention the American Florist when writing

CHRYSANTHEMUM
SPECIALISTSElmer D. Smith & Co.
Adrian, Mich.

Mention the American Florist when writing

Winter Stock

Write for List of
Soft Wooded Plants.GEO. A. KUHL, Wholesale Grower,
PEKIN, ILL.

Mention the American Florist when writing

Alonzo J. Bryan

Wholesale Florist
Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist. April 6, page 612. Correspondence solicited.

Mention the American Florist when writing

CARNATIONS

F. DORNER & SONS CO.,
Lafayette - - - Indiana

Mention the American Florist when writing



A TWELVE WEEK CROP Cold Storage Giganteum

PLANTED now you can have them in bloom in twelve weeks. We still have a good supply of 7 to 9 inch bulbs in good condition, every case being inspected before being sent out. Some of the largest growers around Chicago are planting this size for Easter flowering. With Lilies selling on wholesale market at from 15 to 20 cents a flower, we don't know of any better money maker to fill empty benches.

Per case

7 to 9 inch, 100 bulbs to case, \$ 7.50
300 bulbs to case, 21.00

A. HENDERSON & CO.
211 North State St., CHICAGO

PLANT RUBRUM LILIES NOW

Will Make Beautiful Easter Plants

Cold Storage Lilies

Good stock ready for immediate shipment.

LILIUM RUBRUM.

8 to 9-inch, 200 to case.....\$17.00 per case
9 to 11-inch, 130 to case..... 18.50 per case

LILIUM MEMPOMENE.

8 to 9-inch, 200 to case.....\$17.00 per case
9 to 11-inch, 130 to case..... 18.50 per case

LILIUM MAGNIFICUM.

8 to 9-inch, 200 to case.....\$17.00 per case
9 to 11-inch, 130 to case..... 18.50 per case

LILIUM GIGANTEUM.

7 to 9-inch, 300 to case.....\$25.00 per case
8 to 10-inch, 250 to case..... 30.00 per case

AMERICAN BULB CO.

172 N. Wabash Avenue,

Phone Randolph 3316.

CHICAGO

Mention the American Florist when writing

Geraniums

Nutt, strong 2-in., per 100.....\$2.00
Vlaud, strong 2-in., per 100..... 2.00
Ricard, strong 2-in., per 100..... 2.00
Dracaena Indivisa, good thrifty
stock for growing on, 2-in., per
100 2.00

ELMER RAWLINGS, Allegany, N. Y.

Mention the American Florist when writing

Robert Craig Co...

High - **PALMS**
Class -

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

Kentia Belmoreana

75,000 2½-in. pots, good clean stock,
\$10.00 per 100. Cash with order.

LOUIS HANSEN

176 Paterson Turnpike, NORTH BERGEN, N. J.

Mention the American Florist when writing

Are you satisfied with half?

When you consider from what a small proportion of the entire trade your present business is drawn, don't you want to pull off your coat and go after the rest? You can cover the trade by circularization, and route your salesmen so that they reach a far larger number of prospects, if you use the

American Florist Company's TRADE DIRECTORY

529 Pages—\$3.00

Contains extensive lists of Florists, Seedsmen and Nurserymen, arranged by states and towns, also alphabetically. The names are accompanied by information which enables you to select just those firms which will be interested in your line.

ALSO LISTS OF

Foreign Merchants

Firms issuing Catalogues

Horticultural Supply Houses

Seed Growers

Parks, Cemeteries

Landscape Architects

Experiment Station Horticulturists

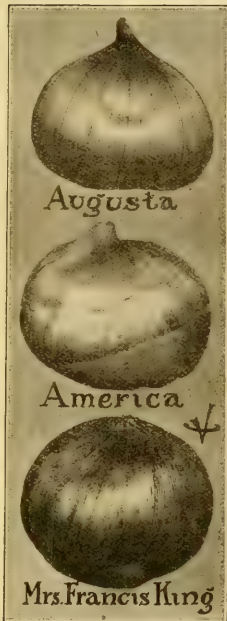
Botanical Gardens

Your sales department cannot invest \$3.00 to better advantage than for a copy of the Trade Directory.

PUBLISHED BY THE

AMERICAN FLORIST COMPANY

440 So. Dearborn Street, Chicago, Illinois

PHOTO $\frac{3}{8}$ SIZE

For Early Money Makers Fill
Space Now Available With

GLADIOLUS

We are growers of this stock in quantity and
the bulbs we send out for forcing under glass
are especially selected for this purpose.

	Per 1000		Per 1000
America.....	\$20.00	Mrs. Francis King....	\$20.00
Augusta.....	20.00	Chicago White.....	25.00
Panama.....	30.00	Myrtle (True).....	75.00
Mrs. Frank Pendleton.	45.00	Halley.....	20.00
Europa.....	60.00	Schwaben.....	37.00

FORCING GRADE 1 $\frac{3}{8}$ inch and up including many over
two inches.

SPECIAL FLOWER SEED PRICE LIST. ALL EARLY STOCKS. ASK FOR IT.

CHICAGO VAUGHAN'S SEED STORE NEW YORK

LILIUM GIGANTEUM

For Easter Forcing

7-9 inch, 300 to case

Bulbs in perfect condition from storage

New York Chicago Seattle Detroit

Order today from your dealer. Stock is limited.

If he cannot supply you, then write to us direct.

THE YOKOHAMA NURSERY CO., Ltd.
WOOLWORTH BUILDING, NEW YORK

PRICES ARE LOWER

OUR crop of Roses is now coming in, all of the same dependable stock grown by us and will be billed out at market prices on day of shipment. We will give our customers the benefit of reductions each day as they occur. All orders filled with stock cut the same day order is shipped. Our grades of Roses are long, medium, good short and our assortment. The latter consisting of such stock as there is a surplus of and is sold at the price of good short. Order early as the order can be filled usually in full.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

HEAVY CHRISTMAS DEMAND.

The Christmas demand was very heavy this year, and up to the time of going to press, Tuesday, December 24, everything was cleaning up early at high prices compared to former years. The shipping trade was particularly heavy, and owing to the short supply of roses and stock in general, many orders were refused entirely or only partly filled as conditions permitted. Some of the growers resorted to the old-time practice of holding or "pickling" their stock with the result that roses, which should have been shipped in several weeks ago, arrived the latter part of the last week in such condition that it was almost unsalable. Why a grower would "pickle" under such conditions as have prevailed here for the past six months, is something the writer cannot understand, for prices were fully as good when the stock should have been cut as they were when the stock arrived, but which "sold for a song," and it was a shame to take the money at that. The weather was anything but favorable for the grower all last week, when it was warm and cloudy, and the only consolation one had was that very little coal was needed and meant a big saving in the fuel bills. American Beauty roses were in short supply and fancy home-grown stock sold for \$12 to \$18 per dozen. Good roses in general brought very satisfactory returns and found ready buyers. Carnations sold well at prices ranging from \$10 to \$15 per 100, with a few Laddie and Pink Sensation bringing \$18 and \$20 per 100. Carnation did not move as quickly as some of the dealers thought they would at some of the advertised prices, and to sum up the market on this item, it might best be explained that they were

For New Year's

Miscellaneous Cut Flowers, Boxwood, Leucothoe, Galax, Ferns, Etc.

SUPPLIES, DECORATIVE GOODS

Ruscus in all colors, Oak Sprays, Dyed Lycopodium in boxes, Water-proof Crepe Paper, Magnolia Leaves, Made-up Wreaths, Ribbons, Chiffons, General Line of Supplies.

O. A. & L. A. Tonner

Wholesale Cut Flowers,
Greens and Supplies,

30 E. Randolph St., CHICAGO

Mention the American Florist when writing

plentiful at \$15 to \$20 per 100, somewhat scarce at \$12 to \$15 per 100, but even then some were sold in larger lots at lower prices. Split carnations brought \$8 per 100, which is high considering the large quantity that reached the market the past week. Sweet peas moved at \$3 to \$4 per 100, and in one or two instances, at \$5. Orchids and gardenias brought the advertised prices, and lily of the valley cost the buyers \$8 to \$10 per 100. Poinsettias sold at prices ranging from \$2 to \$7.50 per dozen and freesias as high as \$1.50 per bunch of one dozen spikes. White and yellow narcissi were in good demand at \$10 to \$12 per 100, and in a few instances \$15. Lilies and callas were, as usual, good property, and a few late chrysanthemums and pompons were disposed of at surprisingly good figures. Mignonette, snapdragons, single and double stocks, pansies, calendulas, violets, stevia and other miscellaneous flowers brought high Christmas prices, and like everything else, was pretty

well cleaned up Tuesday noon. Green goods had a heavy call, especially boxwood, which was scarce at times during the week and obtainable only in bunch lots. Holly was scarce the greater part of last week, when it sold on the street at \$9 and \$10 per case, but was plentiful December 21 at \$4.50 to \$5 per case, owing to the arrival of several large delayed shipments. Red winter-berries were exceedingly scarce, but California and southern holly furnished a splendid substitute and brought unexpected prices. Artificial stock played an important part in the Christmas demand this year and was practically cleaned up before the week was over. Plants were in fair supply, but it was impossible to fill anywhere near the demand for cyclamen, poinsettias, azaleas, etc. Taking everything into consideration, the Christmas trade from the wholesaler's standpoint, was one of the best ever experienced and will help to some extent to offset the losses of the large growers earlier in the season. Now

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

Cut Flowers, Plants and Florists' Supplies

Everything in Seasonable Cut Flowers and Greens

PLANTS WE ARE NOW OFFERING

50,000 extra fine 2¼-in. *Kentia Belmoreana* and *Forsteriana*, \$14.00 per 100, \$120.00 per 1000; 3-in., \$25.00 per 100, \$220.00 per 1,000; 4-in., \$50.00 per 100; 5-in., \$12.00 to \$15.00 per dozen; 6-in., \$2.00 to \$2.50 each. Made-up 5-in. *Forsteriana*, \$1.50.

Livistona Rotundifolia, 4-in., \$6.00 per dozen; 5-inch, \$9.00 per dozen; 6-in. \$1.25 each.

Pandanus Veitchii, 4-in., 50c each, 5-in., \$1.00 each; 6-in., \$1.50 each; 7-in., \$2.50 each.

Dracaena Massangeana, 3-in., \$30.00; 4-in., \$50.00 per 100; 5-in., 75c to \$1.00; 6-in., \$1.25 to \$1.50.

Crotons, all the way from 4-in. to big tubs; prices range from 50c to \$10.00 per plant.



Rubbers, 35c, 50c, 75c, \$1.00, \$1.50, \$2.00 each.

Baby Primulas, 4-in., 25c; 5-in., 35c; 6-in., 50c.

Coleus, Christmas Gem, large stock, 3-in., \$10.00 per 100; 4-in., \$20.00 per 100.

Boston Ferns, large stock, 4-in., 30c each, \$3.50 per doz.; 5-in., 40c each, \$5.00 per doz.; 6-in., 75c each, \$8.50 per doz.; 7-in., \$1.00 each, \$11.00 per doz.

Whitmanii, 5-in., 50c, \$6.00 per doz.; 6-in., 75c each, \$9.00 per doz.

Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75c to \$1.00.

Cocos Weddelliana, 5-in., \$1.00 to \$1.50 each.

PRE - INVENTORY SALE

Now Is the Time to Take Advantage of Our
Special Sale of Florists' Supplies

Write for List of Offerings and Quotations

WIETOR BROS.

30 East Randolph St., L. D. Phone
Randolph 2081 CHICAGO

ROSES AND CARNATIONS

PRICE LIST—Subject to Change Without Notice.

MRS. RUSSELL	Per 100
Fancy	\$25.00
Medium	20.00
Short	15.00
RICHMOND	Per 100
Select	\$12.00
Fancy	10.00
Medium	8.00
Short	6.00
SUNBURST AND OPHELIA	Per 100
Select	\$12.00
Fancy	10.00
Medium	8.00
Good	6.00
Short	5.00

WHITE AND PINK KILLARNEY	Per 100
Select	\$10.00
Fancy	9.00
Medium	7.00
Good	6.00
Short	5.00

KILLARNEY BRILLIANT	Per 100
Select	\$12.00
Fancy	10.00
Medium	8.00
Good	7.00
Short	6.00

ROSES, OUR SELECTION	7.00
-----------------------------	------

CARNATIONS	Per 100
Fancy	\$5.00
Good	4.00

MISCELLANEOUS	Per 100
Valley	\$ 8.00
Lilies	25.00
Ferns, per 1,000	\$5.00
Snailax, per doz. strings	3.00
Adiantum	1.50
Asparagus Sprenger strings	.50
Galax, per 1,000	2.00
Boxwood and other green goods at market rate.	

Shipping Orders Given Careful Attention. All Orders Carefully Packed.

that the heaviest rush is over, and every one has time to enjoy a well-earned rest, the writer takes the liberty of wishing every one a happy and prosperous New Year." A happy and prosperous New Year."

NOTES.

August Poehlmann, who has been confined to his home with the Spanish influenza, is able to be about again. His son, Roland, who is one of Professor Dornier's students in the floriculture class at Urbana, is home for the holidays. His son, Earl, who is at Camp Pike, Little Rock, Ark., was unable to secure a leave of absence during the holidays and was greatly missed by the rest of the family.

William Reed, formerly with the W. W. Barnard Co. and later with the A. L. Randall Co., is visiting friends here. He was with the British expeditionary forces and ready to leave for the front when the armistice was signed. He was granted an honorable discharge from the army and is glad to be a civilian again.

John Poehlmann was granted an honorable discharge from the army in time to spend his eleventh Christmas at Poehlmann Bros. Co.'s store. He was commanding officer of the 81st Co., 21st Receiving Battalion, at Camp Pike, near Little Rock, Ark., where he had charge of 200 colored soldiers.

Roy Wilcox, of J. F. Wilcox & Son, Council Bluffs, Ia., who has been with the colors at Washington, D. C., was a visitor at Bassett & Washburn's store, December 23. He has received an honorable discharge and is ready to get back in the harness again.

George Bishop, of Ft. Wayne, Ind., a buver in this market, received a letter from George Pandell, of that city, from France, in which he stated he had the misfortune of losing an arm while in action the day before the armistice was signed.

Henry Arnold, formerly with O. A. & L. A. Tonner, who was recently transferred from the Great Lakes Naval Training Station to an eastern port, is back again to where he was shipped from, reaching here December 22.

Lieutenant Fred Haeger, formerly with the A. L. Randall Co., who is stationed at Camp Grant, Rockford, is home for the holidays. Henry Dollberg and Ed Southerberg of the same firm are home on a furlough.

The name of the firm of Kyle & Foerster will be changed to Joseph Foerster Co. on and after January 1, 1919.

Everything in Cut Flowers and Greens at Reasonable Market Prices.

A. T. PYFER & COMPANY
164 N. Wabash Avenue, CHICAGO

Formerly at 30 E. Randolph Street.

L. D. Phone, Central 3373

Mention the American Florist when writing

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

Mention the American Florist when writing

There will be no other change in the business, which will be conducted in the future as in the past.

A. T. Pyfer & Co. report that Louis Ancrola, who was formerly in their employ, writes that he is recovering at an American base hospital in France from the effects of being gassed at the front some time ago.

Dr. Arthur Spickermann, son of Mrs. Frances Spickermann, proprietor of the Sandwich Greenhouses at Sandwich, was honorably discharged from the army. He was stationed at Ft. Sheridan.

Paul Klingsporn, manager of the Chicago Flower Growers' Association, acknowledges a visit from J. Smith, of A. W. Smith & Co., Pittsburgh, Pa.

Henry L. Esterlund, one of the A. L. Randall Co.'s former employees, who has been with the colors for some time, has been given an honorable discharge.

A good supply of the chrysanthemum Hamburg's Late White is obtainable in this market. The best sold for as high as \$9 per dozen this week.

Zech & Mann greatly missed the services of Michael Freres during the holidays, he being confined to his home with the Spanish influenza.

A heavy snowstorm visited this vicinity December 24 and will no doubt have considerable effect on the late Christmas demand.

George Wittbold, son of Henry Wittbold, has been honorably discharged from the army with a grade of first lieutenant.

William Engelhart, of the Idlewild Nurseries, Memphis, Tenn., was a visitor at Peter Reinberg's store during the week.

Charles O. Wilcox, representing Wood-Stubbs Co., Louisville, Ky., is spending the holidays with his family here.

Cliff Pruner was elected to membership in the Elks the past week and is scheduled to ride the goat January 2.

Steve Slock, an employee in Joseph Ziska & Sons' wire department, died last week from the Spanish influenza.

Ed. Hauswirth, who is now located at McHenry, is on the job at Archie Spencer's for the holidays.

The Lombard Floral Co. will add another house, 40x250 feet, to its range at Lombard.

George Ball, of Glen Ellyn, will leave for a ten-day trip east after the holidays.

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CHICAGO
CENTRAL 601 and 2846

GOOD SUPPLY OF ROSES —AND CARNATIONS—

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

	Per 100
Extra Special	\$35.00
Specials	30.00
Select	25.00
Medium	\$15.00 to 20.00
Short	12.00

RICHMOND

	Per 100
Specials	\$25.00
Select	15.00 to 20.00
Medium	10.00 to 12.00
Short	8.00

MILADY

	Per 100
Specials	\$25.00
Select	20.00
Medium	\$15.00 to 18.00
Short	8.00 to 12.00

Killarney

White Killarney

Killarney Brilliant

Sunburst

My Maryland

Ophelia

Champ Welland

	Per 100
Specials	\$20.00
Select	\$15.00 to 18.00
Medium	10.00 to 12.00
Short	8.00

Per 100

ROSES, OUR SELECTION..... \$ 8.00

Valley 8.00 to 10.00

Stevia \$ 2.00 to \$ 2.50

Smilax per doz, strings 3.90

Adiantum 2.00

Asparagus, per bunch.....75c

Ferns, per 1,000.....\$5.00

Hoxwood per bunch, 35c

Galax, bronze and green, per 1,000, \$1.50

Leucothoe Sprays 1.00

A. L. VAUGHAN & Co.

NOT INC

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572


161 North Wabash Ave, Chicago

Here's Hoping and Wishing

"That 1919 Will Be the Happiest and Most
Prosperous Year You and Yours Ever Enjoyed."

In Regard to the Market Condition, stock in general is none too plentiful but we are sparing no effort to fill all orders that are entrusted to us, which means that if it is obtainable in this market you have just as good a chance to receive it here as anywhere else. We carry a complete line of Cut Flowers, particularly Roses and Carnations as well as all Green Goods.

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

T. E. Waters is completing arrangements for the Victory banquet to be held by the Florists' Club in the Bluebird room of the Hotel Randolph, January 9. Everyone in the trade is cordially invited to be present and are requested to bring the ladies for there will be plenty of music and dancing. Tickets will be \$2.50 each and everyone who expects to attend should make reservations immediately so the necessary arrangements can be made for all. Be sure and be there, for it will be an evening long to be remembered.

Wietor Bros.' shipments arrived late on December 24 on account of the heavy snowstorm that day. Many of the other houses experienced the same trouble, but managed to please everyone notwithstanding the delay.

J. A. Budlong had a heavy shipping business for the holidays and managed to take pretty good care of his customers, notwithstanding the extreme scarcity of stock.

A. L. Vaughan & Co. have no complaint to make in regard to their Christmas trade, which was good considering the unusual conditions prevailing this year.

Harold Amling, who is a student at the Culver Military Academy, gave the regular force a lift at the E. C. Amling Co.'s store during the holiday rush.

Allie Zech is anxiously awaiting the return of Zech & Mann's employees who are with the colors and whose jobs are awaiting them.

Percy Jones, Inc., reports a splendid Christmas business with a heavy out-of-town demand.

San Francisco.

GREAT CHRISTMAS TRADE ANTICIPATED.

The florists here are face to face with the most acute shortage in Christmas stock in many years. This applies particularly to cut flowers. Even at this early date the demand is far in excess of the supply and the growers and wholesalers are not holding out any hope for an increase for a long time to come. As one of the leading florists of this city told the writer, "We will just about have enough flowers to last about two hours Christmas day." Roses, which at this time of the year are in most demand, were never so hard to procure. The prices have soared away above the expectations of the growers. Florists are willing to pay any price for rose stock, but nothing like an adequate supply can be seen in sight. Mrs. Charles Russell is very good just now and averaging extremely high prices. American Beauties, the first of the season, were to be had in limited quantities in the early part of the week and brought very high figures also. Ophelia is the leading pink, closely followed by Shawyer. Red roses are very scarce. Cecile Brunner has almost disappeared from the market. In chrysanthemums, the heavy frosts have killed everything outdoors. A few Appleton are still to

EVERGREENS

We Have What Yo Want.
Let Us Show You.

Fancy and Dagger Ferns.	
per 1000, \$1.75; case, 5,000, \$7.00	Per 1000
Green Leucothoe, long.....	\$3 75
medium.....	3.00
short.....	1.50
Bronze Leucothoe, long.....	4.00
medium.....	3.50
short.....	1.75
Galax.....	1.00
per case, 10,000, \$8.00.	
Blue Berry Cedar, per 100-lb.	
bag, \$10.00.	

If you want trash, we have
not got it. Terms cash.

STONE MOUNTAIN EVERGREEN CO.
Route 1, BUTLER, TENN.

be had and I might add some excellent Helen Frick. This is undoubtedly the finest late pink variety for this vicinity. A few singles are noted in some of the stores. Violets are coming in slowly, owing to the frosty weather. Prices are high and the bunches offered are very small. We noticed some excellent Marie Louise this week, but it is not to be had in any quantity. Carnations are very scarce. Prices have gone skyward on this flower also. Growers who stuck to this old flower should realize handsomely this season on their crop. Gardenias are in very short supply and of rather poor quality. Some sweet peas were seen at a few of the stores, but they were all off color. Poinsettias are in great abundance and bid fair to have a banner season. Prices are high on these, also, owing to the shortage of all other stock. Most of this stock comes from the south, although the home grown flowers bring much higher prices, owing to the large bracts. Cattleyas are not very much in evidence and are in firm demand at stiff prices. Small Chinese grown chrysanthemums are not much in evidence this season, owing to the unfavorable weather. Most of the stores have decided to push plant sales this season, due to the cut flower shortage. Cyclamens are beginning to become popular, especially the red and salmon shades. There will not be enough to go around, however. Ericas are going before the public more prominently than ever this Christmas and no doubt will be among the best sellers. Begonias are not going to be plentiful. As yet no holly in pots or tubs is to be seen. Cattleyas in pots will be offered by many of the leading retailers. Boston ferns in variety promise to be in ample sup-

Z E C H & M A N N

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady

Shawyer

Sunburst

Ward

Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round
supply of choice stock.

MISCELLANEOUS.

Rubrum

Callas

CARNATIONS

Valley

Cattleyas

Calendulas

Single and Double Violets

Stevia

Poinsettias

Pansies

Paper White Narcissus

GREENS.

Plumosus

Sprengeri

Galax, bronze

Galax, green

Ferns

Adiantum

Smilax

Mexican Ivy

Boxwood

Leucothoe

Best Quality to be had in ROSES AND CARNATIONS

Columbia, Russell, Milady, Ophelia, Sunburst, Montrose, Double White and Pink Killarney, Hearst, Ward, Nesbit, Brunner, Richmond and Stanley. None better on the Chicago Market.

All Colors CARNATIONS Good Quality

We are now in heavy crop with Carnations; hence we can take good care of you on this item as well as Roses.

Choice stock of Valley, Easter Lilies, Calendulas, Violets, Rubrum Lilies, Pansies and all other seasonable stock. Don't forget us on Greens as we have Mexican Ivy, Asparagus, Sprenger, Ferns, Adiantum, etc. If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House.

☞ You can increase your profits and business by sending all orders direct to

Quality
Speaks
Louder
Than
Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE
Grower of

CUT FLOWERS

Prices
As
Low
As
Others.

☞ SHIPPING ORDERS GIVEN CAREFUL ATTENTION. ☞

We are open until 8 p. m. on Saturday, but closed all day Sunday.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefit.

Mention the American Florist when writing

THIS WEEK ONLY

Florists' Wire, Nos. 18 to 24, \$2.00 per box.

PERCY JONES

INC.

FLORIST SUPPLIES

56 E. Randolph Street,

CHICAGO

ply. Cibotiums and aspleniums are also in fine demand. Boxwood is scarce. Northern grown holly is arriving freely, but much of it comes damaged, owing to the long shipping distance. Local grown stock brings high prices. California red berries are very plentiful this year and constitute about the only stock in trade that the street vendors have to offer. There is no question but that prices will be the highest known in this market for many years.

NOTES.

Pelicano, Rossi & Co.'s store was the center of much interest this week, owing to the beautiful brasso-cattleyas from the greenhouses of John Carbone, which were on show. They

were of wonderful size and coloring, several of which were seedlings raised by Mr. Carbone. Mr. Pelicano is looking forward to a heavy business in plants and is arranging his supply accordingly. They are handling a large cut of Cypripedium insigne daily.

The new store opened up at 148 Kearney street by Shellgrain & Ritter is presenting a fine appearance these days. Mr. Shellgrain was for many years Manager of the J. E. Boland store on Kearny street. They are making elaborate preparations for the Christmas season and have secured a very large store and a fine location.

The MacRorie-McLaren store on Powell street is showing a grand lot of flowering plants for the holidays.

Their begonias and cyclamens are very fine. Their poinsettias are much superior to the stock from the south. Manager Hoff expects that this will be the heaviest season in the firm's history.

John H. Sievers, who is now manager of the J. B. Boland store on Kearny street, reports a very steady demand for all holiday stock. He is having the store decorated in a very artistic manner for the holidays. His firm is specializing this year in home grown holly and have a fine lot to offer.

Manager J. A. Axell, of the E. W. McLellan Co. says the holiday prospects for cut flowers are not very encouraging and says there will not be anywhere near enough to go around.

ANNOUNCEMENT

ON and after January 1st, 1919, the name of the firm of Kyle & Foerster will be changed to Joseph Foerster Co. There will be no change in the conduct of the business other than the name. Please address all communications, mail, telegraph and express matter on and after that date to

JOSEPH FOERSTER CO.
160 N. Wabash Avenue, CHICAGO, ILL.

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631

CHICAGO

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

His firm has had more business than it can handle for some time to come.

A few of the growers are in with a nice cut of freesias, which are a welcome addition to our limited supply of cut flowers. Kenneth Murray is among the growers. He will have a large cut of colored freesias later on.

The Art Floral Co. received a large shipment of California wild cherry for a decoration it had during the week. They are also receiving large shipments of poinsettias daily from the south.

JAMES T. LYNCH.

Nashville, Tenn.

BEST DEMAND IN YEARS EXPECTED.

The eve of the "battle for flowers" finds the local trade well prepared to meet the onslaught and while there may be a slight shortage in the cut flower line, there is splendid preparedness as far as plants are concerned, among them cyclamens, narcissi, both white and yellow, solanums, baby rambles and a variety of ferns. The stores are also well prepared with wreaths for which there has been a fine call, both for home and cemetery decoration.

Great quantities of holly have been sold on the streets. Carnations will sell for \$2 and \$3 per dozen, an unheard of price in previous years, but they are very scarce. Roses will also be higher than usual, although there will be a fair number of them offered. Many will also be sold in pots. The Christmas demand opened strong in spite of cold, disagreeable weather accompanied by rain.

NOTES.

The Joy Floral Co. had their usual good arrangement of stock, the pot plants arranged on staging so that each showed to advantage. Their cut of flowers has been excellent, with not a few orchids and calendulas. Birch boxes, cleverly arranged, brought good prices.

L. H. Haury & Son have a limited supply of cut stock, but were prepared to fill all demands for roses and carnations. In pot plants the offerings include a few baby rambles in the general good assortment.

Geny Bros. are well pleased with their Christmas trade, which surpassed expectations. Solanums were a feature

SOUTHERN WILD SMILAX

\$3.00 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.50

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

here which, arranged with pot covers, sold for \$2.50. They also had pot narcissi, primulas and a few azaleas.

The McIntyre Floral Co. were well supplied with good roses, a few chrysanthemums, plenty of pot plants and many lilies. Cyclamen were on hand in many colors.

M. C. D.

HAVERHILL, MASS.—A petition in bankruptcy has been filed by W. F. Eaton, florist; liabilities \$8,076, assets \$60.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

HOERBER BROS.

Wholesale
Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St.,
CHICAGO, ILL.

**Wholesale Cut Flowers,
Florists' Supplies.**

Mention the American Florist when writing

WEILAND-RISCH Co.

FLOWER GROWERS

TELEPHONE
CENTRAL 875 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

SOUTHERN WILD SMILAX

\$3.00 per case.

Natural Log Moss, per bag (100 square feet), \$1.75

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE
IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen
Roses, Beauty	\$ 2.00@	\$15.00
Mrs. Chas. Russell.....	2.00@	10.00
" "		100
" Hoosier Beauty	10.00@	50.00
" Killarney Brilliant.....	10.00@	35.00
" Killarney	10.00@	30.00
" White Killarney.....	10.00@	30.00
" Richmond	10.00@	40.00
" Prince de Bulgarie.....	10.00@	20.00
" My Maryland.....	10.00@	30.00
" Mrs. Geo. Sawyer.....	10.00@	30.00
" Mlady	10.00@	50.00
" Sunburst	10.00@	50.00
" Mrs. Aaron Ward.....	10.00@	25.00
" Hadley	10.00@	40.00
" Ophelia	10.00@	40.00
" Double W. Killarney.....	10.00@	25.00
" Mrs. Moorfield Storey.....	10.00@	35.00
" Champ Welland	10.00@	25.00
" Stanley	10.00@	35.00
" Francis Scott Key.....	10.00@	35.00
" Bayard Thayer	10.00@	40.00
" Cecile Brunner		4.00
" George Elgar		4.00
" Baby Doll		4.00
" Nesbit		4.00
" Our selection.....		10.00
Violets, per 100		2.00
Carnations	4.00@	10.00
Cattleyas, per doz.....		12.00
Daisies	1.50@	2.00
Lilium Harrisii	15.00@	25.00
Valley		8.00
Stevia	2.00@	4.00
Callas		4.00
Sweet Peas	3.00@	4.00
Calendulas	4.00@	8.00
Paper Whites	6.00@	10.00
Porus	per 1,000	\$5.00
Galax	\$1.50@	2.00
Leucothoe	1.00@	1.25
Mexican Ivy, per 1000	5.00@	6.00
Plumous Strings, each	60@	75
Smilax....., per doz.,	2.50@	3.00
Sprengerl, Plumous Sprays...		3.00
Boxwood, 35c per lb., per case,		9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE BOOK OF GLADIOLUS



THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

Our Responsibility

has stood the test of time in the
38 years we have been in the
**WHOLESALE CUT FLOWER
COMMISSION BUSINESS.**

YOUR



PROTECTION

KENNICOTT BROS. CO.
CHICAGO

Patriotic Cards

100...\$0.85 200...\$1.50
500... 3.00 1000... 5.00

Write for samples.

The John Henry Co., LANSING, MICH.

Mention the American Florist when writing

During the Entire Month of January we Expect to Have

Large Supply of Beauties

Let us supply you or place a regular order.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

SUPPLY IN LIMITED ASSORTMENT.

The past week has been generally that of final preparations for the great culmination of the business which comes in the rush of December 23-24. There has been very encouraging signs all through the week, particularly in the last three days, when the stock sold and orders received have almost if not quite equaled, and some retailers declared, exceeded those of last year. In all the large shops, there appears to be superficially as large an assortment as ever, but when analyzed, various lines are seen to fall short both in quantity and quality. Poinsettias, as a rule, do not show the vigor and are fully 30 per cent less in amount. There are practically no azaleas, no red berried aucubas, and very few ardisias. Cyclamens are not as well flowered, although there were some fine specimens. It is said that not over 50 per cent of the stock was sufficiently in bloom to be salable for the holidays. Palms, pandanus, dracaenas, crotons, and all varieties of ferns were prominent in all the stocks, as were well arranged baskets and boxes, in which bright colored foliage was made to take the place of the missing flowers. Wholesale prices of plants averaged at least 20 per cent higher, which of course was passed on to the public, and as far as the early buying was concerned, appeared to make little difference to those who could afford and appeared to expect to have to pay more. The smaller stores, whose main business throughout the year is for funerals, made a great display of all kinds of wreaths, of which Jap red chenille and bronze magnolia were the foundations. All were more or less elaborately decorated, and early reports indicated, in better demand than ever. Baskets, large and small, of all kinds of prepared Christmas materials were also seen in large quantities and being pushed to take the place of both cut flowers and plants. The demand for cut flowers was light, and the stock carried in all but the largest stores was very small, as the extremely high prices made the waste, if any, very expensive. When from three to four dollars a dozen has to be asked for carnations, just the ordinary kinds, the usual price of which is \$1.50, it brings, particularly from the small stores patrons, strong protests from the other side of the counter that are most discouraging and take a lot of explaining to smooth out. All kinds of Christmas greens are much higher, and yet the streets and the stores are apparently quantities of loose holly and holly wreaths. Some of the holly is very poor, yet cases of well berried stock are seen. Prices on the wharf or in produce commission houses opened at \$7 to \$8 a case. Three dollars was a good price a couple of years ago. Later it dropped to \$6, at which much of it was sold. Lycopodium and boxwood brought 20 cents per pound through the regular channels and fancy box even higher. Prices of cut flowers were a problem until the last; in most cases the figures of the past two weeks prevailed, \$12 to \$15 for carnations, with reds and fancies as high as \$20. There were no roses under \$8. Six-inch

Air Plants

Per dozen bunches \$1.00
Per 100 bunches 7.50

Prepared Lycopodium

Splendid for basket work and for making wreaths, etc. Soft, pliable and everlasting.
Per carton of 10 lbs., \$3.00.

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists,
1320 Pine St., ST. LOUIS, MO.

Prepared Oak Shrubs

Fine for Wreath Work.

Can be had in green, brown or red.

Price per carton \$1.75

Water Proof Crepe Paper

(For making Pot Covers, etc.)

All colors. Per dozen rolls \$5.00

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ransstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Dec. 24. Per 100

Roses, Beauty, Special	\$50.00@57.50
" Fancy	40.00@50.00
" Extra	30.00@40.00
" 1st	20.00@30.00
" Killarney	6.00@15.00
" My Maryland	6.00@15.00
" Sunburst	6.00@12.00
" Ward	6.00@8.00
" Ophelia	6.00@20.00
" Russell	8.00@20.00
" Shawyer	6.00@20.00
Lilies	15.00@20.00
Cattleyas	60.00@75.00
Carnations	4.00@8.00
Chrysanthemums	10.00@40.00
Pompons50@1.00
Sweet Peas50@2.50
Violets	1.50@2.00
Anemones Sprengel	35@	50
Fernsper 1,000	2.00
Calendulas	3.00@5.00

BOSTON, Dec. 24. Per 100

Roses, Beauty	20.00@30.00
" Killarney Queen	4.00@6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney	6.00@12.00
" Killarney Brilliant	2.00@5.00
" Hadley	8.00@20.00
" Mock	8.00@10.00
" Mrs. Chas. Russell	8.00@12.00
" Taft	6.00@12.00
" Gladys	6.00@12.00
" Ward and Hillingdon	6.00@10.00
" My Maryland	2.00@12.00
Carnations	12.00@20.00
Easter Lilies	6.00@10.00
Valley	4.00@8.00
Gladioli	4.00@8.00

CINCINNATI, Dec. 24. Per 100

Roses, Killarney	8.00@13.00
" Mrs. Chas. Russell	12.00@25.00
" Ophelia	10.00@20.00
" Richmond	3.00@10.00
" Sunburst	10.00@20.00
" Shawyer	12.00@25.00
" Columbia	12.00@20.00
Lilium Giganteum	16.00
Carnations	6.00@8.00
Callas	25.00
Chrysanthemums, per 100	12.50@15.00
Sweet Peas	1.00@2.00
Lily of the Valley	4.00@6.00
Violets	1.00@2.00
Orchids	25.00

stems brought this figure, and from that up through the various grades to \$35 for the specials. Extra long Russells and Hadley topped these figures, while special American Beauties were high at \$1 each. Cattleyas were in good supply at from 75 cents to \$1

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,

PITTSBURGH, PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
and Greens

H. Bayersdorfer & Co.

The Wholesale Supply
House of America ...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

each, with violets, single and double, at \$1.50 to \$2 per hundred. Sweet peas helped out, there being a good supply of fine quality at from \$2 to \$4 per hundred. Quantities of asparagus from Florida was a great factor. What the market would do without this supply is a question. It arrives now in very good condition. Several good crops of Easter lilies were timed right for the week, and even at the high figure of \$25 seem to be in active demand. Stevia of good quality jumped to 50 cents per bunch.

NOTES.

A. B. Cartledge thinks that at the figures prevailing for the past few months, growers should be making a good margin of profit. Many seasons it seemed necessary to jump prices at Christmas, to make up for the low returns of the overproductive period of the fall, but under present conditions, he feels it will be impossible to raise retail prices any higher, and it will be a mistake for growers and wholesalers to boost them as usual.

The Joseph Heacock Co. offered very well flowered plants of Cyripidium insigne in five and six-inch short pots, bearing four to five flowers each at 50 cents per flower, which price included the plant. They are disposing of the stock in this way, as it is not found profitable. K.

Pittsburgh.

NOTICEABLE SHORTAGE OF STOCK.

Flowers of all kinds are very scarce, especially roses and carnations. American Beauties are arriving in larger amounts and have to be sold at reduced prices. Only specials are to be had in the shorter grades and are selling well, but there are not enough of them. Carnations, which have been scarce for some time have been selling at \$12.50 per 100. Lily of the valley is very much in demand and is coming in larger amounts. Violets have been scarce but larger receipts are looked for. The supply of Paper Whites is limited and they continue to move at \$6 per 100, which is a good figure. Lilies are in good demand at \$25. There does not seem to be the great demand for Christmas flowers that marked the trade of former years, possibly due to the extremely high prices asked. Many stores are featuring artificial flowers and wreaths instead. The supply houses had a very successful year and are cleaned out of all novelties. M.

GUST. RUSCH & CO.

Wholesale Florists

Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446
Milwaukee St., Milwaukee, Wis.



FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florists" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Dec. 24. Per 100		
Roses, Beauty, special	75.00@100.00	
" " fancy	50.00@ 75.00	
" Mrs. Chas. Russell	35.00@ 50.00	
" Killarney	8.00@ 20.00	
" Hadley	15.00@ 35.00	
" Sunburst	8.00@ 35.00	
" Wards	12.00@ 35.00	
" Ophelia	12.00@ 35.00	
" Columbia	15.00@ 35.00	
Carnations	10.00@ 20.00	
Cattleyas	each \$0.75@ \$1.00	
Lilium Rubrum	8.00@ 12.00	
Easter Lilies	25.00	
Snopdragons	10.00@ 15.00	
Calendulas	4.00@ 8.00	
Adiantum	1.00@ 1.50	
Sunlux	.25	
Asparagus String	.50@ .75	
Asparagus bunches	.50	
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00	
Violets, single and double	1.50@ 2.00	
Sweet Peas	2.00@ 4.00	
Mignonette	4.00@ 6.00	
Stevia	35.00@ 50.00	

ST. LOUIS, Dec. 24. Per 100		
Roses, Hadley	\$3.00@ \$8.00	
" Killarney	6.00@ 12.50	
" White Killarney	9.00@ 15.00	
" Hoosier Beauty	8.00@ 40.00	
" Russell	10.00@ 40.00	
" Sunburst	6.00@ 25.00	
" Mrs. Shawyer	5.00@ 12.50	
" Ophelia	6.00@ 25.00	
Ferns	4.50	
Carnations	5.00@ 12.00	

MILWAUKEE, Dec. 24. Per 100		
Roses, Killarney, W. Killarney	15.00@ 23.00	
" Wards	12.00@ 25.00	
" Mrs. Chas. Russell	25.00@ 75.00	
" Ophelia	15.00@ 35.00	
" Columbia	25.00@ 75.00	
" Hoosier Beauty	20.00@ 50.00	
Carnations, assorted	12.00@ 15.00	
Cattleyas, per doz.	12.00@ 15.00	
Violets	3.00	
Calendulas, per doz.	75@ 1.00	
Bouvardia, per doz.	1.00@ 1.50	
Stevia	3.00	
Sweet Peas	2.50@ 4.00	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange

Roses, Carnations, Violets

Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

PITTSBURGH, Dec. 24. Per 100		
Roses, Beauty, special	75.00@100.00	
" " fancy	50.00@ 60.00	
" " extra	30.00@ 40.00	
" " No. 1	15.00@ 20.00	
" Hadley	10.00@ 35.00	
" Killarney	10.00@ 35.00	
" Sunburst	10.00@ 35.00	
" Mrs. Aaron Ward	10.00@ 25.00	
Cattleyas	100.00	
Easter Lilies	25.00	
Lilium Giganteum	25.00	
Carnations	15.00	
Valley	10.00	
Violets	3.00	
Ferns, per 1,000	35.00	
Asparagus Sprengerii, bunch	35@ 40	
New Crop Green Galax, per 1000	\$1.50	
Mexican Ivy	.75	
Stevia, per bunch	.75	
Paper Whites	8.00	
Calendulas	6.00	
Sweet Peas	3.00	

JOSEPH J. LEVY

WHOLESALE FLORIST

56 West 26th Street,

Opposite New York Cut Flower Co.
Telephones Farragut 8862 and 8863.

NEW YORK

New York.

ADVANCE BUYING NORMAL.

The past week is well described as a week of preparation for the Christmas trade. Wholesalers were on the alert and lookout for possible supplies, and it is no joke to state that, some of the growers have also been on the lookout in order to learn the trend of prices. As for actual business in cut flowers, the demand was for current needs not above the ordinary, though, of course, many retailers had in mind a Christmas supply. The arrivals, particularly of tea roses and violets, were light and prices continued to advance. In roses, the heaviest demand was for the shorter grades and by the middle of the week, it was, so to speak, "the early bird that got the worm." No. 2 roses ranged from \$10 to \$12 per 100, when 100 could be bought at one store; possibly a few in small lots, went at the rate of \$15. The demand for specials was lighter, but in general, specials ranged at from \$25 to \$30 for such as the Killarneys and Ophelias, to \$80 and \$75 per 100 for Scott Kays and Hadley, Columbias and Mrs. Charles Russells coming in between at \$35 to \$50. On December 20, special American Beauties struck the \$150 mark, wholesale rates. About the same time, red and Mrs. Ward carnations went to \$15 and \$20 per 100. Although the violet supply was short, quite a few came in toward the last of the week and sold for \$2.50 per 100. One retailer states that on the evening of December 20, he paid \$3 for violets, but it was probably an "emergency call." There were plenty of orchids and gardenias, the shorter gardenias and small cattleyas going cheap, about 25 to 35 cents per flower, for small cattleyas and \$1.50 per dozen for short gardenias. The best cattleyas did not go above 75 cents each, nor the best gardenias above \$5 and \$6 per dozen. Up to this writing but few cut poinsettias are on the market, but a larger supply will be on hand by the first of the week and are likely to range from \$5 to \$9 per dozen, depending on the quality of bloom and length of stem. Long stem sweet peas, which were not plentiful, brought \$4 and \$5 per 100. Lilies and lily of the valley are not essentially Christmas stock and have had no unusual movement. There are plenty of lilies and they keep around \$15 to \$20 per 100 flowers; lily of the valley about \$6 to \$10. There is on the market a sprinkling of minor stock such as bouvardia, marigolds, snandragons and cut nansies, all of which bring high prices. The few chrysanthemums that are about, scarcely count, but anything passably good sells well.

ACTIVITY IN THE RETAIL STORES.

In the retail stores, there has been great activity in getting in and arranging plants. The retailers' customers have been pushing their plants. They have them on hand and must pay for them, and "sell now" is the word. On December 20, several retailers stated that plant orders were coming in fast, which was attested by the groups that had been set aside and marked "sold." In plants, there is a fairly good supply of poinsettias in pans, arranged with asparagus, Christmas heather, cyclamens, begonias, primroses and the berried plants. There is a good supply of Otahete oranges that are particularly fine, being well

fruited and the fruit well ripened. The foliage plants, in combinations, are likely to loom larger than ever before. One notes many combinations solely of foliage plants, such as crotons, Dracaena, terminalis and various ferns. They are also extensively used in combination with a pot of heather, poinsettia or cyclamen. In conclusion, we may state that the outlook for Christmas business is good. The high prices on cut flowers will doubtless have a deterring effect on the people of moderate means, but it is "a condition, not a theory" that confronts them, and there is no help for it but a break in prices, which seems unlikely. While plant prices are high, more of "an eyeful" can be had for the money than in cut flowers.

NOTES.

A committee visited the office of Secretary John Young, December 17, his fiftieth birthday, and presented him with a cake—we are at a loss whether to describe it as a monster, a mammoth or a whale of a cake—at any rate it was some cake and was illuminated by 50 wax candles. President Totty of the S. A. F. made the presentation speech and could not have been more eloquent if he had been discussing the celebrated "fourteen points." He hoped that John would live to get another cake illuminated with fifty more candles, and the committee unanimously approved the sentiment. Secretary Young made grateful and eloquent response. As it was a spontaneous affair, we are uncertain about the origin of the committee; like Topsy, it "just grewed," and "grewed" fast, adding to its numbers as it moved joyously toward the secretary's office. The leading spirits were President Totty, Frank H. Traendly, J. K. Allen, and President-elect Kessler of the florists' club. Others in an unofficial capacity who—were it not that modesty forbids—we might say, graced the occasion by their presence, were: Frederick R. Newbold, A. F. Faulkner and John Henry Pepper.

We have read of cruel tyrants who placed an abundance of food near to their starving prisoners, near enough for them to see it and inhale its appetizing odors, but not near enough for them to reach. In a milder form, we have learned of a case somewhat similar. When the people of the United States were told that to win the war it was necessary to economize with food and coal, they cheerfully obeyed. But now, the war is over, or seems to be, as we have a large delegation in France, regardless of expense, preparing to make the world safe for democ-

From New York Cold Storage

LILY OF THE VALLEY

BEST QUALITY HOLLAND GROWN

In cases of 500 pips.....\$15.00 per case

In cases of 900 pips..... 22.50 per case

CHAS. SCHWAKE & CO., Inc.

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Everything in Cut Flowers

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3533-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.

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The Right People to Deal With

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25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Dec. 24. Per 100

Roses, Beauty, special.....	150.00
" " extra and fancy 50.00@	75.00
" " No. 1 and No. 2	20.00
" Hadley	25.00@ 75.00
" Hoosier Beauty	12.00@ 25.00
" Francis Scott Key.....	10.00@ 60.00
" Columbia	10.00@ 35.00
" Prima Donna	10.00@ 25.00
" Alire Stanley	10.00@ 35.00
" Mrs. Geo. Shawyer.....	10.00@ 25.00
" Double White Killarney 10.00@	30.00
" Killarney	10.00@ 25.00
" Queen	10.00@ 30.00
" Brilliant	10.00@ 30.00
" Aaron Ward	10.00@ 25.00
" Sunburst	10.00@ 30.00
" J. L. Mock	10.00@ 40.00
" Ophelia	10.00@ 30.00
" Red Rover	10.00@ 35.00
" Mrs. Chas. Russell	12.00@ 50.00
Cattlera orchids, special	50.00@ 75.00
Rubrum	10.00@ 15.00
Lilies, Longiflorum and Formosum 15.00@	20.00
Lily of the Valley.....	6.00@ 10.00
Adiantum Croweatum and	
Hybridum	50@ 75
Bouvardia	3.00@ 4.00
Carnations	15.00@ 20.00
Chrysanthemums, per doz.	2.00@ 4.00
Gardenias, per doz.	2.00@ 3.00
Violets	3.00
Cnids, per doz.	2.00@ 3.00
Sweet Peas	3.00@ 5.00
Mignonette, per doz.	1.50@ 2.00
Asparagus Plumosus, doz.	3.00@ 4.00
Smilax	1.00 doz. strings 2.00@ 2.50
Poinsettias, cut, per doz.	4.00@ 9.00

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.

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Henshaw Floral Co.

(Incorporated)

Wholesale Commission Florists

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Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

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Telephones { 4422 Farragut D. J. Pappas, Pres.
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WHOLESALE

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 2336**WM. KESSLER,**

WHOLESALE FLORIST

113 W. 28TH STREET.

Bet. Sixth and Seventh Aves. NEW YORK

Mention the American Florist when writing

N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Desirable wall space to rent for advertising.

Open for Cut Flower Sales at 8 o'clock
every morning.

V. S. DORVAL, Secretary

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The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-

trated catalog of Greens and Florists' Supplies.

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WHOLESALE FLORISTS

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M. C. FORD121 WEST 28TH STREET
NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing

D. FEXY

Wholesale Commission Florist

116 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing

racy. In the meantime, no wartime order of the fuel administration caused more annoyance than the recent one forbidding men who had domestic anthracite in their cellars, to use it. We have learned that at least one range near this city, an officer has been stationed to prevent any of the employees from using coal that had been bought and paid for.

Anthony Ruzicka, a rose grower of Madison, N. J., who ships his stock to this market, and of whom mention was made in our Madison notes of December 7, has bought the Samuel Lura range, located in Chatham, N. J. He has taken possession, and as it has been closed for some time, he will, during the winter, have it placed in readiness for an early start in the spring, and in the meantime keep the Madison range, which is leased property, in operation until he is ready to devote all his energies to his own range.

The daily papers have men on their staffs that can write intelligently on various lines of trade, but it is a rarity to find one who writes of the florist business without garbling and making a mess of it. Their pet phrase used to be "millionaire florists." Recently, an evening paper of this city published an article on the high price of Christmas trees, intimating that the florists are to blame, when it is, or should be well known that in comparison, only a small number of the Christmas trees are sold by florists.

An excellent stock of Christmas plants, well arranged, was noticed at the store of Malandre Brothers, Broadway and 72d street. In the foreground of their show window there was an arrangement of baskets, each containing a small azalea and a small plant of heather, the filling in being with a variety of small ferns, all being decorated with appropriate ribbons. The stock of Otaheite oranges and other plants, in this store, was exceptionally fine.

Far be it from us to charge any florist with profiteering, but William P. Ford, 107 West 28th street, knowing that we used to live in Missouri, has "shown" us that he is not a profiteer. A week before Christmas he offered to book a large Christmas order for a customer at the then current prices, saying that prices were "high enough."

H. E. Froment should be pleased with the Christmas trade, as in the general shortage of roses, he was receiving not less than 25 or 30 boxes each day from the range of L. B. Codington, Murray Hill, N. J.

The Astoria Florist had a stock of good ardisias, as well as heather, poinsettias and foliage plants. A feature of this store was boxwood wreaths, decorated with spruce cones.

In addition to a good stock of plants, the Pappas Brothers made up a lot of "Victory Balls" of boxwood and red immortelles, and decorated with red, white and blue ribbon.

The largest stock of poinsettias noticed in any wholesale store were at William Kessler's, 113 West 28th street. He had them both cut and in pans.

In addition to many foliage plant combinations and pots of heather and pans of poinsettias, David Clark's Sons had quite a stock of azaleas.

The Broadway Florist had a good stock of poinsettias, Otaheite oranges, cyclamens and other plants.

A. F. F.

NEWPORT, R. I.—The Newport Horticultural Society has elected officers as follows for 1919: Frederick Carter, president; Arthur W. Potter, vice-president; Fred P. Webber, financial secretary; Wm. Quay, treasurer.

Special 7-inch Boston Fern Offer 75c each

Our stock of 7-inch Boston Ferns is exceptionally large, and the plants are fine for immediate sales or for potting on into 8-inch or 9-inch pots. They are pot grown and well established.

OTHER BARGAINS IN FINE POT GROWN BOSTON FERNS

6-inch..... 50 cents each 9-inch..... \$1.50 each
8-inch..... \$1.00 each

KENTIAS are scarce, and every florist who has facilities should grow as many of these as possible.

Kentia Belmoreana, 2½-inch \$1.25 per dozen
Kentia Forsteriana, 2½-inch 1.25 per dozen
Kentia Belmoreana, 5 inch, made-up..... 9.00 per dozen

We Have 200,000 Small Kentias to Offer.
Get Our Prices on Larger Quantities.

PTERIS WIMSETTI

4-inch, \$10.00 per 100. Nice bushy plants for Christmas baskets or boxes.

ENGLISH IVY

4-inch.....\$15.00 per 100

5% Packing charges without pots; 10% with pots.

THE GEO. WITTBOLD CO.

745 Buckingham Pl., L. D. Phone, Graceland 1112. Chicago

SEASONABLE STOCK

Achyranthus Herbati, 2½ in., \$4.00 per 100.
Ageratum, Little Blue Star, 2½ in., \$3.50 per 100.
Asparagus Sprengeri, 2½ in., \$3.50 per 100.
Asparagus Sprengeri, heavy field grown in 5 in. pots, \$18.00 per 100.
Coleus, 10 market varieties, 2½ in., ready after Jan. 1st, \$3.50 per 100.
Fern Dish Ferns, 2½ in., \$3.50 per 100.
Fern, Boston, 2½ in., \$4.50 per 100.
Fern, Boston, 3 in., \$10.00 per 100.
Geraniums, Variegated Foliaged, 2½ in., Mrs. Pollock, Variegated S. A. Nutt, Mt. of Snow, Wm. Langguth, at \$6.00 per 100.
Heliotrope, 2½ in., Purple, 4 varieties, at \$3.50 per 100.
Lantanas, 2½ in. dwarf, in 6 distinct varieties, \$4.50 per 100.
Lantanas, 2½ in. Weeping, \$4.00 per 100.
Palms, Kentia Belmoreana, 2½ in. short, bushy stock, \$10.00; 3 in. short, bushy stock, \$16.00 per 100.
Pelargoniums, 2½ in., a splendid collection of 8 distinct varieties, \$3.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

RAEDLEIN BASKET CO., 713 Milwaukee Avenue, CHICAGO, ILL.



No. 1.
25 Tumbler Baskets, in all colors, complete with metal liners..... **\$8.50**
No. 2.
12 Cut Flower Baskets, 9 to 11 inches deep, 24 to 32 inches over all, in all colors and complete with metal liners..... **\$9.00**
No. 3.
15 Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... **\$15.00**
Write for Catalog.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857



745 Buckingham Place.

L. D. Phone, Graceland 1112

Send us your retail orders.

We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.

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CITY'S LARGEST FLOWER STORE.

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D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

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Chicago.

A. LANGE,

25 E. MADISON ST.

Members of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHERBOGAN
WISCONSIN

Member of Florists' Telegraph Delivery.

New York. Telephone
Lenox 3822
HENRY HART, Inc.
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1000 Madison Avenue
In the Heart of most exclusive residential section.

Telephones. LOUIS MICHEL
6582-6583 Main.

The Long Island Floral Co.

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Consignments Solicited

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IN OR
AROUND

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J. J. HABERMEHL'S SONS

Flowers and Service THE BELLEVUE-STRAITFORD
BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

Max Schling

NEW YORK

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Chicago The North Shore Floral Co. (Not Inc.)

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Deliveries in Chicago and Suburbs.

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VANDERBILT
HOTELS

KOTTMILLER

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Madison Ave.,
NEW YORK

ROANOKE, VA.

FALLON, Florist.

Young & Nugent

Telephone 4265-4266 Farragut.

42 West 28th Street.

To out-of-town florists; New York.

We are in the Heart of
And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.

Members of Florists' Telegraph Delivery.

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Members of Florists' Telegraph Delivery.

Los Angeles, Calif.

O. C. SAAKE
FLORIST

We Solicit Telegraph Orders.

Regular Trade Discount.

215 W. FOURTH STREET

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

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Elks' Building, Dayton, O.
4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas

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Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phone, 270 271 Main.

HACKENSACK, N. J.

House of Flowers

HENRY WEISSMANN, Manager.

Artistic Floral Designs. Flowers for all occasions
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Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Los Angeles, Calif.

Wolfskill Bros. and
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Out Flower Merchants

We solicit telegraph orders. Regular trade discount.

229 WEST THIRD STREET.

Established 1874

DARDS

341 Madison Ave., New York

The Great World War Won

But we must still back up the Government to our uttermost.

Buy and Sell War Savings Stamps

Member of Florists' Telegraph Delivery.

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20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Seattle's Leading Flower Shop

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Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Omaha, Neb.

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1622 Harney St. Established 1866

LEWIS HENDERSON, Florist

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Member of Florists' Telegraph Delivery.

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyes, 106 State St.
Albany, N. Y.—Dankers.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauentfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—North Shore Floral Co.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
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St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
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"Up-to-the-Minute" Service and Execution.
Every Flower in Season

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All Orders Promptly Executed

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held at Chicago, June, 1919.

GLADIOLUS bulbs are in good demand. Baby gladioli are reported sold out.

ENSIGN CARL CROPP, son of Carl Cropp of Vaughan's Seed Store, Chicago, is home for the holidays.

MONTREAL, QUE.—Harry's Seed Store has been opened at 249 Pailleur street, under the management of H. Pare.

TUBEROSE bulbs will be scarce and caladiums none too plentiful. The standard kinds of canna roots are 20 per cent higher than last year.

TOLEDO, O.—Clover closed 15 cents lower December 21 at \$24.75, a drop of \$1.10 during the week. Cash timothy was 5 cents lower, selling at \$5.05; December, \$5.05; January, \$5.10 and May \$5.25.

THE holiday green supply at Chicago was well cleaned up. South Water street stock half packed sold at \$7.00 to \$8.00, seedsmen's stock \$10.00 to \$12.00. Bouquet green was scarce at \$10.00.

ONION SET warehousemen in the Chicago district welcome the wintry weather which started December 23-24. The prolonged mild weather has not helped the keeping quality of their stocks.

A. T. FERRELL, of A. T. Ferrell & Co., Saginaw, Mich., is making a holiday excursion to Oklahoma. He reports that the great and general increased production of beans for food has evidently stimulated improvements in bean picking and cleaning machinery.

THE restrictions on the importation of bulbs have been relaxed. Applications for licenses should be made in the usual way through the bureau of imports of the war trade board, and inquiries for further details from those interested should be similarly addressed.

FROM last reports, First Lieutenant Jack Earl is doing captain's duty and is with the American forces in Germany, while Second Lieutenant Douglas Earl is in Bar-le-Duc, according to a cable received by their father, H. M. Earl, of F. W. Bolgiano & Co., Washington, D. C.

AXEL KNUDSEN, 2207 Portland avenue, Minneapolis, Minn., American representative of L. Daehnfeldt, Ltd., Odense, Denmark, has the sympathy of the trade in the death of his wife, a victim of influenza. Mr. Knudsen and his children are both recovering from the same disease.

A REPORT from the Netherlands states that the Holland-America line has fixed its plant rate for the coming spring at 60 shillings per 40 cubic feet. Exporters are trying for a 40 shilling rate. The former charge was only 25 shillings for the same space. The insurance rate is declining, sea mines being fished out daily, and it is thought the war risks will be down to the minimum by the spring shipping dates.

Timothy of New Strains.

In the work of timothy breeding conducted by the bureau of plant industry of the United States department of agriculture, in co-operation with the Ohio agricultural experiment station, Elyria, pure strains, which give promise of being more valuable than ordinary timothy, have been developed, and of some of these sufficient seed has been obtained for distribution.

Free Seeds National Nuisance.

In an article in which the annual free seed distribution is referred to as "a reproach to democratic government," the Country Gentleman recently said in part:

"Time was when these seeds represented promising varieties gathered from the ends of the earth in the hope of leaving no good crop undiscovered, and when they were sent to farmers in the various sections of the country, it was for actual testing—an honorable beginning. Now, however, the stuff sent out is commercial stock, supplied on contract, sometimes good, often bad, but never rare; indeed, the less said about the pedigree the better. The farmers do not want the seeds. They cost Uncle Sam a lot of money; and almost everybody is disgusted with what is nothing but a petty graft. If free seed distribution answers no purpose except to save a few constituents the expense of buying garden seeds, then why not stop the service?"

"Is it not possible, now that we are at war for our existence, to declare the practise of free seed distribution a national nuisance and stop it as a war measure? The food that is to win the war will not come from 'new, rare and valuable' varieties, but from standard strains such as the farmers have in abundance, or are willing to get from reliable seedsmen directly responsible for their results. If as a people we have the power to take men away from their homes, alter entirely the channels of trade, to revise the processes of business, and even to revolutionize the

everyday life and eating habits of our people, we certainly have the power to stop this evil practise, if only we will address ourselves to the undertaking."

"The war will help us to slough off a lot of moldy excrescences. Let us clean up at this point. Let us have a bill abolishing the free seed distribution as a national nuisance."

Cabbage Seed Selection.

Trials conducted by the Pennsylvania State College agricultural experiment station, have shown that it is possible and frequently desirable for the commercial grower to raise his own cabbage seed as he can use greater care in the selection of his plants than is possible when seed is grown commercially. Bulletin No. 147, issued by the station under the title "Miscellaneous Experiments" states that last year 54 seedsmen listed 243 different names. Of these, only 35 were listed by more than 10 seedsmen and 174 names were not listed by more than two firms. During the past eight years practically all of the varieties listed have been tested at the station but thus far, only a very few of recent introduction have been found superior to the well established varieties. One of the exceptions which has proved valuable is Copenhagen Market, first disseminated in 1911, but now sold under several different names.

Celery Leaf Spot Carried on Seed.

Some experiments made in Ireland show that celery seed often carries spores of the leaf spot disease. Ninety-two percent of 109 samples purchased from dealers and representing all common varieties showed the presence of the fungus. In some tests for the disinfection of the seeds, it was found that infected seeds are rendered safe without serious injury to germinability by an immersion for three hours in hydrogen peroxide or formalin, with or without one hour's previous soaking in water.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
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Beet,
Carrot,
Lettuce,
Onion,
Radish.
Correspondence
Solicited.

THE W. C. PRESSING SEED COMPANY

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— Growers Exclusively of —

Sweet Corn Seed

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

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FLOWER SEEDS

WE make a specialty of Flower Seeds for Florists and Seedsmen. Aside from the choicer sorts, such as Cineraria hyb., Calceolaria, Cyclamen, Primula Chinensis and Obconica, and Stocks, we carry large stocks of all the popular varieties, such as Asters, Balsams, Bachelor's Button, Calendulas, Cosmos, Dianthus, Marigold, Mignonette, Morning Glory, Portulaca, Phlox, Sweet Peas, Zinnias, etc., and shall be pleased to quote on your list of requirements for present and future use.

Vaughan's Seed Store, CHICAGO NEW YORK

Seed Packets

FLOWER SEED SIZES TO CATALOGUE
ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

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Specialties: Pepper, Eggplant, Tomato,
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Wholesale Price List for Florists
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VALLEY, Douglas County, NEB.
Contract Growers of

HIGH GRADE SEEDS

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BRUYERES-LE-CHATEL (Seine et Oise,) France.

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Wholesale Growers and Exporters of Choice Stocks of

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Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery,
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IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application. **ENGLISH CORRESPONDENCE.**

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BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

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Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and
Watermelon; Pumpkin and Squash.

FREMONT, - - - - NEBRASKA.

Mention the American Florist when writing

THE FAVORITE BLUE DELPHINIUM BELLADONNA SEED

Do you want quality seed saved from selected stock plants, planted far enough apart
to produce the best seed, cultivated and hoed with great care, hand-picked as matured
from clean, healthy plants. Order now. \$35.00 per lb.; \$17.50 per ½ lb.; \$8.75 per ¼ lb.;
\$2.25 per oz.

MARTIN KOHANKIE,

Painesville, Ohio

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin,
Cucumber and Watermelon Seed, and Field
Corn on contract.

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Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

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The standard barrel of the United States should contain 7,056 cubic inches, with 28½-inch staves and 17½-inch heads, head material not thicker than 2/5 of an inch.

Prices of Indoor Fruits and Vegetables.

Chicago, December 23.—Cucumbers, 2-dozen box, \$3.50 to \$5.00; celery, crate, \$1.15 to \$1.50; head lettuce, 2-dozen, \$1.00 to \$3.00; radishes, per dozen bunches, 40 to 45 cents; tomatoes, 6 baskets, \$6.00 to \$6.50.

New York, December 23.—Celery (state) per bunch, 40 to 85 cents; cucumbers, \$1.00 to \$2.75 per dozen; mushrooms, 75 cents to \$2.00 per basket; tomatoes, per pound, 12 to 30 cents; lettuce, per package, 75 cents to \$5.00; radishes, per 100 bunches, \$2.00 to \$4.00.

Tomato Disease Control.

The control of the fusarium wilt of tomatoes through breeding for disease resistance now seems assured, according to the United States department of agriculture. The occurrence of this disease is one of the principal limiting factors in the cultivation of tomatoes, as the fungus which causes it lives for an indefinite time in the soil and the larger part of the tomato-growing area east of the Mississippi is already infected. We now have an excellent commercial variety, a selection from the Stone, which appears to possess a high degree of resistance to fusarium wilt in tests in a large number of states. It has been distributed this season to a limited extent in all the states where the greatest losses occur and is being increased for larger distribution next year. Other varieties which are even more promising in disease resistance and which have been bred to full special market requirements are being tested and propagated this year.

Previous efforts to control the septoria leaf-spot of tomatoes, which causes losses amounting to several millions of dollars annually, by the use of standard Bordeaux mixture and ordinary spraying methods, have not only given irregular results, but in the majority of cases unprofitable returns. A new resin-fish-oil soap Bordeaux mixture applied by improved methods has given excellent results in the control of this disease and is being used by growers in a number of localities this year. In preliminary experiments in Florida, alternaria leaf-spot of tomatoes was successfully controlled by spraying with standard Bordeaux mixture. Investigations of the diseases attacking Florida winter-grown tomatoes, with particular reference to their development in transit to market, have shown clearly which of these diseases develop and spread in transit and thus where remedial measures must be applied for their control.

Sweet Potato Diseases and Storage.

In calling attention to the report of the United States department of agriculture that 10 per cent of the 1917 sweet potato crop was destroyed by field diseases while 50 per cent were lost in storage, the extension service of the Alabama Polytechnic Institute, Auburn, offers the following suggestions for saving this crop:

Select seed potatoes from the best yielding hills.

Split the stems down to the roots and examine for stem-rot. If the stem is blackened inside, stem-rot is present and no potatoes should be taken for seed from such hills.

Examine each potato carefully and discard any with nearly round, sunken, black spots on the surface. These potatoes have black-rot.

Sweet potatoes with other types of wounds on the surface and with rotted ends should not be taken for seed. Other diseases may be harbored in such spots and may transmit the disease to the crop next year.

Handle your sweet potatoes with care. A barrel of sweet potatoes is often worth as much as a barrel of apples. Do you handle them in the same way?

Keep your storage house dry.

Keep seed potatoes and, better, all sweet potatoes at a temperature of 85° F. during the sweating period, giving free ventilation to the storage room, then lower the temperature gradually to 50° and keep them at this temperature in a well-ventilated room.

Farmers' Bulletins No. 714 and 970 contains much valuable information on this subject and may be had upon application to the Department of Agriculture, Washington, D. C.

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The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward M. on, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

The California walnut growers are said to have harvested walnuts to the value of \$9,500,000 from 65,000 acres.

HOLLAND advices are to the effect that the cost of freight and packing for a case of nursery stock of 40 cubic feet has been reduced from \$50 to \$22.

A REPORT from the Netherlands states that the Holland-America line has fixed its plant rate for the coming spring at 60 shillings per 40 cubic feet. Exporters are trying for a 40 shilling rate. The former charge was only 25 shillings for the same space. The insurance rate is declining, sea mines being fished out daily, and it is thought the war risks will be down to the minimum by the spring shipping dates.

Fruit Needed for Soldiers in France.

E. L. Goodsell, of the Fruit Auction Company of New York, who recently returned from the other side, brought interesting information about oranges and apples. He says, "There are no oranges to be bought in either France or England as a direct proposition." He says that there is much illness among American soldiers and Red Cross and Y. M. C. A. workers in France and England, and that American doctors in both countries are urging shipments of oranges from the United States so that the juice may be used in the medical treatment of fever patients. He has undertaken to supply the demand, and urges contributions for that purpose. The Cunard and White Star lines will carry the fruit free of all expenses. A box of 200 oranges, he says, can be bought in New York, for about \$4. Apples, he says, retail over there at from 10 to 40 cents each, and that the 10 cent ones are of the size that farmers usually feed to stock.

Fir Seed for Trees in France.

Santa Claus' pack was never more fraught with possibilities than a gray canvas bag which started December 17 in the keeping of Percival S. Ridsdale, secretary of the American Forestry Association, to the French department of Agriculture and forestry in Paris.

Out of that bag, which weighs 15 pounds, tall fir trees are to come, trees to the number of 50,000, which will grow in the places of vast French forests shaved away by German vandalism and cover the scars of a million and a half shell-torn acres of soil in northern France.

It is going to take 40 years to cover up what the Germans defaced in four, according to Mr. Ridsdale, and the first 15 pounds of seed must be doubled over and over again until thousands have been furnished to France. This task the American Forestry Association will undertake to perform, and Mr. Ridsdale will offer to officials of the French forestry department all the seeds it needs free of charge.

"France asked for 250 pounds of fir seed," Mr. Ridsdale said. "In this country there were only 15 pounds available. As there was no demand for seed while the war was going on, the northern firs were not stripped of seed this fall. They are now snow-bound, and it will be another year before any can be gathered. But this 15 pounds will raise trees worth a million dollars."

It will take two years to gather the seeds needed for reconstruction of French forests. If the French government accepts the offer of the American association. The amount needed cannot be gauged accurately, for the soil there

URGENT.

Plant Imports Danger.

Unless the plant growers and nurserymen of the United States take prompt and vigorous action, it is likely that all imports of palms, azaleas, roses, rhododendrons, box and bay trees, etc., also general nursery stock, from Europe will be shut out under the proposed plan of the federal horticultural board unless the present programme of that body is changed.

What To Do.

Every florist, nurseryman and seedman should at once telegraph protests to his representatives in Congress, both Senate and House of Representatives, also to Dr. C. L. Marlatt, Chairman Federal Horticultural Board, Washington, D. C.

Do It Today.

is so impregnated with chemicals that no one can tell how well trees will grow.

Mr. Ridsdale pointed out that the reforestation of France is an important part of the reconstruction programme. Of the 900,000 population in the devastated area about one-half were dependent on forests during six months of the year. Some were woodcutters, some wood carvers, some worked in the forests and thousands depended on wood for fuel. Until forests assume a fair size again the people must exist without one of their important economic resources.—New York Tribune.

Plant Quarantine Modification Sought.

Following the approval by the department of agriculture of the drastic regulations of the federal horticultural board, announcement of which was made in these columns, issue of December 14, page 978, which will mean a total exclusion of many important plant importations, effective on and after June 1, 1919, horticultural interests in the United States have taken up the matter with the Belgian consulate for transmission to that country's legation at Washington, and are assured that all possible assistance will be forthcoming from that source as far as Belgian products are concerned, according to Winfred Rolker of August Rolker & Sons, New York.

As regards imports from Holland, in a bill recently offered by the Nether-

lands government to the United States authorities in charge of plant importations, attention is called to the fact that being fully aware of the necessity of giving the highest possible warrants as to the absence of insects and plant diseases, the phytopathological service of that country has, since official inspection of nurseries was first established in 1899, improved the work of inspection, and since 1910, certificates have been issued not on the mere results of inspection of grounds, but also from such time until all plants intended for export are being packed and shipped. Continual inspection is made, as far as possible, on all nurseries in that country, and the application of controlling measures is encouraged with force. Attention is also called to the fact that the reports of American inspection authorities relating to importations of Holland nursery stock during 1913-1914 were most favorable, and in the few instances where suggestions were made, these did not apply to insects and plant diseases which might especially have been imported in balled plants.

Plant Propagation, Greenhouse and Nursery Practice.

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LARGE ASPARAGUS ROOTS FOR FORCING. 6 year, 90c per doz., \$4.00 per 100, \$20.00 per 1,000; 4 year, \$2.25 per 100, \$10.00 per 1,000. RHUBARB ROOTS, forcing size, \$1.25 per doz., \$5.75 per 100. WITLOOF, CHICORY ROOTS: PARSLEY, LETTUCE PLANTS. Catalogue free. HARRY P. SQUIRES, Good Ground, N. Y.

Asparagus Sprengeri, 2½-in., \$3.50 per 100; heavy field grown in 5-in. pots, \$18.00 per 100. The Storrs & Harrison Co., Painesville, O.

BEGONIAS.

Begonia Varnon, 2-in., \$2.50 per 100, \$22.50 per 1,000; 3-in., \$3.50 per 100, \$30 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BULBS.

Bulbs. Gladioli. Clean, healthy, fine stock, ready to ship. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 508-570 Washington St., Buffalo, N. Y.

Bulbs. Cold storage giganteum, 7 to 9-in., (300 to case), \$7.50 per 100; \$21.00 per case. Paper Whites, \$2.50 per 100; \$22.00 per 1000 A. Henderson & Co., 211 N. State St., Chicago.

Bulbs. Lilium Robrum, L. Melpomene, L. Magnificum and L. Giganteum. For sizes and prices see display advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Cold storage giganteum, sound and dormant, 7-9 in. (300 per case), \$22.50 per case. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Bulbs. Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Lilium Giganteum from cold storage, 7-9 in. (300 to case). Write for prices. Chas. Schwabe & Co., Inc., 90-92 West Broadway, New York.

Bulbs. Roman Hyacinths, 13 to 15 ctms. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

CARNATIONS.

Carnation cuttings for early delivery. For varieties and prices see display advertisement elsewhere in this issue. C. U. Liggett, 325 Bulletin Bldg., Philadelphia, Pa.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

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Cocos Weddelliana, 5-in., \$1.00 to \$1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

COLEUS.

Coleus Brilliancy, 2-in., \$3.00 per 100, \$30.00 per 1,000; 3-in., \$4.00 per 100; \$35.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Coleus. 10 market varieties, 2½-in., ready after January 1st., \$3.50 per 100. The Storrs & Harrison Co., Painesville, O.

Coleus. Christmas Gem, large stock, 3-in., \$10.00 per 100; 4-in., \$20.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

CROTONS.

Crotons, all the way from 4-in., to big tubs; prices range from 50c to \$10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

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Daisies. Bellis, Montrosa, pink or white, also Longfellow and Snowball. Fine strong plants, \$2.50 per 1,000, \$5.75 per 3,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

DRACAENAS.

Dracaena Massangeana, 3-in., \$30.00; 4-in., \$50.00 per 100; 5-in., 75c to \$1.00; 6-in., \$1.25 to \$1.50. Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75c to \$1.00. Poehlmann Bros. Co., Morton Grove, Ill.

Dracaena Indivisa, good thrifty stock for growing, on 2-in., \$2.00 per 100. Elmer Rawlings, Allegany, N. Y.

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Evergreens, fancy and dagger ferns, green leucothoe, galax. For prices see display advertisement elsewhere in this issue. Stone Mountain Evergreen Co., R. F. D. No. 1, Butler, Tenn.

FERNS.

FERNS. Boston, heavy plants from 5-in. pots, \$4.50 per dozen, \$35 per 100. Extra heavy 6-in., \$6.00 per dozen. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns. Boston, 7-in., special price of 75c each; 8-in., 50c; 8-in., \$1.00; 9-in., \$1.50 each. Whitman, 7-in., 75c. The George Wittbold Co., 745 Buckingham Place, Chicago.

Boston Ferns, large stock, 4-in., 30c each, \$3.50 per doz.; 5-in., 40c each, \$5.00 per doz.; 6-in., 75c each, \$8.50 per doz.; 7-in., \$1.00 each, \$11.00 per doz. Whitman, 5-in., 50c each, \$6.00 per doz.; 6-in., 75c each, \$9.00 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Boston 2½-in., \$4.50 per 100; 3-in., \$10.00 per 100; Fern Dish Ferns, 2½-in., \$3.50 per 100. The Storrs & Harrison Co., Painesville, O.

Holly Ferns. Cyrtomium Rockfordianum, 2½-in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Boston Ferns, 100 four-in. for \$15.00. Cash please. EDGAR EASTEKDAY, Nokomis, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbach, Ferndale, Ark., Minn.

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Freesia Purity Mammoth, ¾-in. and up. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

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Geraniums in good assortment, including Ivy and scented, 2-in., \$2.75 per 100; \$25 per 1,000; 3-in., \$4 per 100, \$35 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums. Roofed cuttings. February and March delivery. S. A. Nutt, \$15 per 1,000; Pottetvine and Ricard, \$17.50 per 1,000. Albert M. Herr, Lancaster, Pa.

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Geraniums. Variegated foliaged, 2½-in., Mrs. Pollock, S. A. Nutt, Mt. of Snow and Wm. Langrath, \$6.00 per 100, The Storrs & Harrison Co., Painesville, O.

Geraniums. Nutt, Vland and Ricard, strong, 2-in., \$2.00 per 100, Elmer Rawlings, Allegany, N. Y.

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Gladiolus. Especially selected for forcing under glass. America, Augusta, Mrs. Francis King, Halley, \$20 per 1,000; Chicago White, \$25 per 1,000; Panama, \$30 per 1,000; Schwaben, \$37 per 1,000; Mrs. Frank Pendleton, \$45 per 1,000; Europa, \$60 per 1,000; Myrtle (True), \$75 per 1,000. Vaughan's Seed Store, Chicago and New York.

Gladiolus. We offer the following: America, \$11.00 to \$18.00 per 1,000; Francis King, \$10.00 to \$17.00 per 1,000; Tacomie, \$8.00 to \$13.00 per 1,000; Prize Mixed, \$5.00 to \$10.00 per 1,000. L. L. May & Co., St. Paul, Minn.

GREENS.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. Caldwell The Woodsman Co., Evergreen, Ala.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. E. A. Beaver, Evergreen, Ala.

IVIES.

English Ivy, 4-inch, \$15.00 per 100. The George Wittbold Co., 745 Buckingham Place, Chicago.

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Kentia Belmoreana and Forsteriana, extra fine 2½-in., \$14.00 per 100; \$120.00 per 1,000; 3-in., \$25.00 per 100, \$220.00 per 1,000; 4-in., \$50 per 100; 5-in., \$12.00 to \$15.00 per doz.; 6-in., \$2.00 to \$2.50 each; Forsteriana, 5-in., made-up, \$1.50. Poehlmann Bros. Co., Morton Grove, Ill.

Kentias. Belmoreana and Forsteriana, 2½-in., \$1.25 per dozen; 5-in., made-up, \$9.00 per dozen. The George Wittbold Co., 745 Buckingham Place, Chicago.

Kentia Belmoreana, 75,000; good, clean stock, 2½-in., \$10.00 per 100. Cash with order, Louis Hansen, 176 Paterson Turnpike, North Bergen, N. J.

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Lantana, 2½-in., dwarf, six distinct varieties, \$4.50 per 100; 2½-in. Weeping, \$4.00 per 100. The Storrs & Harrison Co., Painesville, O.

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LETTUCE PLANTS. Grand Rapids, Big Boston, \$1.50 per 1,000. HARRY F. SQUIKES, Good Ground, N. Y.

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Valley Pips for quick forcing, \$25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

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HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laellio Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

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Palms. Large Lataula and Pandanus Veitchii, suitable for large halls and hotel decorations, from 10 to 15-in. pots and tubs, \$10.00 each. HENRY SMITH, Grand Rapids, Mich.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

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Pandanus Veitchii, well-colored, 6-in. pots at \$1.00 each; large plants, \$2.00 to \$5.00 each. HENRY SMITH, Grand Rapids, Mich.

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Baby Primulas, 4-in., 25c; 5-in., 35c; 6-in., 50c. Poehlmann Bros. Co., Morton Grove, Ill.

PTERIS.

Pteris Wimsettii. Nice bushy plants for Christmas baskets or boxes. 4-inch, \$10.00 per 100. The George Wittbold Co., 745 Buckingham Place, Chicago.

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Field grown, two-year-old, hardy own-root stock. See display advertisement in issue of December 7, page 930. Western Rose Co., Pasadena, Calif.

New and standard roses for all uses; get list. Leedle Co., expert rose growers, Springfield, O.

SEEDS.

Seeds. Delphinium Belladonna, the favorite blue. Hand-picked from clean, healthy plants. \$35 per lb., \$17.50 per ½ lb., \$8.75 per ¼ lb., \$2.25 per oz. Martin Kohankle, Painesville, O.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsley. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

SEEDS.

Seed. Rose Stock. New crop, unhulled Rosa Multiflora Japonica stock for immediate delivery at \$4.50 per lb. McHutchison & Co., 95 Chambers St., New York.

Seeds. Asparagus plumosus, greenhouse grown. For prices see advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St.,

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 63 Barclay St., New York.

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Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

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Seed, flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds: all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

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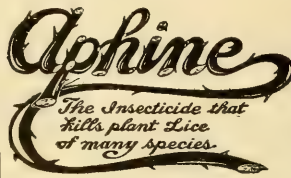
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 Chicago Flower Growers' Assn., Chicago.
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 Froment, H. E., New York.
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 Holton & Hunkel Co., Milwaukee, Wis.
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 Kruchten, John, Chicago.
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 Kuhl, Geo. A., Pekin, Ill.
 Kusik & Co., Kansas City, Mo.
 Kyle & Forster, Chicago.
 Mackie, William, New York.
 McCallum Co., Pittsburgh, Pa.
 Meconi, Paul, New York.
 Miller & Musser, Chicago.
 N. Y. Cut Flower Exchange, New York.
 Neldinger Co., Jos. G., Philadelphia, Pa.
 Niessen Co., The Leo, Philadelphia, Pa.
 Pappas, Nicholas G. & Co., New York.
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Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, \$1.00.
Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, \$1.50.
Greenhouse Management.—By Prof. L. K. Taft. Covers the subject completely. 352 pages. Price, \$1.60.
Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, \$1.21.
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ANNUAL MEETING.

The annual meeting of the Nassau County Horticultural Society was held in Pembroke hall, Glen Cove, N. Y., December 11. President Robert Jones in the chair, and a large attendance despite inclement weather. Samuel J. Trepess was called upon to conduct the election of officers, which resulted as follows: Joseph Adler, president; Frank Watson, vice-president; Ernest J. Brown, treasurer; Ernest Westlake, secretary, and Harry Goodband, corresponding secretary. The three last named being re-elected. Robert Jones was elected trustee for three years. The executive committee is comprised of William Noonan, Thomas Henderson, Benjamin Sutherland, William Milstead, William Churchill, W. G. Carter and Thomas Meech. The treasurer presented his report showing the affairs of the society to be in excellent condition both as to membership and finances. President-elect Adler thanked the members for the honor conferred upon him, and asked their co-operation in making his administration a profitable and successful one for the organization. There was a short discussion on "How to Grow Amyrillus and When to Rest Them."

The judges for the monthly exhibits were Thomas Twigg, William Noonan and George Platt, the awards being as follows: President's special prize for best table decoration, open to gardeners' assistants only, to Henning Michaelson assistant to George Ferguson; John Gailens, assistant to William Churchill, second. Exhibits for the next meeting, January 8, will be three cut poinsettias, 25 spikes of freesia and six ears of corn.

A letter of condolence was ordered sent to the family of the late A. Hans, a member, recently passed away.

After the business meeting a social session was indulged in at which John W. Everitt presided as toastmaster in his usual good style. Quite a lot of good talent was unearched among the members, not forgetting Andy Wilson's clog dance.

HARRY GOODBAND, Cor. Sec'y.

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40	14 in.	1.93	22.00	168.75					

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Niessen Leo Co. 1092
North Shore Flo Co. 1097
Olmulkee Window
Glass Co. 111
Ord Florist 1100
Palmer W. J. & Son. 1099
Pappas D. J. 1101
Pappas Nicholas G. 1094
Park Floral Co. 1099

Peacock Dahlia Fr. 1106
Pearson E. W. 1100
Pedrick G. R. & Son 1103
Penn The Florist 1101
Peters & Reed Pot 1111
Philadelphia Whole
sale Floral Ex. 1093
Phillips Bros. 1107
Pierce F. O. Co. IV
Pierson R. F. Co. I
Pierson A. N. (Inc.) ... I
Peters-Wheeler
Seed Co. 1102
Pikes Peak Flo Co. 1100
Pillbury I. L. 1111
Pittsburg Cut Flo Co. 1101
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Poehlmann Bros Co. 1085
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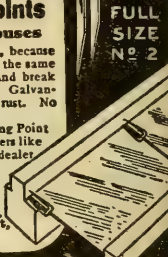
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Vol. LI.

CHICAGO AND NEW YORK, JANUARY 4, 1919.

No. 1596

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President; E. A. FETTERS, Detroit, Mich., Vice-
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Treasurer.

The thirty-fifth annual convention will be
held at Detroit, Mich., August 19-21, 1919. Thirty-
sixth annual convention at Cleveland, O., 1920.

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Annual meeting and exhibition, Cleveland, O.,
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SOCIETY OF AMERICAN FLORISTS.

Next Annual Convention, Detroit, Mich., August 19-21, 1919.

The President's Message.

As president of the Society of American Florists, I extend hearty greetings to all members of our beloved society, and to all members of the craft everywhere.

First, let us give thanks to the Almighty God, who has seen fit in his infinite wisdom to end the cruel conflict that has been raging in bleeding Europe for over four years, and for the part our glorious nation has been privileged to have in bringing it to a speedy end.

I am sure that florists all over the world can point with pride to the part we, as a profession, have had in helping to win the war. Our money has been cheerfully lent to the government, and given to other war activities, while our gallant young men have marched out at the country's call, cheerfully sacrificing their all for the great cause of humanity and world democracy. Fellow members, our work is not finished. We must now prepare ourselves for the great reconstruction period. We have come out of the struggle far better equipped for this great coming period than many of us expected, so it behooves us now to concentrate our forces, and just how can we best do this?

First of all, I want to address myself to the young men of our society. Be sure and co-operate. Strive to continue the wise policies so well established by the old leaders. Increase the standard of culture and quality. And let us add to that the commercial progress in keeping with the present day and age.

Just now publicity is the watchword. The corner stone for this wonderful addition was laid just 16 short months ago in the city of New York. Soon af-

ter, our great nation entered into the war, but in spite of the trying commercial situation over all our land, the success was most marvellous. Too much credit cannot be given to the men who launched this great movement, and to the committees who so nobly carried on the work. Everybody should get behind this great work and assist the leaders now more than ever.

Our business must be adjusted to meet the demands which will be made upon us. Millions of dollars will be diverted from other channels. It behooves us to prepare ourselves to get a large part of this business. Our product is bound to be in greater demand than ever before. We must strive to furnish better quality and render more efficient service. This can best be accomplished by more thoroughly organizing our forces.

To the officers and members of the affiliating organizations, I extend the most cordial invitation for a hearty co-operation the coming year. Several have already acquired representatives on the parent society's board of directors, which is very cheering. Let us hope that many more will soon increase their membership so that they too may avail themselves of the opportunity of having their president a member of the board. The old S. A. F. is truly proud of all its offspring, and we bid you speed on in your special lines. It not only means progress for you but it also helps the parent society, and every good parent is anxious to see its children succeed.

To the members of state associations and local florist clubs, I also extend an invitation for hearty co-operation. Every state in the Union should have either a state association or a local club in one of its principal cities. The members of such organiza-



J. F. Amman, Edwardsville, Ill.
President Society of American Florists.

tion should strive to secure enough members so they too may be represented on the national board of directors. This can be done and we cannot be too thoroughly organized. Let us make this a part of our 1919 platform, ever remembering that we need you and you need us.

The three representative branches of our trade, namely, the grower, wholesaler and retailer, I too want to invite to council with us for promoting the interests of the trade at large. Mr. Grower, it is up to you to get better organized. Growers should have branch organizations, to confer often in reference to combating insects and diseases, the use of fertilizers, etc.; also the kind of stock to grow. In fact, we need more strictly growers' associations.

The wholesaler, too, needs to be more thoroughly organized locally to carry on his interests successfully, and to get into conference with the growers as to the varieties of stock to be grown. In a few cities co-operation of the wholesalers has shown excellent results already.

The retailer is no doubt the best organized of the three branches since the splendid work of the Florists' Telegraph Delivery Association has so nobly helped to bind the retailers together for our common good. May they continue to prosper, and the retailers locally take more advantage still by becoming even more strongly organized.

The S. A. F. stands ready to help any branch of the trade to become more efficient. We have the means and the ability to assist you. Let us help solve your problems and put floriculture on the high plane where it belongs.

We are now entering an era of brotherly love as never before shown in the history of the world. Never did men's hearts go out to one another as much as now. The spirit of America for humanity and world democracy prevails everywhere, and as men's hearts grow larger, the world seems smaller. The light held aloft by the Statue of Liberty shines the world over. Let us have for our reconstruction programme the slogan, "Competitive Co-operation for the Best Interests of All."

The annual meeting of the American Carnation Society takes place in Cleveland, Ohio, January 29-30, 1919. This is one of the live-wire affiliated organizations of the S. A. F. I understand that all members of our society are invited to join them in a victory love feast. So, as many as possibly can should plan to be present. These get-together meetings mean so much for our future progress.

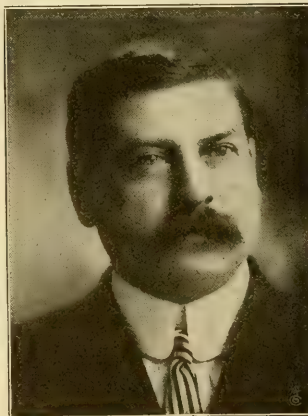
To the dear ladies of our sister society we too extend hearty greetings. May they continue in the good work of making our annual meetings more sociable, pleasant and inspiring by their presence. May God bless the ladies for their service in the great struggle for humanity through their noble work in the Red Cross and other humanitarian activities.

J. FRED AMMANN.

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Committee on Publicity: Thos. H. Joy, Nashville, Tenn., term five years; Henry Penn, Boston, Mass., term expires December 31, 1921; Guy W. French, Morton Grove, Ill., expires December 31, 1920; S. A. Andersen, Buffalo, N. Y., expires December 31, 1919; Edwin J. Fancourt, Philadelphia, Pa., expires December 31, 1922. The above committee elects its chairman.

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E. A. Feters, Detroit, M c
Vice-President Society of American Florists.



John Young, New York.
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Washington Representative.



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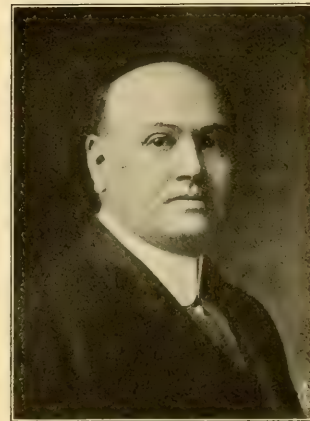
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C. C. Pollworth, Milwaukee, Wis.
Director.



Henry Penn, Boston, Mass.
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Pathologist: Alex Lurie, Missouri Botanical Gardens, St. Louis, Mo.

Entomologist: Prof. H. C. Irish, St. Louis, Mo.

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Wyoming—Louis B. Westholder, Evanston.

Bermuda—E. Worrall, Outerbridge.

Alberta—A. M. Terrill, Calgary.

British Columbia—James Brand, Vancouver.

Manitoba—A. R. King, Winnipeg.

New Brunswick—S. Pederson, St. John.

Ontario—John Dunlop, Toronto.

Quebec—William Cotter, Montreal.

Cuba—Antonio Martin, Havana.

JOHN YOUNG, Secretary.

HOLIDAY TRADE.

Stock in Limited Supply.

There were two predominant features of the 1918 Christmas demand—a limited supply and prices much higher than in previous years. Of course, both of these conditions were in no wise a surprise. They had been a matter of prophecy for some weeks previous, and there was considerable speculation as to what extremes would be recorded and incidentally how the flower buying public would accept the situation. From general indications, there was no serious complaint. There were, of course, instances where prices were so much in excess of last year, in some places 75 to 100 per cent, that protests were emphatic, and in most of these cases, plants were readily substituted. In many cases, however, there seemed to be a realization that flowers should of necessity suffer an advance as well as other items in many lines, and the money was uncomplainingly forthcoming provided quality was given in return. Unfortunately there were numerous complaints regarding "pickled" stock. With practically a general cleanup in all offerings, with the possible exception of violets, it would be hard to determine what varieties might be said to be leaders in popularity. The following reports indicate that the volume of business was about one-third greater than in 1917, the price advance varying from 10 to 100 per cent.

Christmas in the New York Shops.

The high prices on cut flowers created a disquieting situation among the retailers. They or the greater part of them, felt that through the falling off in business in war times, paying higher taxes and higher wages, buying Liberty Bonds and contributing to the numerous humanitarian projects made necessary through the war, that if flowers were to bring high prices, they were entitled to their share of the profits. The larger stores have many customers that can afford to pay high prices, but who are not in the habit of scattering money; they would not have it if they were. No tradesman in any line of business wants to lose a good customer, consequently there was a general feeling among retailers that excessively high prices would have an injurious effect on fu-

ture business. They were all quite well stocked with plants and plant combinations, and those were pushed whenever possible. Relating to cut flower prices, several prominent retailers have stated what appears to have been the general sentiment among their monied customers, which was, that they paid the prices, but paid them under protest. What effect this may have on the future of the business has yet to be learned. With many of the smaller retail stores, cut flower prices were practically prohibitive to their customers. So far as we can learn, they pushed plants; bought cut flowers only when they felt sure of selling, and a number of them laid in a large amount of artificial stock. To sum up, the writer believes that at such a time as this, cut flowers, if they are good, should bring high prices, which is widely different from unloading worthless stock at high prices. Imagine, for instance, how a retailer might feel who had sold carnations for \$5 or \$8 per dozen, to have an angry customer come in next day to say that they had all gone to sleep overnight.

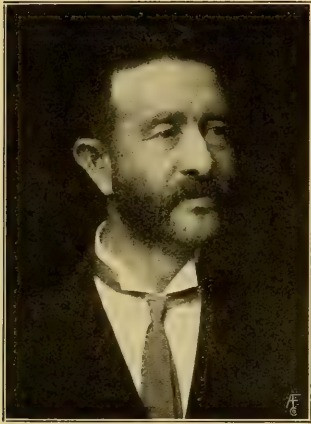
EXCELLENT SHOWING OF PLANTS.

Considering the fact that the plant growers have suffered common hardships with the cut flower growers, they sent in fine shipments of stock. Regardless of what the attitude of wholesalers and retailers may be, they are left helpless if the growers fall down. An admirer of good plant stock, knowing the conditions that have prevailed, could not feel anything but pleasure on seeing the fine displays of the retail stores. It has come to be the fashion with leading retailers, while carrying a variety of plant stock, to feature one particular kind. Thus, Thorley, Fifth avenue and 46th street, featured ardisias. At the beginning of the Christmas business, both of his large show windows were filled with them, with more in reserve, all handsomely decorated with red ribbon. Orchid plants in fine combinations were also noticed in his store.

J. H. Small & Sons, Madison avenue and 52nd street, have a large store with ample space for display and they made it very attractive. In one window, particularly noteworthy, a large group of Otaheite orange plants were arranged under a large and spreading cibotium fern, the wings being filled in with large plants of Christmas heather. A leading feature of this store was the large stock of cattleya and oncidium plants, some being used in combinations in large handle baskets with foliage plants, the baskets decorated with "orchid" ribbon.

Relating to the best selling plant stock, it is hard to state what sold best for most of it was cleaned up. It depended upon the fancy of the individual buyers. Heather, poinsettias, oranges, ardisias, and other berried plants, and combinations of crotons and the red dracaenas with ferns, small palms or berried plants, all sold well and there was a good trade in cyclamens. Prices on combination baskets had a wide range, according to size and quality of stock.

Reports from retailers of all of the five boroughs of this city practically agree that they had excellent trade in plants. All stores that draw their custom from salaried people, shopkeepers and other business men of moderate means, report that there was a heavy falling off in cut flower orders, which they attribute altogether to the high



John Dunbar, Rochester, N. Y.
Botanist.



F. R. Pierson, Tarrytown, N. Y.
Committee on Development of Amer. Products.



Joseph H. Hill, Richmond, Ind.
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Convention Garden Committee.



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Director.

OFFICERS OF THE SOCIETY OF AMERICAN FLORISTS FOR 1919.

prices, the greatest slump being on violets. Prices on orchids were moderate, for a holiday season, and they sold well in all the leading stores.

The store of Charles A. Dards, Madison avenue and 44th street, has always been noted for a variety of fine stock, and this year its reputation was well sustained with large plants of heather, Otaheite oranges, poinsettias, in fact, the best of all that could be found in the greenhouses. One noteworthy feature was a stock of exceptionally fine crotons, many being used in combinations.

Myer, Madison avenue and 58th street, thinks that it was one of the greatest mistakes that the wholesalers ever made; that is, if the growers fixed the prices, to suppose that the public would stand for them. He particularized on violets, saying that when retailers could sell at \$5 per 100 for Christmas they would buy 8,000 to 10,000, while last week orders were cut to 1,500 or 2,000.

N. Christatos, who has a good retail store at Sixth avenue and 58th street, informs us that in previous years he has bought for the Christmas trade 10,000 or 12,000 violets. This Christmas, all that he carried was a few bunches. He states that he was asked \$3.50 and \$4 per 100 and knew that his customers would not stand for such prices.

An attractive feature at the store of Craig Muir, 62 West 40th street, was a collection of small Christmas trees, handsomely decorated, through the taste and industry of Mrs. Muir, with garlands of the red winter berries and small bows of red ribbons. They were of a size suitable for the table and were a real attraction.

The Orchid Florists, Inc., who have recently removed to a new store at the corner of Sixth avenue and 57th street, had a good stock of Otaheite oranges, begonias, poinsettias and other plants and many basket combinations of moderate size, all of which sold well.

There were not enough azaleas in any one store to entitle them to be called leading features, but G. E. M. Stumpp, 761 Fifth avenue, had a good number of well flowered plants. Good combinations were also noticed. He sold out well.

Marshall Clarke, of David Clarke's Sons, stated that plant stock went well. They had over 200 azaleas and sold all but about a dozen. Their trade in cut roses and orchids was good. They did not handle violets, except on the order of a customer.

Henry Hart, 1000 Madison avenue, had a large stock of exceptionally fine plants and sold out. He believes that prices were excessively high, particularly on violets, and says it was not good for the future of the business.

George D. Nicholas, Seventh avenue and 123rd street, stated that his customers bought cut flowers, but somewhat curtailed their orders on account of high prices. His plant trade was good.

Max Schling, 785 Fifth avenue, had a number of excellent features, noteworthy being large camellia plants, and euphorbias, and oncidium orchids in combinations with foliage plants.

The Astoria Florist, 2188 Broadway, who has been there a number of years, stated that it was the best Christmas trade he ever had and that he did not suffer because of high prices.

C. A. Ladiges, Amsterdam avenue and 149th street, said that he had good business in plants, cut roses and orchids, but that his customers would not buy carnations and violets.

J. G. Leikens, Madison avenue and 55th street, said that he had excellent business in plants, but that high prices were bad for his cut flower trade.

Ralph Armstrong, 400 Madison avenue, stated that his plant trade was never better, but cut flower orders were less, excepting on orchids.

Leikens, Madison avenue and 55th street, featured the oranges in his show windows and had besides, many fine plant combinations.

The Cathedral Florists, Broadway and 110th street, stated that they could not do business in cut flowers at the Christmas prices.

The Otaheite oranges were never finer, and they were attractions in all the leading retail stores.

At the Dards store, it was stated that they had a fine plant trade.

A. F. F.

Christmas in Philadelphia Shops.

There had been more or less question in nearly all branches of the trade as to the prospects for the holiday business, but the retail stores took the bull by the horns, and in nearly all establishments, went the limit in their preparations for a busy time. J. J. Habermehl's Sons have, with their store and greenhouses at 22nd and Diamond streets and their stores in the Bellevue-Stratford and Ritz-Carlton hotels, an organization and conveniences for handling the business that is well nigh perfect. Plant baskets were one of the specialties, and we question if anything more artistic was seen anywhere. They were all fairly large and filled with an assortment of high grade stock. Highly colored crotons, *Maranta rubra striata*, *Dracæna massangeana*, *Kelleriana*, and *Sanderli*, *Pandanus Veitchii*, *Cocos Weddelliana*, and the Glory fern from 4-inch pots were largely used. The flowering stock included heathers, poinsettias, azaleas, cyclamens, and Otaheite oranges. There were many beautiful combinations, which when planted, and after a few days in the greenhouses, straightened out and were at their best. They were arranged by Harry Jones and C. E. Vanden Hengle of the Bellevue store force, two of the best artists in the business, and who take a delight and pride in their work. Some very classy wreaths were seen in the Bellevue shop made of nursery evergreens decorated with variegated Oregon holly and California holly berries. In their 22nd street store, there was a demand for cemetery work. A large stock of bronze magnolia wreaths, decorated with colored adiantum, cones, thistles, colored grasses, palm leaves and artificial poinsettias, were very showy. A house of large azaleas and poinsettias for cutting was in splendid condition.

There is always an elegant assortment of plant baskets and foliage and flowering plants to be seen at the H. H. Battles store at holiday seasons. The Christmas stock this year was fully up to the high standard maintained here. The American bamboo or corn-stalk basket was a unique conception, equal in effect to the best imported material. Window and shelf boxes or jardinières of this material, with a trellis at the back, as well as baskets of various shapes, mostly in the nat-

ural color, were beautifully filled, and with their ribbon decoration, looked very salable. Single specimen foliage and flowering plants were featured in fancy pottery, as were Otaheite oranges. Mrs. Peterson begonias in birch bark covers with appropriate ribbons, were inviting. Baskets filled entirely with poinsettias and ferns with slashing red bows were very Christmasy. The ribbon used is all wired so as to retain its shape under all conditions. Wreaths, both for cemetery and house decoration, were a feature. A dodo of these, high on the wall, each standing in silhouette against a white card background, made them very noticeable.

Pennock Bros., where one can always find the last word in plant basket combinations, had their store and conservatory in the rear stocked with an elegant assortment. Many specimens of foliage and flowering plants were featured in fancy pottery and hand-painted pot covers and tubs. A Jap. basket filled with poinsettias and ferns was a good seller. Large plant baskets had their handles trimmed with spruce and cones, to which the red ribbon decoration gave a seasonable finish. Very choice looking baskets contained miniature oranges and cyripediums, while others with growing cattleys and Glory ferns, were rich indeed. Some baskets also contained ardisias, a scarce plant this year. Baskets of choice cut evergreens and dried grasses and other colored material were exceptionally well arranged. Fancy wreaths of boxwood, nursery evergreens with cones and holly decorations were a quantity product here, most of which were quite elaborate.

Six-inch hemlock covered wooden tubs, filled with cyclamens, were a feature with Charles Henry Fox. His beautiful store contained a fine array of plant baskets and individual specimen plants. The latter were in elegant pot covers, vases and vase baskets, into which the pot fitted snugly, the tall handles being well decorated with ribbons. Red chenille wreaths with bay berry clusters and handsomely decorated bronze magnolia wreaths were features. A price tag, perforated across the center with duplicate numbers printed on the back, is a time saver. When the article is sold, the lower half of the tag is pinned to the sales slip. The remaining half automatically marks the object sold.

Elmer W. Gaehring, who makes a specialty of fancy cemetery wreaths, had a splendidly arranged assortment. A feature was a full wrapped wreath covered two-thirds with red chenille, the balance backed with magnolia leaves and decorated with ruscus, statice, dyed lycopodium, thistles, cones, artificial poinsettias and short palm leaves. This had a large sale. There were a number of large pieces on the same principle with magnolia leaves, instead of chenille. Purple and white chenille were also used to good advantage. The window was well set with show pieces.

G. A. Leins, in his beautiful new store, 28th and Girard avenue, was all ready with a good stock of wreaths in variety and flowering plants. Four-inch poinsettias were decorated with small mats around the pot and two looped and twisted pussy willow sprays stuck in for a handle. A small chiffon bow added a finish. A feature was a couple of large cones decorated with light Christmas material and narrow fibre ribbon. These suspended by a

narrow red ribbon, made a very pretty parlor or window ornament.

T. Nelson Geiger displayed a quantity of partridge berry globes, which sold well. Miniature pyramids, made of cut boxwood set in fancy jars or pots, the stems of such lengths as to reach the water were, with their red ribbon bows, very attractive. Very good looking wreaths were a feature. Dried double gypsophila was used to advantage in their decoration.

John C. Gracey, in his Columbia avenue and 26th street store, had a large assortment of wreaths and baskets of green and dried Christmas material, all very well arranged. A slender red chenille wreath or hoop, 12 inches in diameter, with a decoration on either side, connected with a fibre ribbon, looked salable.

At George Craig's, there was a good collection of magnolia and chenille wreaths, decorated with the usual Christmas material. The greenhouse contained a choice assortment of foliage and flowering plants. Trellis boxes, decorated with miniature red chenille wreaths, were attractive.

Wm. Wyatt's cozy store was stocked with Christmas wreaths and flowering and foliage plants. Well filled, medium-priced birch bark covered boxes were conspicuous.

Joseph Josephs, 1714 Columbia avenue, displayed a large assortment of Christmas wreaths and small baskets of holiday materials. A good business was reported.

Charles G. Brunner, Frankford avenue, was strong on magnolia wreaths, stock made up in summer and recently decorated. Business was very good.

K.

WASHINGTON, D. C.—Gude Bros Co. reports a much greater volume of Christmas business, compared with that of 1917, with prices in most cases doubled. There was an ample supply of cut stock here and orchids were the only flowers that did not move readily. The quality was equally as good, if not better, than last year. Anything in the plant line that showed a flower went without question. The demand was greater than could be judiciously handled, and it was necessary to close the doors at 6 p. m. December 24 and they were not unlocked Christmas morning.

OMAHA, NEB.—With prices for Christmas flowers 30 to 40 per cent higher than a year ago, and a shortage of cut stock, which was of normal quality, trade showed a corresponding gain in volume of sales, is the situation in this city reported by Hess & Swoboda. There was a noticeable increase in the demand for plants of all kinds. The general opinion prevails that, quality considered, the prices were too high and will hurt the business where the public wants to "Say it with flowers."

RICHMOND, VA.—As compared with last year, prices jumped from 50 to 75 per cent, although the demand was good considering an insufficient supply of cut flowers, according to Ratcliffe & Tanner. The public seemed willing to pay the price, and as a result the volume of sales showed an increase of about one-third over last year. In plants, the demand was greater than the supply. Roses, carnations and violets were also short items.

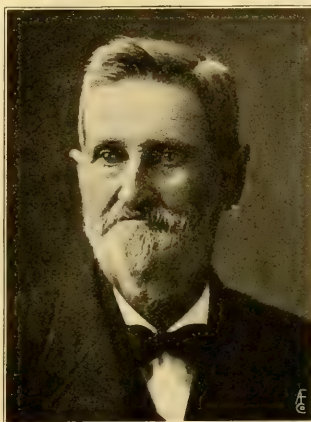
KNOXVILLE, TENN.—In summing up the 1918 Christmas trade, A. J. McNeill estimates an increased volume of sales as compared with a year ago of about 30 per cent. Prices showed an advance of 20 per cent and there was a good supply of cut stock of excellent quality. There was a generous supply of bulbous flowers which met with a good call and flowering plants moved unusually well.

OBITUARY.

E. Y. Teas.

E. Y. Teas, that intrepid pioneer who probed ahead into the uncharted and unknown, blazing the way for others to follow, and hardly ever accorded the fame due him, being so busily engaged in his pursuit that he made but little record of his achievements, died at his home in Eaton, O., December 15, age 88 years. He had been failing rapidly since Thanksgiving but was only confined to his room one day, maintaining a keen interest in everything pertaining to horticulture until the end.

The deceased, during his active business life, was associated with and numbered among his personal friends such leaders in the craft as John J. Thomas, Patrick Barry, Charles Downing, James Vick, Peter Henderson and



The Late E. Y. Teas.

others, of New York; F. R. Elliott, Dr. John A. Warner, Nicholas Longworth and G. W. Campbell, of Ohio; Thomas Meehan, Robert Buist and John Dick, of Pennsylvania; Marshall P. Wilder and others of the old school, with all of whom he had most pleasant social and business relations.

Mr. Teas started in the nursery business at Raysville, Henry county, Indiana, in 1847, in partnership with his elder brother, John C. Teas, their first stock being apple trees. In the spring of 1859, he drove a wagonload of these to Michigan City, Ind., a distance of 240 miles, disposing of them to farmers along the way at 10 cents each. He then filled his wagon with white pine gathered from near Lake Michigan, which were added to the stock in the nursery. About this time he discovered a superior kind of catalpa growing in Dayton, O. Seed from this developed a variety, which when grown on its own roots, formed a dwarf tree or shrub which was highly ornamental. When trained as a standard it is very distinct and useful where space is limited. In his pioneer work, Mr. Teas collected and tested many new varieties of fruit and ornamental trees. He made several trips to Europe and was constantly in touch with the best nurseries of the continent. A currant seedling, raised about 1880 from the variety La Versailles, was named for President Wilder. This proved to be a great acquisition and is still classed by the trade as one of the best.

Mr. Teas also became very much interested in roses, and in the late sixties, with E. G. Hill as foreman, gradually worked up one of the largest stocks in the United States. All of the newer European varieties were imported each season. A beautiful crimson, raised in France, was named Monsieur E. Y. Teas in his honor. While still grown abroad, it never succeeded well in this country.

One of Mr. Teas' most valuable introductions is the native *Hydrangea arborescens* sterilis or grandiflora, a sterile form with double flowers of purest white. It was discovered by James Semple, growing in the woods near Allegheny, Pa., from whom Mr. Teas purchased plants and soon worked up a stock which he distributed throughout this country and Europe, where it has proved a splendid flowering shrub for the lawn, quite the equal of the Japanese *H. paniculata*, but being at its best in June and early July. He always took an interest in all matters pertaining to the development of horticulture. In October, 1860, he assisted in organizing the Indiana Horticultural Society and was the last of the 27 charter members.

Mr. Teas retired from business in 1915 and was succeeded in his nursery at Centerville, Ind., by his son, Fred E. Teas, who had been his valuable assistant and manager for a number of years. His floral department, including real estate, was purchased by Fred S. Davis, who continued this branch of the business. Mrs. Teas and a daughter, Mrs. J. E. Parker, of Eaton, O., and a son, Fred E. Teas, of Centerville, Ind., survive.

K.

Edward Eccles.

Edward Eccles, a florist of Short Hills, N. J., died very suddenly on Christmas day while delivering flowers for the greenhouses of Thomas Jones, with whom he had been associated for 36 years. He was born in Farmby, England, 58 years ago. Before coming to this country, in 1882, he was assistant gardener to Mr. Ashton, of Farmby, a private estate. After arriving in this country, he secured employment with Mr. Jones and later married his daughter, Elizabeth. As stated above, he had continued the association till his death. He is survived by his widow, three daughters, Margaret Winifred, Marie Ellen, and Beatrice Elizabeth, one son, Thomas Hallock, and one granddaughter. He is also survived by his mother, three brothers and one sister, all residing in England. Mr. Eccles had a kind and genial personality and his sudden death was a great shock to his family and many friends.

A. F. F.

George Allen.

George Allen, who conducted a flower store at Broadway and 168th street, New York, died December 30, after an illness of but one hour, age 36 years. He was a son of the well-known wholesaler, James K. Allen, of 28th street, that city, and had worked with his father until embarking in business for himself 10 years ago. He is survived by his widow and one daughter, his father, mother, one brother and one sister.

A. F. F.

MERCHANTVILLE, N. J.—The business of the late Benjamin Connell will be closed out, it is announced.

PEORIA, ILL.—Henry Baer, well-known carnation specialist of this city, is recovering from an operation performed as the result of having his right hand badly crippled by coming in contact with a live electric wire.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST

440 S. Dearborn St., CHICAGO

"In God's name, cheerily on, courageous friends,
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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I have finished another year, said God,
In gray, green, white and brown.
I've sown the seed upon the sod,
Scattered up the word I wrote the clod,
And let the last sun down.

HAPPINESS and prosperity to all in 1919.

POINSETTIAS were used at the dinner given to President Wilson at Buckingham palace.

LEAD has been reduced to six cents per pound. The continued lowering of the price should soon affect the high cost of florists' tinfoil.

A. LANGE, Chicago retail florist, calls attention to a Christmas telegraph order sent to an Iowa florist who had no stock good enough to fill the order and transferred it to a brother florist in a nearby city. That's the right spirit for 1919 and all succeeding years. Too many neglect such orders or execute them without regard to the requirements.

Personal.

Prof. Nehrling, engaged on government work in vegetable pathology at Pullman, Wash., passed through Chicago, December 30, enroute to Washington, D. C.

Harry A. Bunyard, now with the Red Cross in France, sends Christmas greetings from Bordeaux.

National Publicity for Flowers.

The second year of our national publicity campaign has commenced under favorable conditions. The great war is ended, and with it the necessity, which many people have believed to exist, for economies, which included the use of flowers in the home. Industrial conditions in 1919 are expected to be such as to insure prosperity, and everything augurs well for the florist trade.

It was demonstrated through our work in the year just closed that the public is influenced by publicity of the kind which is suggestive, therefore, our committees believe that it is advisable to confine their efforts along the lines already exploited. As already announced, contracts have been placed for a series of advertisements to appear repeatedly during January and February in 28 national magazines. Electrotypes of these advertisements for the use of florists in their local newspapers are now ready, and the set of six will be mailed promptly on the receipt of the price, \$3 per set. All the magazines circulate in the neighborhood of every florist in the country, so a liberal use of these advertisements during the two months is strongly recommended to those who want to draw individual benefit from the magazine publicity.

Our committees are earnestly hoping that all florists who have not already notified the secretary of their willingness to make an annual subscription to the fund for the remaining three years of the campaign will do so at once. The results from the first year's publicity are too good to be permitted to stale in the least, but we can only retain and increase them through renewed effort. The secretary will be pleased to mail a special subscription form to anyone making request, and also a copy of the new circular describing our direct service aids up-to-date.

In a letter just received from William L. Rock, of the William L. Rock Flower Co., Kansas City, Mo., that gentleman says: "We shall be only too glad to subscribe \$200 per annum for the next four years. We feel that the campaign so far as it has gone, has done a great deal toward building up the florists' business. Of course, we have no way of checking or telling the amount of business derived from this source. It seems very clear to us, however, that if double the amount were spent next year, it would be money well spent, and believe that the smaller florists throughout the country will soon recognize its value and possibly will subscribe a larger amount than they have in the past."

If every florist would view our project in the same way, the support would be such as to make the complete attainment of our object an easy matter, and business for all would be increased to a remarkable extent. Begin the New Year well—send in a subscription, and use our direct service aids.

JOHN YOUNG, Sec'y.

"Greenhouses; Their Construction."

"Greenhouses; Their Construction and Equipment," by W. J. Wright, Director New York State School of Agriculture, Alfred University, is a recently issued book of 286 pages, cloth bound, and contains 131 illustrations. The volume is intended to meet a demand for information about greenhouses, covering in a definite, concise

way different forms of construction, heating and equipment, together with the probable cost. The data given is based upon the experience and observations of many practical greenhouse builders and owners throughout the country, extending over a number of years. Included in the contents are chapters devoted to general considerations, structural materials, glazing and painting, beds, benches and walks, hot water installation, boilers and fuels, concrete construction, ventilation, steam installation, heating, erecting, water supply, irrigation, etc.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.]

Cleveland, O., January 6, 8 p. m.—Cleveland Florists' Club, Hollenden hotel. A. B. Barber, secretary, 1284 Euclid avenue, Cleveland.

Grand Rapids, Mich., January 6.—Grand Rapids Florists' Club, at office of member, Edward Freyling, secretary, 1057 Wealthy avenue, Grand Rapids.

Montreal, Que., January 6, 8 p. m.—Montreal Gardeners and Florists' Club, 642 St. Catherine street. W. H. Horbin, secretary, 283 Marquette street, Montreal.

Buffalo, N. Y., January 7, 8:30 p. m.—Buffalo Florists' Club, General Electric building. Wm. Lege, secretary, 889 West Delavan avenue, Buffalo.

Dayton, O., January 7, 8 p. m.—Dayton Florists' Club, Y. M. C. A. building. Geo. W. Frisch, secretary, 3205 Fifth street, Dayton.

Holyoke, Mass., January 7, 7:30 p. m.—Holyoke and Northampton Florists' and Gardeners' Club, at member's place of business, James Whiting, secretary, French Hall, Amherst, Mass.

Los Angeles, Calif., January 7, 8 p. m.—Los Angeles County Horticultural Society, 237 Franklin street. Hal S. Kruckeberg, secretary, Los Angeles.

Minneapolis, Minn., January 7, 8 p. m.—Minneapolis Florists' Club, usually at 218 North Fifth street. Wm. J. Vaska, secretary, 3340 Chicago avenue, Minneapolis.

Philadelphia, Pa., January 7, 8 p. m.—Florists' Club of Philadelphia, Grand Fraternity building. Robert Kirt, secretary, 4044 Haverford avenue, Philadelphia.

Pittsburgh, Pa., January 7, 8 p. m.—Pittsburgh Florists' and Gardeners' Club, Carnegie Music Hall. E. J. McCallum, secretary, 137 Seventh street, Pittsburgh.

Washington, D. C., January 7, 8 p. m.—Florists' Club of Washington, 1214 F street. N. W. Clarence L. Linz, secretary, 622 Higgs building, Washington.

Lenox, Mass., January 8, 8 p. m.—Lenox Horticultural Society, Town hall. Lewis Barret, secretary, care of Allen Winden, Lenox.

Louisville, Ky., January 8, 8 p. m.—Kentucky Society of Florists, Jackson Temple. August R. Baumer, secretary, P. O. Box 295, Louisville.

Madison, N. J., January 8, 8 p. m.—Morris County Gardeners' and Florists' Society, Masonic hall. Edward Reagan, secretary, Morris-town.

Chicago, January 9, 8 p. m.—Chicago Florists' Club, Hotel Randolph, Wells and Randolph streets. A. T. Fryer, secretary, 164 North Washington avenue, Chicago.

Davenport, Ia., January 9, 8 p. m.—Tri-City Florists' Club, at home of member, Wm. Goos, secretary, Bettendorf, Ia.

Newark, N. J., January 9, 8:30 p. m.—Essex County Horticultural Society, Odd Fellows' hall. Murphy, secretary, 131 Clinton avenue, Irvington, N. J.

New London, Conn., January 9, 8 p. m.—New London Horticultural Society, Municipal building. Stanley Jordan, secretary, Harkner's estate, Waterford, Conn.

St. Louis, Mo., January 9, 2 p. m.—St. Louis Florists' Club, no regular place of meeting. J. J. Winder, secretary, 2300 South Grand avenue, St. Louis.

Hartford, Conn., January 10, 8 p. m.—Connecticut Horticultural Society, county building. Alfred Dixon, secretary, Wethersfield.

Dobbs Ferry, N. Y., January 11, 8 p. m.—Dobbs Ferry Horticultural Society, Odd Fellows' hall. Henry Kastberg, secretary, Dobbs Ferry.

New York, January 11, 4:30 p. m.—Horticultural Society of New York, American Museum of Natural History. Geo. V. Nash, secretary, New York Botanical Garden, Bronx Park, New York City.

New Orleans, La., January 12, 2 p. m.—Gardeners' Mutual Protective Association, 114 Exchange place. John Barr, secretary, 4599 North Rampart street, New Orleans.

Wants, For Sale, Etc.

**One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.**

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By first-class gardener; married; one child; will consider commercial place; prefer small private place where house or quarters are furnished; best references. Address

L. LE CLERE, Eagleville, Mo.

Situation Wanted—As gardener; English; married; age 45. Flowers, lawns, vegetables. Private place preferred. Will be at liberty in January. Been doing my bit for four years. Address

Key 346, care American Florist.

Situation Wanted—I wish to connect myself with a live concern; am a capable all around grower of roses, carnations, chrysanthemums, pot plants, and holiday stock. Am thoroughly familiar with modern retail methods and can produce results from a financial standpoint. Will consider any proposition that pays. State full particulars and salary. Address

Key 340, care American Florist.

Help Wanted—Good all-around grower who understands his business. Must come well recommended. Apply to

E. A. Moore,

Harvard Greenhouses, Harvard, Ill.

Help Wanted—Gardener for kitchen and perennial flower garden. Must be a married man, to live in cottage on place. Address

Mrs. James E. Caldwell,
R. F. D. 9. Nashville, Tenn.

For Sale—Greenhouse Location. 5-10-20 acres in prosperous greenhouse colony on Belt R. R. and only 45 minutes from Chicago loop. \$550 per acre.

E. Franklin,
69 W. Washington St., Chicago.

For Rent—On very reasonable terms, about 20 acres good land, house, barn, greenhouses, 100 fruit trees, pair of mules, all kinds of trucking and farming tools and implements, or a man to manage on moderate salary and share of the income. Address

Box 452, Hummelstown, Pa.

FOR SALE

Florists' business and greenhouses; established over twenty years in thriving city in Southern British Columbia. Death of owner, reason for selling. \$3,500 on terms, or \$3,000 cash. If interested, write for full particulars.

H. C. GRIZZELLE, Nelson, B. C., Canada

HELP WANTED

Bulk Seed and Onion Set Salesman.

A large seed grower can use a good man in southwestern territory, Texas, Missouri and Kansas. Must have experience and be able to bring his trade with him. All replies will be held strictly confidential. Address

Key 347 care American Florist

HELP WANTED

First assistant gardener for greenhouses on private estate. Give full details of experience, references etc., in first letter.

W. H. GRIFFITHS

585 Lake Shore Road
Grosse Pointe Shores

DETROIT
MICHIGAN

WANTED

Thoroughly experienced vegetable gardener for large garden. Salary, \$70.00 per month and house rent. Permanent position for No. 1-A vegetable gardener. Write

C. F. APLEGATE,

Superintendent Mt. Pleasant State Hospital,
MT. PLEASANT, IOWA.

Gardener Wanted.

Reliable, experienced man to take charge of a small country place, including care of shrubbery and a small flower garden. Excellent place for competent man. Address, giving particulars,

Key 343, care American Florist.

HELP WANTED

General florist, must be reliable, single and come well recommended. First rate opportunity to right party.

The Nussbaumer Floral Co.
San Angelo, Texas

Help Wanted

Two young men that have had two or three year's experience in roses and carnations, to work under experienced foreman. A good opportunity for advancement. State full particulars and wages wanted in first letter.

JOHNSON'S GREENHOUSES

153 Madison Ave., MEMPHIS, TENN.

HELP WANTED

SALESMAN

We have openings on our sales force for a few wide awake and intelligent salesmen to travel in some very desirable territory, which we will fill; applicant must have experience in the handling of greenhouse trade, or preferably one who has handled a line of greenhouse supplies; this is a salary and commission proposition and offers a splendid opportunity. In your reply state age, reference and experience. Address Key 345, care American Florist, Chicago.

For Sale

Good paying retail establishment in Chicago (south side), for \$600. This is a big bargain and a chance of a lifetime for the right party.

Key 948, care American Florist.

FOR SALE

Large sized retail business in Chicago, including store and greenhouses. Big bargain.

Key 949, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 3/4 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000, \$5.00. Samples on request. Electro of leaf, postpaid, \$2.00. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 South Dearborn Street
CHICAGO

Milwaukee, Wis.

CHRISTMAS DEMAND VERY SATISFACTORY.

In spite of a few minor obstacles, Christmas business for 1918 can be reported as very satisfactory by nearly all concerned. Weather conditions up to December 24 were ideal for plantmen, growers and retailers, as it was warm enough to avoid heavy packing and wrapping, and saving the grower a good deal of coal, besides helping to hasten on the crops for the great rush. Being cloudy, it had bad effects on the sweet peas and violets, which did not come on as quickly as anticipated. The supply of roses was good and the quality and demand likewise. Small lots of snapdragons and calendars found ready sale. Stevia was very plentiful, but the increased demand took care of it. The only flower which at the eleventh hour could not hold its own was the carnation. There was more than one good reason for this. Due to a recurrence of the flu, they found ready sale since Thanksgiving at good prices, reaching the \$10 per 100 mark a week before the Christmas rush. The wholesalers, who were booking orders, were somewhat dubious about the supply, and in trying to get the growers to make good, gave hopes for overhead of returns. Then came a mild spell, increasing the cut a good deal more than anticipated, and with a great many retailers refusing to push them, while others countermanded their orders, resulted in an accumulation of stock after December 25, which would have made a well man sick. To make matters worse, we were treated to a genuine blizzard December 24, which kept many prospective buyers at home. While the supply of pot plants locally was deficient in variety, it was well taken care of in quantity. Cyclamens, begonias, poinsettias, orange trees, Jerusalem cherries, heather, and made-up baskets and hampers comprised the list. The local plantmen sold out long before the great day, leaving those who never hustle, in a position to take what the early birds did not want. Due no doubt to the exorbitant prices asked for holly, little found its way into this market, thus creating a brisk demand for boxwood and other greens. Christmas trees were not nearly as plentiful as in former years and prices asked and received, rather high. The writer has heard of several cases where people helped themselves to evergreens which adorned private and public places.

NOTES.

H. W. Koerner, the well-known Wauwatosa grower, who has supplied the local market with the best dahlias, gladioli, and peonies in the past, has sold his entire business to his nephew, E. F. Stabelfeldt, who took possession a short time ago. Mr. Koerner started in the florist business in 1896 in a very small way with one greenhouse, 16x50 feet on the south side. The second year he began to raise gladioli and soon realized that it was the coming flower to improve on. Four years later he purchased 15 acres of good land on the Burleigh road, just west of Wauwatosa avenue and began specializing in this flower, dahlias and peonies with such remarkable success that today he is retired, living in a handsome bungalow at 5405 Washington boulevard. He worked up a good trade in producing high grade cut flowers and bulbs, and his successor, Mr. Stabelfeldt, has promised to keep up and continue the business in like manner.

In making the rounds among the down town retailers December 20, the writer found all windows arrayed in gorgeous colors, which were bound to attract the eye, and get the business. Especially attractive were the stores of Wm. Zimmermann, Currie Bros. Co., Edelsen-Leideger Co., Baumgartner's,

COLEUS CUTTINGS

Verschaffeltii, Beckwith Gem, Golden Bedder, Queen Victoria, Trailing Queen, Fire Brand and others. Rooted cuttings, \$10.00 per 1000; 2-in. pots, \$4.00 per 100, \$35.00 per 1000. Fancy varieties, \$14.00 per 1000.

FUCHSIAS.

Little Beauty and Black Prince, rooted cuttings, \$18.00 per 1000; 2-in., \$4.00 per 100.

VERBENAS.

The best assortment in the country, 2 1/4-in., \$6.00 per 100, \$50.00 per 1000.

C. U. LIGGIT,

Office:
325 Bulletin Building.

HELIOTROPES.

Bruant, Centefleur and Denison. 2-in., \$4.00 per 100, \$35.00 per 1000; rooted cuttings, \$18.00 per 1000.

DOUBLE PETUNIAS.

Rooted cuttings, \$18.00 per 1000; 2-in., \$4.00 per 100.

Philadelphia, Pa.

J. M. Fox & Son, and M. A. McKenney & Co.

The A. F. Kellner Co. reports business as very satisfactory for the holiday trade and way ahead of last year. While they did not use so many Christmas trees for interior decorating, they did well in wreaths made of boxwood, evergreen and the different varieties of spruce and pine.

The C. C. Pollworth Co. had a large lot of blooming plants in prime condition for the holidays, which were marked sold earlier than in former years. Their roses, carnations and cut poinsettias also hit it right.

Besides waiting on trade for the Christmas rush, Rich Leitz was swamped with funeral work, December 22-23, at a time when it was least appreciated.

The Holton & Henkel Co. had more cyclamens than ever before, but like all the other pot plants, including many well grown ferns, were easily disposed of.

Since Christmas, the number of deaths due to the influenza has diminished greatly, thus reducing the call for stock for funeral work.

F. Ernst, at Thirty-seventh and North avenue, says it was a pleasant Christmas with him, due to the high price of cut flowers.

The regular florists' club meeting will be held January 2, at which time the officers for 1919 will be installed.

E. O.

Florists' Club of Philadelphia.

PUBLICITY MEETING.

The meeting of the Florists' Club of Philadelphia, to be held January 7, in the Hotel Adelphia, Thirteenth and Chestnut streets, is to be made a special occasion. The feature of the evening will be the opening gun of the Society of American Florists' publicity campaign for 1919, what has been accomplished, and their plans for the coming year. The meeting will be addressed by ex-President Chas. H. Totty, Secretary John Young, Major F. F. O'Keefe, Wallace R. Pierson and F. Gude. An exhibition of commercial cut flowers, new and standard varieties, will be an attractive feature.

It is desired, and an invitation is hereby extended to all the trade who can make it convenient, particularly those who have Philadelphia for their market, to attend this important meeting. Retail store men will be particularly interested in the address of Major F. F. O'Keefe, whose slogan, "Say it with Flowers," has done so much to benefit the trade. Wallace R. Pierson is one of the brightest and most practical men in the craft. A line from him is worth more than a page of theory. President Totty and Secretary Young, who have given so much of their time and best effort to this movement, will tell of its success, while W. F. Gude, who so ably guards the interests of the craft in Washington, and as President of the F. T. D. keeps the members

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

GLADIOLUS

We offer the following:	Per 1000
America.....	\$11.00 to \$18.00
Francis King.....	10.00 to 17.00
Taconic.....	8.00 to 13.00
Prize Mixed.....	5.00 to 10.00

Write for prices on named varieties.

L. L. MAY & CO., ST. PAUL, MINN.

Mention the American Florist when writing

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Mention the American Florist when writing

keyed up to the greatest efficiency, will have an interesting story. Let every member of the trade in this section make a special effort to be present and receive the inspiration that is bound to come from meeting with these leaders of the profession.

E. A. HARVEY, Pres.
ROBERT KIFT, Sec'y.

Pittsburgh.

PLANT SALES OFFSET HIGH PRICES.

While the volume of the 1918 Christmas business figured in dollars and cents was equal to that of last year, the sale of flowers was much curtailed, due to high prices. The supply on hand was ample to meet all calls and a good business in this line might have been recorded had prices been anything near like in other years. Many shipments arrived the day before Christmas, crowding the market. Had they arrived earlier, they might have had better returns. Artificial arrangements and fancy plants sold well in the place of cut stock, as the showing in return for \$5 was so much greater. On the other hand, it is natural that with the steadily increased cost of production, the grower had to get more for his stock and as it is, he is not much ahead on his year's business. What effect the high prices will have on the



A TWELVE WEEK CROP

Cold Storage Giganteum

PLANTED now you can have them in bloom in twelve weeks. We still have a good supply of 7 to 9 inch bulbs in good condition, every case being inspected before being sent out. Some of the largest growers around Chicago are planting this size for Easter flowering. With Lilies selling on wholesale market at from 15 to 20 cents a flower, we don't know of any better money maker to fill empty benches.

Per case

7 to 9 inch, 100 bulbs to case, \$ 7.50

300 bulbs to case, 21.00

A. HENDERSON & CO.

211 North State St., CHICAGO

PLANT RUBRUM LILIES NOW

Will Make Beautiful Easter Plants

Cold Storage Lilies

Good stock ready for immediate shipment.

LILIUM RUBRUM.

8 to 9-inch, 200 to case.....\$17.00 per case

LILIUM MELPOMENE.

8 to 9-inch, 200 to case.....\$17.00 per case

LILIUM MAGNIFICUM.

8 to 9-inch, 200 to case.....\$17.00 per case

LILIUM GIGANTEUM.

7 to 9-inch, 300 to case.....\$25.00 per case

AMERICAN BULB CO., Phone Randolph 3316 **172 N. Wabash Ave., CHICAGO**

Mention the American Florist when writing

cut flower business later, remains to be seen. There was little demand for lily of the valley or orchids as the corsage business was light. Since Christmas, the call for flowers has been limited. No extra business is looked for for New Year's and prices have dropped considerably.

M.

Cleveland.

CUSTOMERS BALK AT HIGH PRICES.

Christmas business was satisfactory only from a monetary standpoint the total sales being larger than last year, but the public did not buy as freely as in other years as prices asked were too high and many visitors to the flower shops walked out without purchas-

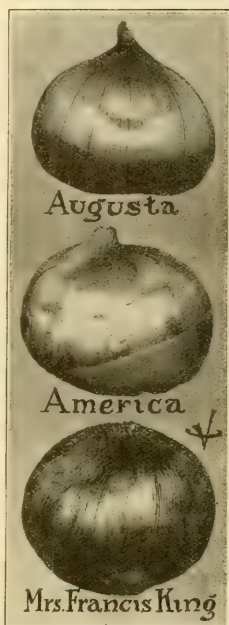
ing. Plants sold better as these were more moderately priced in most cases. Retailers who invested in flowers in large quantities were still using them up on Saturday in funeral work. Local wholesalers fared better. Some were cleaned up on carnations, while roses lagged. With others the reverse was true. Easter lilies and callas did not come in for a heavy demand. Violets, sweet peas, freesias and calendulas cleaned up well but this stock was limited in supply. Taken as a whole, the Christmas supply was a generous one—more so than indications, previous to the day promised. Greens were not in great demand. Orders for stock were taken conditionally, but in most instances were filled in full.

NOTE.

Walter Rokusek, of the Cleveland Cut Flower Co. has been on the sick list for several days. C. F. B.

Bristol, Tenn.

Owing to the extremely heavy death rate, occasioned by the epidemic of influenza, there has been a continued and unusual demand for flowers for funeral designs and hospital and sick rooms, which has kept the market cleaned up for practically three months. Even though the production was greater this year than in the past, the supply has been far from adequate. The return of the soldiers also has brought numerous weddings. P. S. W.

PHOTO $\frac{2}{3}$ SIZE

For Early Money Makers Fill
Space Now Available With

GLADIOLUS

We are growers of this stock in quantity and
the bulbs we send out for forcing under glass
are especially selected for this purpose.

	Per 1000		Per 1000
America.....	\$20.00	Mrs. Francis King....	\$20.00
Augusta.....	20.00	Chicago White.....	25.00
Panama.....	30.00	Myrtle (True).....	75.00
Mrs. Frank Pendleton.	45.00	Halley.....	20.00
Europa.....	60.00	Schwaben.....	37.00

FORCING GRADE 1 $\frac{3}{8}$ inch and up including many over
two inches.

SPECIAL FLOWER SEED PRICE LIST. ALL EARLY STOCKS. ASK FOR IT.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

LILIUM GIGANTEUM

For Easter Forcing

7-9 inch, 300 to case

Bulbs in perfect condition from storage

New York Chicago Seattle Detroit

Order today from your dealer. Stock is limited.

If he cannot supply you, then write to us direct.

THE YOKOHAMA NURSERY CO., Ltd.
WOOLWORTH BUILDING, NEW YORK

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

Cut Flowers, Plants and Florists' Supplies

Everything in Seasonable Cut Flowers and Greens

PLANTS WE ARE NOW OFFERING

50,000 extra fine 2½-in. Kentia Belmoreana and Forsteriana, \$14.00 per 100, \$120.00 per 1000; 3-in., \$25.00 per 100, \$220.00 per 1,000; 4-in., \$50.00 per 100; 5-in., \$12.00 to \$15.00 per dozen; 6-in., \$2.00 to \$2.50 each. Made-up 5-in. Forsteriana, \$1.50.

Livistona Rotundifolia, 4-in., \$6.00 per dozen; 5-inch, \$9.00 per dozen; 6-in. \$1.25 each.

Pandanus Veitchii, 4-in., 50c each, 5-in., \$1.00 each; 6-in., \$1.50 each; 7-in., \$2.50 each.

Dracaena Massangeana, 3-in., \$30.00; 4-in., \$50.00 per 100; 5-in., 75c to \$1.00; 6-in., \$1.25 to \$1.50.

Crotons, all the way from 4-in. to big tubs; prices range from 50c to \$10.00 per plant.



Rubbers, 35c, 50c, 75c, \$1.00, \$1.50, \$2.00 each.

Baby Primulas, 4-in., 25c; 5-in., 35c; 6-in., 50c.

Coleus, Christmas Gem, large stock, 3-in., \$10.00 per 100; 4-in., \$20.00 per 100.

Boston Ferns, large stock, 4-in., 30c each, \$3.50 per doz.; 5-in., 40c each, \$5.00 per doz.; 6-in., 75c each, \$8.50 per doz.; 7-in., \$1.00 each, \$11.00 per doz.

Whitmanii, 5-in., 50c, \$6.00 per doz.; 6-in., 75c each, \$9.00 per doz.

Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75c to \$1.00.

Cocos Weddelliana, 5-in., \$1.00 to \$1.50 each.

PRE - INVENTORY SALE

Now Is the Time to Take Advantage of Our
Special Sale of Florists' Supplies

Write for List of Offerings and Quotations

For January Sales

Many retail stores find artistically arranged baskets of cut flowers a good item to feature at this time. We have a **SPECIAL TUMBLER BASKET** that we are offering at **\$25.00 per 100**, in assorted colors, that is just what you want for this purpose. Send in your order now.

Dependable Flowers and Dependable Grades

No Camouflage in selling our goods. Our grades are as follows:

Long Stems.....	20 inches and up
Medium Length..	15 to 20 inches
Good Short.....	8 to 15 inches

OUR SELECTION GRADE consists of such flowers as we have in surplus.

PRICES

RUSSELL

\$1.50 to \$5.00 per dozen, according to grade.

HOOSIER and OPHELIA

Long.....	\$18.00 to \$20.00 per 100
Medium.....	12.00 to 15.00 per 100
Good short.....	8.00 to 10.00 per 100

We handle the best Ferns in this market, price, \$4.00 per 1000.

WHITE KILLARNEY and SUNBURST

Long.....	\$16.00 per 100
Medium.....	\$10.00 to 12.00 per 100
Short.....	6.00 to 8.00 per 100

CARNATIONS

\$5.00 to \$8.00 per 100, depending on quality.

Fancy Asparagus, 35c per bunch.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

EARLY DEMAND POOR FOR NEW YEAR'S.

The early demand is poor for New Year's and, judging from the conditions at the time of going to press, Tuesday, December 31, it would not be at all surprising if the market cleaned up completely in all lines. Trade was somewhat quiet the latter part of last week, in fact since after Christmas and up to the first of the week, but the lull did not affect the market to any great extent, for the supply was limited and there were plenty of buyers for what little stock was offered. The market cleaned up completely in almost all lines for Christmas, especially as far as good fresh stock was concerned, but the heavy snowstorm of December 24 affected trade to a great extent and cost the growers a good many dollars in returns. Many of the shipments to the market on that day that were due in the morning did not arrive until late in the afternoon, owing to the big storm, which had a tendency to weaken the prices somewhat on some items, especially carnations, which dropped considerably in price. The Christmas business as a whole was one of the best ever and while here and there one hears a complaint or two the majority of the dealers were quite well satisfied. The shipping trade was very heavy, but a number of cancellations were received at the last minute and quite a number of complaints since Christmas. The out-of-town demand has taken a big change for the better at this writing and the local call is also showing a great improvement. American Beauty roses are in good demand and are cleaning up nicely at high prices, including the eastern stock that is being handled by one of the local houses. Roses in general are in short supply and command good prices.



Lieutenant John Poehlmann.
Of Poehlmann Bros. Co., Chicago.

Some fine Killarney are to be had now in larger quantities in the short and medium grades. Mrs. Chas. Russell and Columbia are having a brisk call and the same holds true for all the other offerings in roses, especially Ophelia, which are arriving in exceptionally fine condition. Carnations are a trifle more plentiful and naturally have dropped accordingly in price since Christmas, but fancy stock in some

varieties seems to be holding firm at prices hovering around the \$8 to \$10 mark, but the majority are being moved at figures a great deal lower. Orchids are seen in larger numbers and the same holds true for lilies and callas. White and yellow narcissi are more plentiful and the receipts of freesias are steadily increasing. Sweet peas, violets, calendulas, snapdragons, gardenias, candytuft, stocks, lily of the valley, mignonette, pansies, stevia and other miscellaneous stock is included in the offerings.

CHRISTMAS IN THE RETAIL STORES.

The majority of the retail florists report that their Christmas trade was very good and in some instances the best they have ever experienced notwithstanding the high prices and the general scarcity of stock. The heavy snowstorm of December 24 affected trade considerably and meant a loss of hundreds of dollars in sales, especially to the loop florists, who suffered the most. While the storm affected the down-town establishments to a great extent it helped the dealers in the outskirts, who reaped a harvest and are more than pleased with the amount of business that they did. The heavy snowstorm made late deliveries difficult and according to one dealer an auto load of some fifty orders cost him over \$1 each to have them reach their destination. Others report a great deal of costly trouble and some of the dealers absolutely refused to make deliveries and allowed a special reduction to all those who took their stock home with them. Cyclamens and poinsettias were the principal offerings in the plant line, together with combination baskets of foliage and blooming stock. A few azaleas were seen, also Scotch heather and begonias. Roses had a good call and cleaned up quickly at

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CHICAGO
CENTRAL 601 and 2846

GOOD SUPPLY OF ROSES — AND CARNATIONS —

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100	ROSES, OUR SELECTION.....		Per 100
Extra Special		\$35.00			\$ 6.00
Specials		30.00			
Select		25.00			
Medium	\$15.00 to	20.00	Valley	8.00 to	10.00
Short		12.00	Stevia		2.00
RICHMOND		Per 100	Smilax	per doz. strings	3.90
Specials		\$25.00	Adiantum		2.00
Select	15.00 to	20.00	Asparagus, per bunch.....		75c
Medium	10.00 to	12.00	Ferns, per 1,000.....		\$5.00
Short		8.00	Boxwood	per bunch, 35c	
MILADY		Per 100	Galax, bronze and green, per 1,000,		\$1.50
Specials		\$25.00	Leucothoe Sprays		1.00
Select		20.00			
Medium	\$15.00 to	18.00			
Short	8.00 to	12.00			
Killarney		Per 100			
White Killarney.....	Specials	\$18.00			
Killarney Brilliant.....	Select	15.00			
Sunburst.....	Medium	\$10.00 to			
My Maryland.....	Short	6.00 to			
Ophelia.....		8.00			
Champ Welland.....					

THIS WEEK ONLY

Florists' Wire, Nos. 18 to 24, \$2.00 per box.

PERCY JONES

INC.

FLORIST SUPPLIES

56 E. Randolph Street,

CHICAGO

the high prices asked, but the demand for carnations was not so brisk and considerable pushing was necessary to move them at the prices that had to be realized in order to leave a profit. Holly was so scarce the week before Christmas and so high in price that some of the dealers decided to eliminate it altogether from their list, which accounted for the absence of it in many of the stores. Some of those who decided to leave it alone altogether changed their minds at the last minute when it was available on the street at \$5 per case and used it in the place of winter berries, which were exceedingly scarce and made a splendid substitute when the foliage was stripped off, especially where it was heavily berried. Southern holly and California holly were also in brisk demand owing to absence of the usual large supply of

CUT FLOWERS--GREENS FLORISTS' SUPPLIES

Become one of our customers today. You will never regret it. Do it NOW.

O. A. & L. A. Tonner

Wholesale Cut Flowers,
Greens and Supplies,

30 E. Randolph St., CHICAGO

Mention the American Florist when writing

Michigan red berries. There probably never was such a brisk demand for mistletoe before at such high prices as this year when the supply cleaned up surprisingly early. Artificial stock

played an important part in the Christmas offerings this year owing to the uncertainty of the supply of cut flowers and had a good call, according to practically all those who handled it.

WIETOR BROS.

30 East Randolph St.,

L. D. Phone
Randolph 2081

CHICAGO

ROSES AND CARNATIONS

PRICE LIST—Subject to Change Without Notice.

MRS. RUSSELL	Per 100
Fancy	\$25.00
Medium	20.00
Short	15.00
RICHMOND	Per 100
Select	\$12.00
Fancy	10.00
Medium	8.00
Short	6.00
SUNBURST AND OPHELIA	Per 100
Select	\$12.00
Fancy	10.00
Medium	8.00
Good	6.00
Short	5.00

WHITE AND PINK KILLARNEY	Per 100
Select	\$10.00
Fancy	9.00
Medium	7.00
Good	6.00
Short	5.00

KILLARNEY BRILLIANT	Per 100
Select	\$12.00
Fancy	10.00
Medium	8.00
Good	7.00
Short	6.00

ROSES, OUR SELECTION	7.00
-----------------------------	------

CARNATIONS	Per 100
Fancy	\$5.00
Good	4.00

MISCELLANEOUS	Per 100
Valley	\$ 8.00
Lilies	25.00
Ferns, per 1,000	\$5.00
Smilax, per doz. strings	3.00
Adiantum	1.50
Asparagus Sprenger strings	.50
Galax, per 1,000	2.00

Boxwood and other green goods at market rate.

Shipping Orders Given Careful Attention. All Orders Carefully Packed.

Made-up wreaths never had such a heavy call as this Christmas, nor did made-up baskets of ruscus and other stock in this line appropriate for holiday use. Notwithstanding the reports one hears from all the retail florists in regard to the great volume of business that they enjoyed some are inclined to think that it was not as brisk as one is led to believe and while it was extra good considering conditions, it could have been a whole lot better.

NOTES.

John Pochmann, of Pochmann Bros. Co., who was recently granted an honorable discharge from the army, kept a record of his stay in the service, which is as follows:

January 4, 1918—Enlisted in the regular army with grade of private, first class, Camp Zachary Taylor, Ky., and assigned as student officer to Third Officers' Training School, which was conducted under Special Regulations No. 49. Automatically exempt from draft per war department letter, Headquarters, Central Department, dated February 21, 1918. April 19—Received certificate of graduation with recommendation for eligibility for appointment as second lieutenant. Assigned to 336th Infantry, 84th Division, Camp Zachary Taylor, Ky., per Special Orders No. 90, dated April 1, Headquarters 84th Division, Camp Zachary Taylor, Ky. Assigned to Company "D" with grade of sergeant and title of officer candidate. June 4—Appointed second lieutenant to rank as such from June 1, per letter dated June 4, Headquarters Camp Zachary Taylor, Ky. Honorable discharge from the Army of the United States dated June 4, Camp Zachary Taylor, Ky. Accepted commission. Ordered to report to commanding officer, infantry replacement camp, Camp Pike, Arkansas, not later than June 10, per General Orders No. 41, dated June 4, Headquarters 84th Division, Camp Zachary Taylor, Ky. June 9—Reported to commanding officer, Camp Pike, Ark., June 14, for duty. June 14—Attached to 162nd depot brigade per Special Orders No. 165, dated June 14, Headquarters 87th Division, Camp Pike, Arkansas. June 15—Attached to 11th training battalion 162nd depot brigade per Par. 2, General Orders No. 16, dated June 15, Headquarters 162nd depot brigade, Camp Pike, Ark. June 17—Attached to 42nd Company, 11th training battalion 162nd depot brigade, per Special Orders No. 1, dated June 17, Headquarters

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175

CHICAGO, ILL.

Mention the American Florist when writing

ters 11th training battalion, Camp Pike, Ark. June 30—Directed to report to Camp Perry, O., with least practical delay for one month's course of instruction in small arms firing school, Special Orders No. 14, dated June 30, Headquarters Camp Pike, Ark. July 5—Reported to commanding officer, Camp Perry, O., for instructions. August 3—Granted leave of absence for 10 days. Completed course and received small arms firing school certificate and qualified as marksman. August 12—Returned to duty, Camp Pike, Arkansas. August 15—Made commanding officer, 81st Co., 21st receiving battalion, 162nd depot brigade.

The Victory banquet to be held by the Florists' Club in the Bluebird room of the Hotel Randolph, January 9, promises to be a big event and well attended. Everyone in the trade is cordially invited to be present and are requested to bring the ladies, for there will be plenty of music and dancing. Tickets will be \$2.50 each and everyone who expects to be there should make reservations immediately so that necessary arrangements can be made for all. The new officers for the ensuing year will be installed, but the greater part of the evening will be devoted to pleasure under the able direction of T. E. Waters, chairman of the Good-of-the-club committee. The meeting will open at 7 p. m. sharp.

J. F. Ammann and wife, of Edwardsville, returned home this week after spending a delightful visit with their daughter here over the holidays. Mr. Ammann was entitled to a vacation, for he was Chairman of the Exemption Board, No. 1, in Madison county, which is the second largest in the state and kept him more than busy at all times. As president of the Society of American Florists and Ornamental Horticulturists he will now have enough work to keep him busy during his spare time to make the thirty-fifth annual convention, to be held at Detroit, Mich., next August, a complete success.

Harry E. Dorigan, manager of Dorigan Bros., who conduct a retail establishment in the Columbus theatre

building at 6242 South Ashland avenue, expects that his brother and business partner, Chas. C. Dorigan, who is a sergeant in the aviation department and now stationed at Canfield, Tex., will be back on the job again in the near future. He has two other brothers in the service, John, who is now at Norfolk, Va., and Owen, who is at Waco, Tex.

Louis Klemm, who has been with the colors at Ft. Benjamin Harrison, Indianapolis, Ind., with the engineering corps, has been honorably discharged from the army and is now managing the business formerly conducted by his father, Louis Klemm, Sr. His brother, Edward, was also in the engineering department and stationed at the same camp.

Henry Arnold, formerly with O. A. & L. A. Tonner, who is now stationed at the Great Lakes naval training station, is wearing a gold stripe on his sleeve. He was on the battleship Massachusetts for a time, but is anxious to get back into civil life now that the great struggle is over.

Mandy Doetsch, formerly with the George Witthold Co., who is a member of the Thirty-fifth Infantry, has returned to San Antonio, Tex. after spending several days here with relatives and friends. He recently had an addition to his family in the shape of a brand new Red Cross nurse.

Bill Stielow, of Niles Center, who is with the American troops in France is safe after serving 21 days in the front line trenches and going over the top once. His brother Arthur is also overseas serving with the Blackhawk division shortly before the armistice was signed.

Michael Freres is back on the job at Zech & Mann's store after being confined to his home for over a week with the Spanish influenza.

N. J. Wietor's two sons, Harry and Leo, who are attending Pionono College at St. Francis, Wis., are home for the holidays.

Morris Grossberg, of the Grossberg-Tyler-Finnermann Co., will leave this week on an out-of-town business trip.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave., Chicago

Good Supply of Carnations

Fancy stock in all the leading varieties at reasonable market prices. Your best chance to secure what you want in this line is from us.

**Fancy Stevia, Roses, Orchids, Freesia,
Sweet Peas, Lilies, Callas, Mignonette,
and White and Yellow Narcissus.**

Everything Else in Seasonable Cut Flowers and Greens.

Mention the American Florist when writing



STOP LOSING MONEY.

You can prevent your losses on Cut Flowers by always buying from us strictly fresh stock at reasonable prices.

Our prices are considerably lower.

**Sweet Peas, Carnations, Roses, Lilies,
Violets, Freesias, Etc.**

Boxwood, select, 3 lbs. for \$1.00.

A. T. PYFER & CO.

—Wholesale Florists—

164 N. Wabash Ave., - - - CHICAGO, ILL.

Long Distance Telephone—Central 3373.

Mention the American Florist when writing

George Reinberg, Jr., son of George Reinberg, well-known wholesale florist and grower, died Monday, December 30, from pneumonia at the age of 25. The funeral was held Wednesday, January 1, at 2:30 p. m., from the Reinberg home at 2057 Balmoral avenue, to St. Gregory's church, thence to St. Henry's cemetery. It was largely at-

tended and the floral offerings from members of the trade, who unite in extending their heartfelt sympathy to the bereaved family, were many and beautiful.

A. L. Vaughan, of A. L. Vaughan & Co., wife and daughter Thelma will leave sometime this month to spend a few weeks in Florida. Mr. Vaughan

has been on the job early and late for the past year and is entitled to a well-earned rest.

Martin Schoepfle, son of John Schoepfle, 923 Belmont avenue, who is with the colors at Camp Jackson, S. C., spent the holidays with his folks here. He was confined to bed with a severe cold during the greater part of his stay.

Best Quality to be had in ROSES AND CARNATIONS

Columbia, Russell, Milady, Ophelia, Sunburst, Montrose, Double White and Pink Killarney, Hearst, Ward, Nesbit, Brunner, Richmond and Stanley. None better on the Chicago Market.

All Colors CARNATIONS Good Quality

We are now in heavy crop with Carnations; hence we can take good care of you on this item as well as Roses.

Choice stock of Valley, Easter Lilies, Calendulas, Violets, Rubrum Lilies, Pansies and all other seasonable stock. Don't forget us on Greens as we have Mexican Ivy, Asparagus, Sprengeri, Ferns, Adiantum, etc. If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House.

☞ You can increase your profits and business by sending all orders direct to

Quality
Speaks
Louder
Than
Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE
Grower of

CUT FLOWERS

Prices
As
Low
As
Others.

☞ SHIPPING ORDERS GIVEN CAREFUL ATTENTION. ☞

We are open until 8 p. m. on Saturday, but closed all day Sunday.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefit.

A Christmas tree famine put belated purchasers in this city at the mercy of the dealers who controlled the scanty supply. A peddler at Dearborn and South Water streets demanded \$10 for a tree of ordinary size. Grocery stores around the city sold them the last few days for \$2.50 to \$6 each, according to size. Branches of trees sold for \$2 and some people who were unable to buy them at any price bought whatever scrub trees they could get as long as they were green and gladly paid whatever price was asked so the kids would not be disappointed. Some who were desperate went out to private estates and chopped them off the lawns. The scarcity was laid to the shortage of labor in the forest districts, but probably the chief reason is that those who handled them in former years lost money.

D. H. Musser, of Miller & Musser, Commander of Waldron-Murphy Camp, No. 29, U. S. W. V., and president of the Cook County Bolo Club, was one of the men whose portraits appeared in the new monthly publication known as the United States War Veteran, which is the official organ of the above mentioned organization.

John Alles, son of Gust Alles, who has been with Wietor Bros. for a number of years, is with the American troops in France where he arrived just one day too late to participate in the fighting. Mr. Alles' son Nicholas is also with the colors and is at present stationed in the West Indies.

The Chicago Flower Growers' Association had several long distance telephone calls this week from out-of-town wholesale houses who were in the market for stock, which Manager Klingsporn takes for granted means that a scarcity still exists in some sections of the country.

It has been Joseph Foerster Co. since January 1, when the name replaced that of Kyle & Foerster. As mentioned previously in these columns, there is no change in the general conduct of the business.

H. B. Kennicott, of Kennicott Bros. Co., who has a farm in Florida, demonstrated this week that adiantum can be grown there and shipped here in condition to be placed on sale if packed properly.

The creditors of the W. H. Kidwell Co. will receive a second and final dividend of 15.6 per cent declared December 23. The first dividend of 20 per cent was made July 29.

John Schillo, of the Adam Schillo Lumber Co., has the sympathy of the trade in the loss of his mother, whose death occurred December 28, at the age of 81 years.

John A. Michal is back in the wholesale and retail business at 7045 Stony Island avenue, which had been leased to his brother, Joseph Michal, for the past two years.

Raymond Ziska is back on the job at Joseph Ziska & Sons' store after being confined to his home for some time with a severe attack of Spanish influenza.

Percy Jones, Inc., reports that the demand for florists' supplies was exceptionally good all through December, especially during the holiday period.

Frank Jarel, formerly with Zech & Mann, who is stationed at the Great Lakes Naval Training Station, is enjoying a furlough.

Peter Reinberg reports that the shipping trade is holding up nicely, but there is room for improvement in the city demand.

C. L. Washburn says that business is exceptionally good at Bassett &

Washburn's store, especially in the shipping line.

Phil Schupp says that the fall and early winter season has been one of the best that J. A. Budlong ever experienced.

A. T. Pyfer & Co. report that sweet peas have been in good demand all season at high prices.

Henry Hansen, 1742 Cemetery Drive, is seriously ill with gangrene.

Joe Budlong and wife are back from a pleasant visit to Florida.

Chas. J. Strombach leaves for Florida, January 2.

Visitors: H. Roth, Indianapolis, Ind.; Chas. Abbot, Crown Point, Ind.

Providence, R. I.

GOOD TRADE AT ADVANCED PRICES.


Christmas trade this year was very good considering prices charged. Carnations commanding \$3 to \$5 per dozen, violets \$5 per 100 and lilies \$5 per dozen. Poinsettias both in plants and cut flowers brought good figures. Pot plants and ferns of all kinds sold remarkably well, in fact better than in former years, the high prices asked for cut stock being the cause. Evergreens brought higher figures and more were sold than in former years. Christmas trees were taken at sight.

NOTES.

Alonzo Vose, for more than a quarter of a century identified with the florist business in this state, died December 28 from a complication of diseases. He was 69 years of age. He is survived by his widow, a daughter, and one son, Howard, who is in the business at Attleboro.

The Hogan Greenhouses supplied the trade with most of the poinsettias sold here and they were taken at good prices. H. A. T.

For
Your
Supply of
CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Detroit.**HIGH PRICES WORK TO DISADVANTAGE.**

Unique in many respects was the Christmas business experienced by the local trade. The conspicuous feature of it was the unqualified disapproval of former liberal flower buyers, of the abnormally high prices exacted for cut flowers, which to many, seemed prohibitive. The unusual prices prevailing for the previous two or three weeks led the public to believe that, for Christmas, their favorites would be beyond reach for most pocketbooks, and their attention was directed to artificial effects and plants. There developed nothing so certain as the general resentment of the public of the apparent profiteering of the florists, and yet the latter did all they could to correct the erroneous idea held by many that the higher prices meant higher and unjustifiable profits for the retailers. The answer was manifested by the constant call for plants, which included not only flowering kinds, but also ferns, palms, dracaenas, pandanus, and the combination of these in baskets for the more expensive effects. It is true many cut flowers were sold, but it is equally true that those florists, who wisely forgot their own usual profits and sold carnations and roses and even poinsettias at prices closely approaching those of a year ago, moved the greater part of the stock in those items. People hesitated when asked \$5 a dozen for carnations, and when they did yield, did so complainingly, and the exorbitant prices asked for roses was alone responsible for their comparatively slow movement. The popularity of artificial effects came to the rescue of many florists who were short of plants and could not, by their high prices, sell many cut flowers. There was a good but insufficient stock of plants, and never before were they so popular and yet florists got good prices for them and to a considerable extent offset their losses sustained by handling cut flowers. The weather, prior to Tuesday, was clear and favorable for shopping, but a heavy, continuous downpour of rain with high winds prevailed till nearly midnight Tuesday, and to this alone is assigned the cause for the comparatively poor business of that day, yet, the volume of business done when computed in dollars, this year, with most florists is in excess of that of a year ago. No hardships or losses in the delivery of things were met this year, due to favorable weather, and shipments from outside points arrived without serious delay. All are glad the days of exceptional mental strain are over and echoes are still heard of the various experiences of florists. The comments of some of them follow:

E. A. Fettes: "Our trade about equalled that of last year at our downtown store, while the up-town store did a larger business. Plants were very popular and we sold out completely

in that line. Cut flowers were very high priced and we found it hard to reason with prospective buyers and the result was not satisfactory. I fear a re-action of the attempts of the trade to force abnormally high prices on the public to the detriment of future business. I would welcome a thorough discussion of this subject at our club meetings."

A. Pochelon: "The prices on cut flowers were too high to meet the approval of the public and yet I think present and near future conditions will not warrant much of a reduction. We had a splendid trade, but our novelties in Christmas effects, made up with artificial materials and greens, were the real money-makers, and it is unfortunate and unfair that such profits should be used to pay the excessive prices the cut flower growers exacted of us."

W. B. Brown: "We sold out completely and had a good business in plants and magnolia wreaths. Cut flowers were too high priced to find favor with my trade and I accordingly encouraged the sale of plants of which I had a fine stock. The only artificial flowers we sold were those used in trimming magnolia and boxwood wreaths."

Philip Braitmeyer: "The best Christmas trade we ever had, despite the rain of Tuesday, which gave us some time to handle our orders. Our gain over last year was fully 50 per cent and our prices were made satisfactory to our patrons."

H. W. Metz (Broadway Flower Shop): "I have no complaints to make. I sold everything I had, and was well paid for them. I was very busy, but handled the rush satisfactorily."

J. K. Stock: "We sold no artificial flowers, but did a big trade in plants, and had none left. Cut flowers were not a factor in this, the best Christmas we ever had."

J. Reuss: "We did a better business than a year ago, but chiefly in plants. Cut flowers were too high to be popular. Wreaths of artificial flowers sold specially well."

John Corey: "I am well satisfied. Had a good trade but the high prices of cut flowers was detrimental to the business, and I fear its baneful effect."

P. Pape: "We had a big business in both plants and cut flowers. Violets alone moved slowly, and of these we had an excess."

NOTES.

The sympathy of the trade is extended to Charles Warncke, Sr., and wife, who lost their only son, Charles Warncke, Jr., by an attack of influenza and pneumonia. He was 30 years old and died on Christmas day, which makes the grief of the sorrowful parents the more poignant. The funeral was private, but many florists went to the cemetery, and the local trade sent many floral tokens. Among them was one from the florists' club.

**Z M
E A
& N
C N
H N**

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:**ROSES.****COLUMBIA****RUSSELL****White Killarney****Pink Killarney****Milady****Sunburst****Shawyer****Ward****Ophelia****Killarney Brilliant****MINIATURE ROSES.****Cecile Brunner****LILIES**

A heavy all-the-year-round
supply of choice stock.

MISCELLANEOUS.**Callas****Mignonette****CARNATIONS****Valley****Calendulas****Single and Double Violets****Stevia****Poinsettias****Pansies****Paper White Narcissus****Yellow Narcissus****GREENS.****Plumousus****Sprengerii****Galax, bronze****Galax, green****Ferns****Adiantum****Smilax****Mexican Ivy****Boxwood****Leucothoe**

When in need of CUT FLOWERS
or GREENS, don't forget

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631

CHICAGO

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578.

CHICAGO, ILL.

The next meeting of the florists' club will be held at Hotel Statler, Wednesday evening, January 8. Philip Breitmeyer will present a paper on "A Review of Christmas Business." The discussion of the paper will be complete and it is expected to bring out a big attendance.

J. F. S.

Newark, N. J.

It is a pleasure to find all the florists of this large, live and prosperous city well pleased with the Christmas business, and so far as we were able to reach them in a day's trip, that was practically the unanimous sentiment. At the store of the Rosery Floral Co., 167 Market street, it was stated that their Christmas business was more than twice as great as at Christmas, 1917. For the holiday trade, they employed 48 people and had six delivery cars running. They sold some special American Beauty roses for \$50 per dozen and had no "kicking" on prices.

McLaughlin & Murphy, 181 Clinton avenue, stated that they never had a

better Christmas, and that plants and cut flowers sold well. Asked about the effect of the high prices of cut flowers on customers, Joseph McLaughlin said: "Some of them did kick a little, but dug down and got the money." They have, in addition, been very busy with funeral work.

George Penek, 637 Broad street, stated that his business was several thousand dollars greater than in 1917. He did not handle violets, and so far as we could learn but few were handled by the local florists.

Charles Luthy, 363 Springfield avenue, had excellent business, particularly in plants. He is kept busy with funeral work and has recently purchased a nice delivery car.

Phillips Brothers, 938 Broad street, had fine business in both plants and cut flowers, being sold out in plants. Their business was much better than for Christmas, 1917.

Connelly & Plunket, Bloomfield and Mt. Prospect avenues, had all the business they could handle. James J. Plunkett, of this firm, is still at Camp Green, N. C.

SOUTHERN WILD SMILAX

\$3.00 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.50

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing

August Begerow, 946 Broad street, a leading retailer, stated that business was much better than in 1917, and that everything sold well.

George Muller, 435 Clinton avenue, had good business and was well pleased with results.

A. F. F.

MOORHEAD, MINN.—The Briggs Floral Co. reports an excellent demand for Christmas stock, plants of all kinds moving freely.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

HOERBER BROS.

Wholesale
Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St.,
CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE
CENTRAL 879 154 N. WABASH AVE. ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

SOUTHERN WILD SMILAX

\$3.00 per case.

Natural Log Moss, per bag (100 square feet), \$1.75

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen
Roses, Beauty	\$ 2.00@	\$15.00
Mrs. Chas. Russell.....	2.00@	10.00
"	"	100
" Hoosier Beauty	10.00@	50.00
" Killarney Brilliant.....	10.00@	35.00
" Killarney	8.00@	25.00
" White Killarney.....	10.00@	30.00
" Richmond	10.00@	35.00
" Prince de Bulgarie.....	10.00@	30.00
" My Maryland.....	10.00@	30.00
" Mrs. Geo. Shawyer.....	10.00@	30.00
" Milady	10.00@	50.00
" Sunburst	10.00@	35.00
" Mrs. Aaron Ward.....	10.00@	25.00
" Hadley	10.00@	40.00
" Ophelia	10.00@	40.00
" Double W. Killarney.....	10.00@	35.00
" Mrs. Moorfield Storey.....	10.00@	35.00
" Champ Weiland	10.00@	35.00
" Stanley	10.00@	35.00
" Francis Scott Key.....	10.00@	35.00
" Bayard Thayer	10.00@	40.00
" Cecile Brunner	4.00	
" George Elgar	4.00	
" Baby Doll	4.00	
" Nesbit	4.00	
" Our selection	8.00	
Violets, per 100.....	2.00@	2.50
Carnations	4.00@	10.00
Cattleyas, per doz.....		12.00
Daisies	1.50@	2.00
Lilium Harrisii	15.00@	25.00
Valley		8.00
Stevia	2.00@	4.00
Callas		25.00
Sweet Peas	3.00@	4.00
Calendulas	3.00@	6.00
Paper Whites	4.00@	8.00
Ferns	per 1,000	\$5.00
Galax	" \$1.50@	2.00
Leucothoe	1.00@	1.25
Mexican Ivy, per 100.....	5.00@	6.00
Plumous String each, 60@	75	
Smilax.....per doz.	2.50@	3.00
Sprengeri, Plumous Sprays...		3.00
Boxwood, 35c per lb., per case,		9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE BOOK OF GLADIOLUS



THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

Our Responsibility

has stood the test of time in the
38 years we have been in the
WHOLESALE CUT FLOWER
COMMISSION BUSINESS.

YOUR



PROTECTION

KENNICOTT BROS. CO.
CHICAGO

Patriotic Cards

100...\$0.85 200...\$1.50
500... 3.00 1000... 5.00

Write for samples.

The John Henry Co., LANSING, MICH.

Mention the American Florist when writing

During the Entire Month of January we Expect to Have

Large Supply of Beauties

Let us supply you or place a regular order.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

CHRISTMAS BUSINESS MOST SATISFACTORY.

The feature of the past week was, of course, the Christmas business. There had been much discussion pro and con regarding the volume of business to be expected, whether there would be flowers enough, and if prices would not be prohibitive. Events proved that the pros won, as the volume of business was greater than ever before, the supply of cut flowers was sufficient, except in a few things, and while prices ranged about 20 per cent above those of the previous two weeks, the best stores were able to handle all they required at a very good profit. People, the past year, have been gradually educated up to paying higher figures for almost everything, and those who wanted flowers appeared to expect to pay more and, as a rule, responded cheerfully. Carnations, the poor man's flower, retailed at from \$3.50 to \$5 per dozen, wholesaling from \$10 to \$15 for whites and pinks, and up to \$20 per 100 for the reds. Roses sold from \$10 to \$20 for medium grades, \$25 to \$40 for specials, and higher for the best. Russells and Hadleys, American Beauties were disappointing there not being near enough at \$1 each. Cattleyas were the most plentiful choice flower, there being some carried over and prices ranged from 60 to 75 cents. Violets were below normal, all good stock bringing \$2 for both single and double. Lilac sold up close at \$2 per bunch. Callas and Easter lilies brought \$25. The quality of all the stock was very good, there being nothing of a "briny" nature apparent. Carnations were exceptionally fine and came nearest of all stocks to supplying the demand. There was a wonderful out of town call, which, on account of the uncertainty of the supply, was hard to manage. High prices did not appear to frighten these distant from the market buyers who appeared not to care about prices if they could only be sure of getting their orders filled. Florida asparagus growers timed their shipments correctly, and the market was never better supplied with this necessary green. A few years ago such stock was a novelty; now the trade would not know what to do without it. All the hardy Christmas greens brought better prices than ever before. There was plenty of holly, loose and made up wreaths, but it seemed scarce and prices, at first ranged very high, \$7.50 to \$8 per case for poor stock. Later much better grades sold for \$6, and even lower. Almost prohibitive prices were asked for Christmas trees that later were almost given away. The weather for the week before Christmas was ideal for shopping, with the exception of December 24, when it poured all day long. This, however, did not seem to interfere; in fact, many of the stores said if the day had been fine, they would have been swamped. As it was, they could scarcely manage the crowds. The plant men never had better shipping weather nor had a better cleanup in all classes of stock, particularly flowering plants. From all accounts, both wholesale and retail, the volume of business can safely be said to have been at least 10 per cent above that of last year. The high prices of cut flowers kept them out of

Air Plants

Per dozen bunches \$1.00
Per 100 bunches 7.50

Prepared Lycopodium

Splendid for basket work and for making wreaths, etc. Soft, pliable and everlasting.
Per carton of 10 lbs. \$3.00.

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists,
1320 Pine St., ST. LOUIS, MO.

Prepared Oak Shrubs

Fine for Wreath Work.
Can be had in green, brown or red.
Price per carton \$1.75

Water Proof Crepe Paper

(For making Pot Covers, etc.)
All colors. Per dozen rolls \$5.00

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Dec. 31. Per 100

Roses, Beauty, Special	75.00@100.00
" Fancy	40.00@ 50.00
" Extra	30.00@ 40.00
" 1st	20.00@ 30.00
" Killarney	6.00@ 15.00
" My Maryland	6.00@ 15.00
" Sunburst	6.00@ 12.00
" Ward	6.00@ 8.00
" Ophelia	6.00@ 20.00
" Russell	8.00@ 20.00
" Sawyer	6.00@ 20.00
Lilies	75.00@100.00
Cattleyas	15.00@20.00
Carnations	4.00@ 8.00
Chrysanthemums	10.00@ 40.00
Pompons	.50@ 1.00
Sweet Peas	1.50@ 2.50
Violets	1.50@ 2.00
Asparagus Sprengeri .35@	.50
Ferns	per 1,000 2.00
Calendulas	3.00@ 5.00

BOSTON, Dec. 31. Per 100

Roses, Beauty	20.00@30.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney	6.00@12.00
" Killarney Brilliant	2.00@ 5.00
" Hadley	8.00@20.00
" Mock	8.00@10.00
" Mrs. Chas. Russell	8.00@12.00
" Telf	6.00@12.00
" Mlady	6.00@12.00
" Ward and Hillingdon	6.00@12.00
" My Maryland	2.00@12.00
Carnations	4.00@ 8.00
Easter Lilies	12.00@25.00
Valley	6.00@10.00
Gladioli	4.00@ 5.00

CINCINNATI, Dec. 31. Per 100

Roses, Killarney	8.00@18.00
" Mrs. Chas. Russell	12.00@28.00
" Ophelia	10.00@20.00
" Richmond	8.00@20.00
" Sunburst	10.00@20.00
" Sawyer	12.00@28.00
" Columbia	12.00@28.00
Lilium Qigant	15.00
Carnations	6.00@ 8.00
Chrysanthemums, per 100	25.00
Callas	12.50@15.00
Sweet Peas	2.00@ 2.50
Lily of the Valley	4.00@ 6.00
Violets	1.00@ 2.00
Orchids	25.00

the smaller shops, which pushed plants, wreaths and all kinds of made up Christmas stock for house and cemetery decoration.

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

CC. POLLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
and Greens

H. Bayersdorfer & Co.

The Wholesale Supply
House of America...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

WITH THE WHOLESALERS.

The wholesale trade were unanimous in their good reports of the excellent business, the only drawback being the scarcity of flowers. The Leo. Niessen Co. handled enormous quantities of flowers and could have sold more. One wonders, in the light of the supposed scarcity, where they all came from. It was their largest Christmas.

Hard work to get through or supply the trade satisfactorily on account of the scarcity of stock, was the situation at Berger Bros. They were, however, well satisfied with results.

Edward Reid was particularly strong on carnations, for which he found good demand. Roses were also handled in quantity. "All the business we could care for," was his report.

The Jos. Heacock Co. reported they could have sold much more stock. Had to cut down nearly all orders and prices are holding up remarkably since the holidays.

NOTES.

Robert Crawford said business never had been better. Choice plants and arranged baskets sold well. T. Nelson Geiger reported the best Christmas he has ever had. George Craig was very well satisfied, could have sold more even at the high prices. Julius Wolff, J. Wolf Moore, Joseph Josephs, Victor Ridenour, John C. Gracey and other uptown florists all reported a very satisfactory Christmas business, in some cases considerably ahead of last season.

H. H. Battles, the S. S. Pennock Co. and J. J. Habermehl's Sons did an enormous business in fancy plant baskets and cut flowers. The London Flower Shop had a splendid line of choice flowering and foliage plants and arranged baskets of plants. Business was exceptionally good. Charles Stahl, in his well stocked store, was particularly well pleased with his Christmas trade, selling up close on everything.

Charles H. Grakelow was particularly well pleased with results, the best Christmas he has ever experienced. M. J. Callahan reported a great business, and that all the trade in West Philadelphia had done well. E. W. Geahring said that his neighborhood, and up into Frankford, had enjoyed a wonderful demand. He had never had a better Christmas.

Frank M. Ross' three stores which were ideally stocked for the middle class buyers, to which trade he caters, did a very large business. He lays his plans well ahead, and his stock was complete in all lines. K.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Dec. 31. Per 100		
Roses, Beauty, special.....	75.00@100.00	
" " fancy.....	50.00@ 75.00	
" Mrs. Chas. Russell.....	15.00@ 50.00	
" Killarney.....	8.00@ 20.00	
" Hadley.....	15.00@ 35.00	
" Sunburst.....	8.00@ 35.00	
" Wards.....	12.00@ 35.00	
" Ophelia.....	12.00@ 35.00	
" Columbia.....	15.00@ 35.00	
Carnations.....	10.00@ 20.00	
Cattleyas.....each \$0.75@ \$1.00		
Lilium Rubrum.....	8.00@ 12.00	
Easter Lilies.....	25.00	
Snopdragons.....	10.00@ 15.00	
Calendulas.....	4.00@ 8.00	
Adiantum.....	1.00@ 1.50	
Smilax.....	.25	
Asparagus String.....	.50@ .75	
Asparagus bunches.....	1.00@ .50	
Dagger and Fancy Ferns, per 1,000.....	3.00@ 4.00	
Violets, single and double.....	1.50@ 2.00	
Sweet Peas.....	2.00@ 4.00	
Mignonette.....	4.00@ 6.00	
Stevia.....bunch.....	.35@ .50	

ST. LOUIS, Dec. 31. Per 100		
Roses, Hadley.....	\$3.00@ \$8.00	
" Killarney.....	6.00@ 12.50	
" White Killarney.....	6.00@ 15.00	
" Hoosier Beauty.....	8.00@ 40.00	
" Russell.....	10.00@ 40.00	
" Sunburst.....	6.00@ 25.00	
" Ward.....	6.00@ 25.00	
" Mrs. Shawyer.....	6.00@ 12.50	
" Ophelia.....	6.00@ 25.00	
Ferns.....	4.50	
Carnations.....	5.00@ 12.00	

MILWAUKEE, Dec. 31. Per 100		
Roses, Killarney, W. Killarney.....	8.00@ 25.00	
" Ward.....	8.00@ 20.00	
" Mrs. Chas. Russell.....	15.00@ 50.00	
" Ophelia.....	8.00@ 25.00	
" Columbia.....	15.00@ 50.00	
" Hoosier Beauty.....	10.00@ 35.00	
Carnations, assorted.....	6.00@ 8.00	
Cattleyas, per doz.....	12.00@ 15.00	
Violets.....	3.00	
Calendulas, per beh.....	.75@ 1.00	
Rouvardia, per beh.....	1.00@ 1.50	
Stevia.....	3.00	
Sweet Peas.....	2.50@ 4.00	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, PA.

Philadelphia Wholesale Florists' Exchange

Roses, Carnations, Violets

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

PITTSBURGH, Dec. 31. Per 100		
Roses, Beauty, special.....	50.00@ 75.00	
" " fancy.....	30.00@ 40.00	
" " extra.....	20.00@ 25.00	
" No. 1.....	10.00@ 15.00	
" Hadley.....	8.00@ 15.00	
" Killarney.....	8.00@ 15.00	
" Sunburst.....	8.00@ 15.00	
" Mrs. Aaron Ward.....	8.00@ 15.00	
Cattleyas.....	75.00	
Easter Lilies.....	20.00	
Lilium Giganteum.....	20.00	
Carnations.....	8.00	
Valley.....	6.00	
Violets.....	1.50	
Ferns, per 1,000.....	4.00	
Asparagus Sprenger, bunch, 35@ 40		
New Crop Green Galax, per 1000 \$1.50		
Mexican Ivy.....	.75	
Stevia, per bunch.....	.50	
Paper Whites.....	0.00	
Calendulas.....	4.00	
Sweet Peas.....	2.00	

JOSEPH J. LEVY

WHOLESALE FLORIST

56 West 26th Street,

Opposite New York Cut Flower Co.
Telephones Farragut 8862 and 8863.

NEW YORK

New York.

CHRISTMAS BUSINESS GENERALLY GOOD.

The trade as a whole should be well pleased with the results of the Christmas business. The growers, that almost everything sold well and that mild weather was in their favor; the wholesalers, that generally speaking, they "cleaned up" at good prices; the retailers, that notwithstanding extremely high prices, the public bought liberally. Alluding particularly to the wholesale trade, the supply of stock was larger than might have been expected, larger, we believe, than most of the wholesalers expected it would be. Although there had been talk of a rose shortage, there were plenty of roses—If prices were to be maintained at the high figures for which they sell. In orchids, there was a heavy supply on the market, cattleyas, cypripediums and oncidiums being all well represented. Orchid prices did not reach a high level, \$75 per 100, wholesale, being the highest for the best cattleyas, while the smaller types went as low as \$25 and \$35. The child is yet unborn that will live to see the day when there will be no fault-finding in the wholesale district of this city over Christmas and Easter business. This year, carnations, so to speak, were the Jonahs. In the first instance, all through the fall, there was general complaint about the poor keeping qualities of carnations. These complaints reached us from wholesalers, retailers and the public. In common with the general trend, carnations were started at high figures for the Christmas trade; \$15 and \$20 per 100 for Mrs. Ward and reds and \$12 to \$15 for white, Enchantress and other pink varieties. If the stock had been good and properly handled, there would have been little complaint. But much of it was neither good nor well handled. On December 24, a flood of carnations reached the market that were about ready to go to sleep. By that evening they went begging at \$6 per 100, with practically no buyers. The violet situation was little, if any better, and we will here remark that the way violets are handled for and in this market, is little short of a confidence game on the public. For weeks, a very light supply of violets had been arriving, the report being that the crop was off. Just before Christmas, prices were boosted to \$3 per 100, higher prices being asked. For Christmas a flood of stock came in that had evidently been in "pickle," and as every one knows, a stale violet is no good. A good many were bought under protest—at the high prices, but by Christmas morning they were a drug. The results of this Christmas business have shown that the public will pay high prices for good flowers, but it is the wrong kind of "publicity" to impose on the public. In lilies, lily of the valley and Paper White narcissus, the movement was scarcely above normal. For prices held firm. There was a small stock of chrysanthemums on the market, but as one wholesaler, who had the best ones, remarked: "Nobody seemed to want them." In sweet peas, good prices were paid for good flowers. There was a movement in minor stocks, such as snapdragons, bouvardia, marigolds, cut pansies, etc., but that was merely an incident of the trade. Roses led the market and kept the lead to the finish. One hundred and fifty dollars per 100

for special American Beauties was good money; \$100 for the best Hadleys and \$20 to \$40 for specials of other sorts according to the variety, should be a cause for satisfaction to growers and wholesalers. There was quite a movement in the best gardenias at \$6 per dozen. As a matter of course, the retail stores that cater to a salaried population, could not handle the special roses that were in the Broadway, Fifth and Madison avenue stores, and which sold at from \$9 to \$15 per dozen. As a consequence, there was a great demand for extras and No. 1s and 2s, which brought unusually high prices for such stock. The poorest No. 2s brought \$8 and \$10 per 100, wholesale, and there were sales of No. 1s as high as \$25 per 100. Our market table of December 28, with possibly a few minor exceptions, gives the Christmas prices. A comparison of this Christmas trade with that of last or former years, cannot well be made on account of the unusual conditions; i. e., a lighter supply of good cut stock, its high prices and the general disposition of retailers to push plants to the limit. We will rest on the statement that business was good.

December 30.—Business was active in the wholesale district this morning, due in part to a light supply of stock, prices being firm. The outlook is for continued high prices. The weather is cool but clear, which if continued, may somewhat increase the supply.

NOTES.

Don Marquis, whose column, the "Sun Dial," in the "Evening Sun," is a source of interest to many of its readers, writes that he has found in George Bingham, editor, proprietor and chief writer of the "Hogwallow Kentuckian," the only man we ever knew who was able to make all the different kinds of scientific experts in the various bureaus and departments at Washington work for him personally. The way it began was that Bingham's congressman sent him a lot of "well-bound government publications dealing with dry farming." As all the farming in his neighborhood was "wet," and yet he wanted to make some use of the books, he filled up a hole in the side of the barn door that gathered water when it rained with them. "But there weren't quite enough books, so he wrote to Washington for some treatises on hog cholera. He got them and put them to good use." By that time his ambition was fired and he decided to build a causeway from the back door to the cowshed. He began it with volumes from the bureau of crop estimates and drew on the bureau of soils and the bureau of entomology and several other bureaus by the time he had it

From New York Cold Storage

LILY OF THE VALLEY

BEST QUALITY HOLLAND GROWN

In cases of 500 pips.....\$15.00 per case
In cases of 900 pips..... 22.50 per case

CHAS. SCHWAKE & CO., Inc.
90 WEST BROADWAY, NEW YORK



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Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK



Phones Farragut 167 3058 Established 1887

J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS

118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

PAUL MECONI**WHOLESALE FLORIST****55-57 WEST 26TH STREET**Telephone:
8864 Farragut.**NEW YORK CITY****GEO. J. POLYKRANAS****Wholesale Commission Florist****CONSIGNMENTS SOLICITED****104 West 28th St.,****NEW YORK**

Telephone No. 2264 Farragut.

William Mackie**WHOLESALE FLORIST****105 W. 28th St., New York**

Telephone 759 Farragut.

Walter F. Sheridan**WHOLESALE FLORIST**Telephone Call:
3523-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT****WHOLESALE COMMISSION**All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.**148 West 28th St., NEW YORK CITY**

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JOHN YOUNG & CO.**Wholesale Commission Florists****53 W. 28th St., NEW YORK**

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WILLIAM P. FORD**WHOLESALE FLORIST****107 West 28th Street, New York**

Telephone 5335 Farragut.

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Geo. C. Siebrecht**Wholesale Florist****100 West 28th St., NEW YORK**

Tel. 608 and 609 Farragut

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Telephone Farragut 9761

Futterman Bros.**Wholesale Florists****The Right People to Deal With****102 W. 28th Street, NEW YORK**

Mention the American Florist when writing.

Riedel & Meyer, Inc.**WHOLESALE FLORISTS**

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Dec. 31. Per 100

Roses, Beauty, special.....	100.00@150.00
" " extra and fancy 50.00@	75.00
" " No. 1 and No. 2 12.00@	25.00
" " Hadley.....	25.00@ 75.00
" " Hoosier Beauty.....	8.00@ 25.00
" " Francis Scott Key.....	12.00@ 65.00
" " Columbia.....	12.00@ 35.00
" " Prima Donna.....	10.00@ 30.00
" " Alice Stanley.....	8.00@ 35.00
" " Mrs. Geo. Shawyer.....	10.00@ 25.00
" " Double White Killarney.....	12.00@ 35.00
" " Killarney.....	10.00@ 25.00
" " Queen.....	10.00@ 30.00
" " Brilliant.....	10.00@ 30.00
" " Aaron Ward.....	10.00@ 25.00
" " Sunburst.....	10.00@ 30.00
" " J. L. Mock.....	10.00@ 40.00
" " Opbella.....	10.00@ 30.00
" " Red Rover.....	10.00@ 35.00
" " Mrs. Chas. Russell.....	12.00@ 75.00
Cattleya orchids, special.....	50.00@ 75.00
Liburns.....	10.00@15.00
Lilies, Longiflorum and Formosum.....	15.00@20.00
Lily of the Valley.....	8.00@10.00
Adiantum Croweasum and	
Hybridum.....	50@ .75
Bougardia.....	6.00@ 8.00
Carnations.....	12.00@ 15.00
Gardenias, per doz.....	2.00@ 6.00
Violets.....	1.00@ 2.00
Paper White Narcissus.....	1.00@ 1.50
Snappedragons, per doz.....	2.00@ 3.00
Callas, per doz.....	3.00@ 4.00
Sweet Peas.....	3.00@ 5.00
Mignonette, per doz.....	1.50@ 2.00
Asparagus Plumosus, doz, bels.....	3.00@ 4.00
Smilax.....	2.00@ 2.50
Poinsettias, cut, per doz.....	1.00@ 7.00

Frank H. Traendly Charles Schenck

Traendly & Schenck**Wholesale Florists and Cut Flower Exchange****436 Sixth Avenue, New York City**

Between 28th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.**CONSIGNMENTS SOLICITED**

Phones, 3310-11-12 Farragut

Henshaw Floral Co.

(Incorporated)

Wholesale Commission Florists**127 W. 28th St., NEW YORK****Trade Directory****PRICE: \$3.00 POSTPAID****AMERICAN FLORIST CO.****440 S. Dearborn St., Chicago**Telephones { 4222 Farragut D. J. Pappas, Pres.
 4423**United Cut Flower Co., Inc.****WHOLESALE****111 W. 28th St., NEW YORK**

Mention the American Florist when writing

PHONE: 2335 FARRAGUT
 2336**WM. KESSLER,****WHOLESALE FLORIST****113 W. 28TH STREET.****Bet. Sixth and Seventh Aves. NEW YORK**

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N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 28th, New York.

Desirable wall space to rent for advertising.

Open for Cut Flower Sales at 6 o'clock
every morning.**V. S. DORVAL, Secretary**

Mention the American Florist when writing

The Kervan Co.**Fresh Cut Decorative Evergreens****Highest Standard of Quality.**Largest stock in America. Send for illustrated
catalog of Greens and Florists' Supplies.**119 West 28th St., NEW YORK****GEO. B. HART****WHOLESALE FLORISTS****24-30 STONE STREET,****ROCHESTER, NEW YORK.**

Mention the American Florist when writing

M. C. FORD**121 WEST 28TH STREET****NEW YORK**

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut FlowersA complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing

D. FEXY**Wholesale Commission Florist****116 West 28th St., New York****Consignments Solicited.**

Mention the American Florist when writing

finished. After that, according to Don Marquis, he didn't have to send for any more books, they just kept coming. The word seems to have gone around among the government experts in Washington that a real scientific farmer had been discovered, and he got all the books he needed. Seeing that books were coming in so fast, he decided to build a road around his place, for which the office of public roads and rural engineering, the bureau of markets, the federal horticultural board and the bureau of animal industry furnished the material. At first, he laid them flat, but finding that he had a plenty, he began to lay them edgewise. "Books make a better road that way," says George. "Stand 'em up on end and wet 'em, or wait till the first rain wets 'em, and they sort o' gum together and get solid—solidier and solidier as time goes on. The road around my place is just as good as if it had been laid with Belgian blocks."

Previous to Christmas, Alex. M. Westwood, the Pennsylvania Terminal Florist, sent a letter to each of his regular customers, of which the following is a copy: "The high prices for cut flowers are caused by the coal shortage. The 50 per cent cut in coal consumption has resulted in less than one-half the usual supply, which in the face of a larger demand than ever, means prices that the retail florist is helpless to reduce or control."

Arrivals of cut stock were light for the remainder of the week following Christmas, and on December 28 prices were near the Christmas average. Special American Beauties wholesaled at the rate of \$125 per 100 and all other roses were firm, with carnations \$8 to \$12 per 100. Violets were the exception at \$1 to \$1.50.

We have received from the Colonial Florist, Broadway and 157th street, a handsome calendar for 1919. We do not set up for art experts, but we like the engraving, "In The Days of Peace," a scene in the garden at Mount Vernon, much better than most of the pictures in the Fifth avenue art shops.

On December 26, in honor of the sailors of the returned fleet, who paraded on Broadway, the store of David Clarke's Sons was handsomely decorated with a number of large American flags. They had the finest decoration noticed on that part of Broadway, and none better was seen anywhere. Horace E. Foment, 148 West 28th street, had, considering conditions, an exceptionally large stock of roses in variety that sold well. He said that, personally he would have preferred to have seen stock a little cheaper and had the buyers better pleased.

The next meeting of the New York Florists' Club will be held in the Grand Opera House building, Eighth avenue and 23rd street, on the night of January 13, 1919. It will be "Inauguration night" and great goods are expected.

Arthur J. Olson, of W. S. Lee's staff, is exhibiting with considerable satisfaction, a German helmet captured and sent him by his brother, Lieut. William C. Olson, with the overseas forces, and who was formerly in the florist business.

Richard Wenham, 76 East 93rd street, had a Christmas decoration at the home of Mrs. W. K. Vanderbilt, Jr., 666 Fifth avenue, representing the world upside down, which seemed quite appropriate for the times in which we live.

C. A. Ladiges, 1792 Amsterdam avenue, has recently received a letter from the chairman of the Liberty Loan committee, congratulating him for his good work in the Fourth Liberty Loan.

Meyer Othlie, of Riedel & Meyer, Inc., who was taken ill, as reported in our issue of December 21, has completely recovered, and has returned to business.

Special 7-inch Boston Fern Offer 75c each

Our stock of 7-inch Boston Ferns is exceptionally large, and the plants are fine for immediate sales or for potting on into 8-inch or 9-inch pots. They are pot grown and well established.

OTHER BARGAINS IN FINE POT GROWN BOSTON FERNS

6-inch..... 50 cents each 9-inch..... \$1.50 each
8-inch..... \$1.00 each

KENTIAS are scarce, and every florist who has facilities should grow as many of these as possible.

Kentia Belmoreana, 2 1/2-inch..... \$1.25 per dozen
Kentia Forsteriana, 2 1/2-inch..... 1.25 per dozen
Kentia Belmoreana, 5-inch, made-up..... 9.00 per dozen

We Have 200,000 Small Kentias to Offer.
Get Our Prices on Larger Quantities.

PTERIS WIMSETTI

4-inch, \$10.00 per 100. Nice bushy plants for Christmas baskets or boxes.

ENGLISH IVY

4-inch..... \$15.00 per 100

5% Packing charges without pots; 10% wit pots.

THE GEO. WITTBOLD CO.

745 Buckingham Pl., L. D. Phone, Graceland 1112. Chicago

RAEDLEIN BASKET CO., 713 Milwaukee Avenue, CHICAGO, ILL.



- No. 1.**
25 Tumbler Baskets, in all colors, complete with metal liners..... \$8.50
- No. 2.**
12 Cut Flower Baskets, 9 to 11 inches deep, 24 to 32 inches over all, in all colors and complete with metal liners..... \$9.00
- No. 3.**
15 Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... \$15.00

Write for Catalog.

At the T. F. Galvin store, Fifth avenue and 46th street, Manager Wiloughby and Mr. Hale, his assistant, stated that they had a good plant trade and also sold many cut orchids.

Long stem and well flowered poinsettias, were a feature at William Kessler's, 113 West 28th street. He also handled a fine stock of poinsettias in pans.

P. F. McKenney, Fifth avenue and 42nd street, says that prices were too high for good business. He states that many of the carnations were worthless.

A feature at the store of John Young & Co., 53 West 28th street, was the large stock of orchids and gardenias, for which there was a good demand.

The firm of Goldstein & Futterman, 107 West 28th street, has been dissolved. The business will be continued under the name of Futterman Bros.

William P. Ford, 107 West 28th street, had quite a lot of Iris tinctoria, also white lilac that brought good returns.

Joseph A. Millang, 55-57 West 26th street, handled a fine stock of American Beauty and Francis Scott Key roses.

J. K. Allen, 118 West 28th street, had a good stock of Russell, Sunburst and the Killarney roses and sold out.

P. J. Smith, 131 West 28th street, had good Hadley roses and other leading varieties, which were good sellers.

Traendly & Schenck, 436 Sixth avenue, had excellent roses in variety and orchids and sold out well.

George J. Polykras, 104 West 28th street, had a fine lot of pink snapdragons which sold well.

John W. Hauser, 571 Madison avenue, stated that his store was swept clean of plants.

Louis C. Paicek, of 2424 Eighth avenue, says that his Christmas business was good.

John J. Coan, 115 West 28th street, had a good stock of Paper White narcissus.

A. F. F.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857



745 Buckingham Place.

L. D. Phone, Graceland 1112

Send us your retail orders.

We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.



WASHINGTON
D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS

2953 Broadway, Opp. Columbia College

Members of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

25 E. MADISON ST.

Members of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN

Member of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822
HENRY HART, Inc.
FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Telephones. LOUIS MICHEL
6582-6583 Main.

The Long Island Floral Co.

Wholesale Commission Florists

Consignments Solicited

48 Willoughby St., BROOKLYN, N. Y.

ORDERS IN OR AROUND

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service THE BELLEVUE-STRATFORD
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

Chicago The North Shore Floral Co. (Not Inc.)

BERNARD J. SHERMAN, Prop.

49-851 Irving Park Boulevard.

Deliveries in Chicago and Suburbs.

Mention the American Florist when writing

BRANCHES:
RITZ-CARLTON and
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HOTELS

KOTTMILLER

426
Madison Ave.,
NEW YORK

ROANOKE, VA.

FALLON, Florist.

Young & Nugent

Telephone 4265-4266 Farragut.

42 West 28th Street.

To out-of-town florists; New York.
We are in the Heart of
And give special attention to steamer and the-
atre orders. Prompt delivery and best
Stock in the market.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.

O. C. SAAKE

FLORIST

We Solicit Telegraph Orders.

Regular Trade Discount.

215 W. FOURTH STREET

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

J. W. RODGERS

Elks' Building, Dayton, O.

4 South Jefferson Street.
Telegraph orders for Dayton will receive our
immediate and careful attention.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.



Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care
and prompt attention. Phone, 270 271 Main.

Mention the American Florist when writing

HACKENSACK, N. J.

House of Flowers

HENRY WEISSMANN, Manager.

Artistic Funeral Designs. Flowers for all occasions

Tel. 1673 Hackensack MAIN and BRIDGE STS.

Branch: 214 Hackensack Rd., Ridgely Park, N. J.

Mention the American Florist when writing

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Out Flower Merchants

We solicit telegraph orders. Regular trade discount.

229 WEST THIRD STREET.

Established 1874

DARDS

341 Madison Ave., New York
The Great World War Won

But we must still back up the
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Chicago—Central Floral Co., 132 N. State St.
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Chicago—North Shore Floral Co.
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Send your orders for flowers for de-
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Quality and Service Assured.

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All Orders Promptly Executed

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held at Chicago, June, 1919.

USE of the seed tape device is said to be increasing.

DUTCH exporters say Holland mail takes four to six weeks.

FERTILIZER prices are not likely to advance further for the present.

THE low prices of table onions are not favorable to the onion seed market.

ONION SETS in the Chicago district are quoted at \$2.00 for colors, whites \$2.60, in car lots.

DUTCH BULBS are well sold out, especially the better grades of hyacinths, tulips and daffodils.

THE C. Herbert Coy Seed Co., Valley, Neb., is mailing its customers a very attractive calendar for 1919.

THE general crop of beans in the United States is reported at 133 per cent compared with that of 1917.

LONGFELLOW bean is said to be a good second choice for those who can not procure Early Red Valentine.

THE holiday prices for bouquet green have been well maintained, this material being in strong demand for dyeing.

"HARVESTING Soy-Bean Seed" is the title of Farmers' Bulletin 886, recently issued by the United States department of agriculture.

VAUGHAN'S SEED STORE, Chicago, advise that their travelers, T. D. Long and Geo. Mohn, start out on their winter journey this week.

E. C. DUNGAN, representing Wm. Henry Maule, of Philadelphia, Pa., is in Chicago this week, superintending the mailing of his firm's catalogues.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade December 31 were as follows: Timothy, \$8.00; \$10.75 per 100 pounds, no change from last week.

CLEVELAND, O.—A. C. Kendel's Seed Store, which has been located at 2010 Ontario street for the past 66 years, has removed to commodious new quarters at 216 Prospect avenue, S. E.

TOLEDO, O.—Clover closed 10 cents lower December 28 at \$25.50, a gain of 75 cents during the week. Cash timothy was 5 cents lower, selling at \$5.00; December, \$5.00; January, \$5.05, and May \$5.20.

VISITED CHICAGO: J. S. Michael, of the Sioux City Seed & Nursery Co., Sioux City, Ia.; C. O. Wilcox, representing Wood, Stubbs & Co., Louisville, Ky.; A. H. Luck, representing S. M. Isbell & Co., Jackson, Mich.

MRS. M. W. JOHANSEN and sons have discontinued their connection with the Johansen Seed Co., of Los Angeles, and will in the future conduct their business under the title of the Johansen Sons' Co., at El Monte, Calif. Mrs. Johansen expects to start on a regular eastern trip early in January.

Canary Seed.

The war trade board has announced that the restrictions upon the importation of canary seed have been removed and that applications for licenses to import same will now be considered.

B. F. L.

Catalogues Received.

J. Bolgiano & Son, Baltimore, Md., seeds; Weeber & Don, New York, seeds; Holmes-Letherman Seed Co., Canton, O., seeds; Henry Field Seed Co., Shenandoah, Ia., seeds; Carnation Support Co., Connersville, Ind., plant supports; Deposit Seed Co., Deposit, N. Y., seeds.

Washington Rulings and Regulations.

The war trade board announces that plants, trees, shrubs and vines (including bulbs) have been removed from the list of Restricted Imports No. 1, and licences will hereafter be issued freely, provided the applications are otherwise in order.

Official announcement has just been made of the lifting of all remaining regulations and restrictions heretofore imposed by the priorities division of the war industries board. The order issued by Judge Edwin B. Parker, chairman of this division, reads as follows: "Effective January 1, 1919, all the rules, regulations and directions of every nature whatsoever, issued by the priorities division of the war industries board are hereby cancelled, and all pledges heretofore made on the suggestion or request of the said priorities division are hereby revoked."

B. F. L.

Plant Quarantine Modification Sought.

Following the approval by the department of agriculture of the drastic regulations of the federal horticultural board, announcement of which was made in these columns, issue of December 14, page 978, which will mean a total exclusion of many important

plant importations, effective on and after June 1, 1919, horticultural interests in the United States have taken up the matter with the Belgian consulate for transmission to that country's legation at Washington, and are assured that all possible assistance will be forthcoming from that source as far as Belgian products are concerned, according to Winfred Rolker of August Rolker & Sons, New York.

As regards imports from Holland, in a bill recently offered by the Netherlands government to the United States authorities in charge of plant importations, attention is called to the fact that being fully aware of the necessity of giving the highest possible warrants as to the absence of insects and plant diseases, the phyto-pathological service of that country has, since official inspection of nurseries was first established in 1899, improved the work of inspection, and since 1910, certificates have been issued not on the mere results of inspection of grounds, but also from such time until all plants intended for export are being packed and shipped. Continuous inspection is made as far as possible on all nurseries in that country, and the application of controlling measures is encouraged with force. Attention is also called to the fact that the reports of American inspection authorities relating to importations of Holland nursery stock during 1913-1914 were most favorable, and in the few instances where suggestions were made, these did not apply to insects and plant diseases which might especially have been imported in balled plants.

April Showers.

Tommy's uncle had asked him the name of May's young man.

"I call him April showers," replied Tommy.

"April showers!" cried his astonished uncle. "Whatever makes you call him such a ridiculous name as that?"

"Because he brings May flowers," Tommy explained.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish.
Correspondence
Solicited.

THE W. C. PRESSING SEED COMPANY

NORWALK, OHIO.

— Growers Exclusively of —

Sweet Corn Seed

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

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— We are headquarters for the **BEST OF EVERYTHING** in —

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

☞ Glad to quote for present delivery or on growing contract for crop of 1919. ☞

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

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ENVELOPES—RETURN ENVELOPES.

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Contract Seed Growers

Specialties: Pepper, Eggplant, Tomato,
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Contract Growers of

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Sweet, Flint and Dent Seed Corn.

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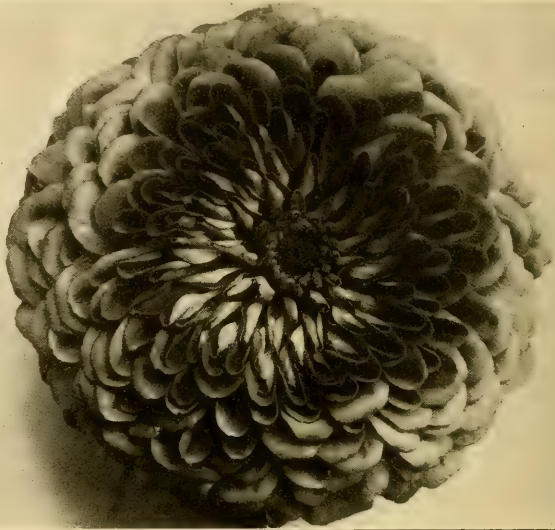
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Single-flowering fringed, 50c per trade pkt.

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Coleus, 10 market varieties, 2½ in., ready after Jan. 1st, \$3.50 per 100.
Fern, Boston, 2½ in., \$4.50 per 100.
Fern, Boston, 3 in., \$10.00 per 100.
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Lantanas, 2½ in. dwarf, in 6 distinct varieties, \$4.50 per 100.
Palms, Kentia Belmoreana, 2½ in. short, bushy stock, \$10.00; 3 in. short, bushy stock, \$16.00 per 100.

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Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Prices of Indoor Fruits and Vegetables.

Chicago, December 28.—Cucumbers, 2-dozen box, \$3.50 to \$5.00; celery, crate, \$2.25 to \$2.75; head lettuce, 2-dozen, \$1.00 to \$3.00; radishes, per dozen bunches, 75 to 85 cents; tomatoes, 6 baskets, \$6.00 to \$6.50.

New York, December 28.—Celery (state), per bunch, 50 to 90 cents; cucumbers, \$1.00 to \$2.75 per dozen; mushrooms, 75 cents to \$2.00 per basket; tomatoes, per pound, 12 to 30 cents; lettuce, per package, \$1.50 to \$4.50; radishes, per 100 bunches, \$2.00 to \$4.00.

Forcing Rhubarb.

Several factors of great importance are operative now in regard to rhubarb. One of these is the shortage of good apples; the other, the release of all sugar restrictions. Growers of rhubarb have long known that the price of apples has always to a great extent influenced the returns on rhubarb. In other words, the two crops move in "sympathy." With the great scarcity of sugar and restrictions for its use, rhubarb was not at its best as a money crop in recent years.

We have before stated in these columns that we doubt if forcing rhubarb is profitable if roots are produced with that aim in view only. But on a commercial scale, where rhubarb for market is grown regularly, it is good practice to plow out the roots every fifth year and force them. This means a new plantation each year. The old rhubarb patch will make an excellent piece of ground for any other crop. In fact, growers select their worst pieces of land, plant to rhubarb, mulch heavily, and in a few years a good piece of ground will result.

To get at the roots these days, a good heavy three-horse team and riding plow is the thing—better than a man and spade. As the roots or clumps are turned up, they are rolled on the eyes, that is, eyes down and roots up. In this position, they are easily stripped of surplus soil and cannot freeze as readily. It is good practice to allow them to remain in the field and catch a "couple of good frosts to ripen them. Unless the roots freeze some they do not force early. Where hot manure is easily obtained, a good practice is to pack the roots closely into cold frames, put on sash and boards to darken them, and bank the frames with manure to induce heat. For early results, however, it is better to build a hot-bed with a foot of manure under the roots as well as banking on the sides. Total darkness is essential, as light induces the leaves to expand at the expense of the stalks. For this reason, basements or cellars, where enough heat is procurable, make excellent places. Under greenhouse benches excellent rhubarb can be grown, provided the sides are darkened. Temperatures can be any-

where from 45° to 60°. The warmer the place the faster and also thinner the stalks will grow. As the winter wears away the roots become anxious to sprout and very little heat is needed in March, while in December and January 60° must be provided. After the roots are exhausted they are worthless except for the compost heap.

MARKETMAN.

Vegetable Markets.

Reports to the bureau of markets, United States department of agriculture, for the period ending December 25, showed volume of shipments continued to increase, with prices varying. Potato markets continued irregular, without uniform trend in prices. The outstanding feature was an advance of 25 cents in the Chicago carlot market, which reached \$1.75-\$1.85 per 100 pounds sacked. Other markets showed little change. Shipping sections were dull, with movement checked by weather conditions. Cabbage values were nearly steady in producing sections. New York Danish seed ruled \$20 per ton bulk f. o. b. shipping sections, but averaged \$5 lower in consuming markets, closing at \$20-\$27. Although shipments in onions are decreasing and commercial stocks appear much lighter than a year ago, the market continues draggy. The demand is reported slow and the tone weak. Choice sacked yellow stock held fairly steady in New York and New England shipping sections at \$1.50-\$1.65. In consuming centers there was little change, the average being \$1.25-\$1.85 per 100 pounds. The celery movement, principally from California and New York, continued in fairly heavy volume. New York Golden Heart advanced fully \$1 in consuming markets, ranging \$6-\$7.50 per crate. California Golden Heart was steady at 65-75 cents per dozen bunches f. o. b. producing sections, and ranged \$7.25-\$8 per crate in consuming centers. Florida head lettuce advanced 25 cents at shipping points and reached \$3.75-\$4.75 in Boston, New York and Philadelphia. Bean prices were irregular but averaged fairly steady.

Boston.

PLANTS LEAD CHRISTMAS DEMAND.

The Christmas demand was much better than last year and early buyers had the choice of very fine stock, and there were a few complaints from late comers who had to be satisfied with inferior plants. Among the leaders in popularity were poinsettias, cyclamens, begonias, azaleas and camellias, all of which sold well at good figures. The cut flower demand was fair, but with a shortage and high prices, many purchasers turned to plant offerings. While some of the growers held out for \$15 per 100 for carnations in light colors and \$20 for reds, some of them were forced to sell at \$8 Christmas eve. Roses were high and violets brought \$3 per 100.

NOTES.

At a meeting of the Gardeners' and Florists' Club, December 17, the following officers were elected for 1919: A. K. Rogers, president; C. H. Sweetzer, vice-president; W. N. Craig, secretary; S. J. Goddard, treasurer.

At Philip Carbone's the Christmas demand completely cleaned up the plant supply of which he had a choice assortment. Cut flowers also moved well.

Abe Gluck, salesman for the New England Rose Co., is to be married January 15 and has bought a home in Winthrop, where he and his bride will reside.

The New England Rose Co. sent in a heavy cut of stock for the holiday trade. This firm will devote one large house to vegetables.

Welch Bros. Co. enjoyed a good holiday trade and disposed of a heavy supply of roses, gardenias, carnations and lilies.

B. A. Snyder & Co. report the best Christmas trade ever. Their new store was well adapted to the large business done.

At the store of Penn, The Florist, business was reported very good; in fact, ahead of previous years.

Henry M. Robinson & Co. reported excellent sales in artificial flowers and general stock. S. K. G.

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By B. M. Duggar.

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Soft Wooded Plants.

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stock for growing on, 2-in., per
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Everything sold previous to then.
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The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward McOn, Norrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

HOUSTON, TEX.—Landscape artists in this city report business as showing a much improved tone.

Plant Restrictions Need Modification.

With the stamp of approval of the United States department of agriculture affixed to the plant quarantine regulations recommended by the federal horticultural board governing the entry of nursery stock and other plants and seeds, under the order known as Notice of Quarantine No. 37, which becomes effective June 1, 1919, the horticultural interests of this country are brought face to face with restrictive measures that threaten the future trade in palms, azaleas, bay and box trees, etc. With various countries upon whom we have relied in the past for many of our supplies in both nursery stock and bulbs, maintaining highly organized inspection service, and the time necessary to produce a stock to meet American requirements, it was hoped that regulations less severe would suffice until a reasonable period had elapsed after the war to enable the horticultural interests of the country, both commercial and private, to readjust themselves. All appeals, however, have been in vain. There is hope, nevertheless, that proper presentation of the situation through diplomatic channels and proposed counter concessions, may lessen to some extent the severity of the order. Every effort should be made by all interested to secure an early modification of the restrictions to something less sweeping. Carry on!

Dwarf Conifers.

Of many of the cone-bearing trees there are abnormal dwarf forms, and a few conifers are naturally dwarf shrubs, according to the Arnold Arboretum Bulletin of November 22, 1918. The former are of different origin; most of them are seedlings, some have grown from buds on branches of large trees, and others have been produced by exposure to excessive cold and high winds, and these when transferred to more favorable surroundings often lose their dwarf habit. A good example of a dwarf of the last class is the depauperate larch which grows at the timber line on Mt. Fuji in Japan. Seedlings of this little plant raised in the arboretum 25 years ago are now nearly of the same size as the seedlings of the trees of the Japanese valleys raised at the same time. In the sandy swamps of Prince Edward Island black spruces not more than two feet high produce cones and fertile seeds, and near the timber line of the White Mountains it is possible to walk on dwarf mats of the balsam fir, which lower down on these mountains is a tall tree. Transferred to better soil where the winter climate is less severe these alpine and boreal dwarfs would soon assume the tree habit of the species. Dwarfs of some species, however, which evidently owe their habit to environment, retain

the dwarf habit when transferred to more favorable surroundings. Such dwarfs are some of the forms of the European *Pinus montana* from high altitudes and some dwarf forms of junipers which reproduce the dwarf form in their seedlings. Seedling dwarfs have been produced by many different species, but they are naturally most numerous in species which have been largely raised in nurseries where seedlings are carefully watched and abnormal forms are preserved. It is not surprising, therefore, that trees like the eastern arbor vitae and the Norway spruce have produced many such forms

URGENT.

Plant Imports Danger.

Unless the plant growers and nurserymen of the United States take prompt and vigorous action, it is likely that all imports of palms, azaleas, roses, rhododendrons, box and bay trees, etc., also general nursery stock, from Europe will be shut out under the proposed plan of the federal horticultural board unless the present programme of that body is changed.

What To Do.

Every florist, nurseryman and seedsmen should at once telegraph protests to his representatives in Congress, both Senate and House of Representatives, also to Dr. C. L. Marlatt, Chairman Federal Horticultural Board, Washington, D. C.

Do It Today.

in nurseries as few other cone-bearing trees have been so largely raised from seed.

It is only in recent years that dwarf conifers have attracted much attention, for Loudon in his "Arboretum et Fruticetum Botanicum", published in 1838, enumerates only 10. These are two dwarf forms of *Pinus montana*, two forms of the Norway spruce, a dwarf cedar of Lebanon, a dwarf red cedar (*Juniperus virginiana*), a prostrate form of *Juniperus sabina*, and two dwarf forms of *Juniperus communis*. He knew no dwarf arbor vitae, chamaecyparis, hemlock, or dwarf form of abies. Beissner in the second edition of his "Handbuch der Nadelholzkunde," published in 1890, enumerates 104 dwarf conifers in 31 species; of these 25 are forms of the Norway spruce, eight are forms of Lawson's cypress (*Chamaecyparis Lawsoniana*), and eight are forms of the arbor vitae of the eastern United States. In addition to the plants enumerated by Beissner there are a few which originated in this country and which do not appear to have been known to him.

There is a good but by no means a complete collection of dwarf conifers in the arboretum, for it is difficult to keep track of the new forms which appear in the nurseries where large numbers of conifers are raised from seed and are often given names without descriptions, and some dwarfs like those of Lawson's cypress and the Chinese arbor vitae are not hardy here. The ar-

boretum collection is much visited, however, by nurserymen for there is now a demand for these plants, which have their uses in small gardens and are less happily planted in making low banks of foliage about the base of suburban cottages.

The bulletin enumerates some 36 dwarf conifers, etc., at the arboretum, including Japanese *pinus densiflora* var. *umbraculifera*, Norway spruces vars. *Clanbrasiliana*, *Gregoria*, *prostrata* and *Ellwangeriana*; *Picea pungens*, *Abies lasiocarpa*, *picea compacta*, *concolor* and *balsamea*; *Pinus Strobus*, *sylvestris* and *montana*, the latter appearing in catalogues of nurserymen as *P. pumilo* and *Mughus*; the Douglas spruce (*Pseudotsuga Douglasii* var. *globosa*); hemlocks, *Thuya compacta* and *Hovey*, as well as *Chamaecyparis obtusa*, *pisifera*, *obtusata* and *filifera*. Among the junipers mentioned, are *virginiana globosa*, *Kosteriana*, *chinensis*, *Pfitzeriana*, *Sargentii*, *sabina*, *horizontalis*, *conferta*, *procumbens* and *communis* var. *depressa*.

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Asparagus Sprenger, 2½-in., \$3.50 per 100; heavy field grown in 5-in. pots, \$18.00 per 100. The Storrs & Harrison Co., Painesville, O.

BEGONIAS.

Begonia Vernon, 2-in., \$2.50 per 100, \$22.50 per 1,000; 3-in., \$3.50 per 100, \$30 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BULBS.

Bulbs. Gladiolus. Clean, healthy, fine stock, ready to ship. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Cold storage giganteum, 7 to 9-in., (300 to case), \$7.50 per 100; \$21.00 per case. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs. Lillium Rubrum, L. Melpomene, L. Magnificum and L. Giganteum. For sizes and prices see display advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Lillium Giganteum. Put in cold storage free from frost and now reshipped, 7-9-in., (300 bulbs to case), \$22.00 per case. Vaughan's Seed Store, Chicago and New York.

Bulbs. Cold storage giganteum, sound and dormant, 7-9 in. (300 per case), \$22.50 per case. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Bulbs. Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Lillium Giganteum from cold storage, 7-9 in. (300 to case). Write for prices. Chas. Schwabe & Co., Inc., 90-82 West Broadway, New York.

Bulbs. Roman Hyacinths, 13 to 15 ctms. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

CARNATIONS.

Carnation cuttings for early delivery. For varieties and prices see display advertisement elsewhere in this issue. C. U. Liggit, 326 Bulletin Bldg., Philadelphia, Pa.

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Cocos Weddelliana, 5-in., \$1.00 to \$1.50 each. Pochlmann Bros. Co., Morton Grove, Ill.

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Coleus Brillancy, 2-in., \$3.00 per 100, \$30.00 per 1,000; 3-in., \$4.00 per 100; \$35.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Coleus, 10 market varieties, 2½-in., ready after January 1st, \$3.50 per 100. The Storrs & Harrison Co., Painesville, O.

Coleus. Christmas Gem, large stock, 3-in., \$10.00 per 100; 4-in., \$20.00 per 100. Pochlmann Bros. Co., Morton Grove, Ill.

CROTONS.

Crotons, all the way from 4-in., to big tubs; prices range from 50c to \$10.00 per plant. Pochlmann Bros. Co., Morton Grove, Ill.

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The best cut flower and garden varieties. Get our prices for best quality stock.
LYNDEURST FARM, HAMMONTON, N. J.

Dahlias. Best new and standard varieties. Pencoek Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Massangeana, 3-in., \$30.00; 4-in., \$50.00 per 100; 5-in., 75c to \$1.00; 6-in., \$1.25 to \$1.50. Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75c to \$1.00. Pochlmann Bros. Co., Morton Grove, Ill.

Dracaena Indivisa, good thrifty stock for growing, on 2-in., \$2.00 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

FERNS. Boston, heavy plants from 5-in. pots, \$4.50 per dozen, \$35 per 100. Extra heavy 6-in., \$6.00 per dozen. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

FERNS.

Ferns. Boston, 7-in., special price of 75c each; 6-in., 50c; 8-in., \$1.00; 9-in., \$1.50 each. Whitman, 7-in., 75c. The George Wittbold Co., 745 Buckingham Place, Chicago.

Boston Ferns, large stock, 4-in., 30c each, \$3.50 per doz.; 5-in., 40c each, \$5.00 per doz.; 6-in., 75c each, \$8.50 per doz.; 7-in., \$1.00 each, \$11.00 per doz. Whitman, 5-in., 50c each, \$6.00 per doz.; 6-in., 75c each, \$9.00 per doz. Pochlmann Bros. Co., Morton Grove, Ill.

Ferns. Boston, 2½-in., \$4.50 per 100; 3-in., \$10.00 per 100. The Storrs & Harrison Co., Painesville, O.

Holly Ferns. Cyrtomium Rockfordianum, 2½-in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

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Rubbers, 35c, 50c, 75c, \$1.00, \$1.50, \$2.00 each. Pochlmann Bros. Co., Morton Grove, Ill.

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Freesia Purity Mammoth, ¾-in. and up. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

GERANIUMS.

Geraniums in good assortment, including ivy and scented, 2-in., \$2.75 per 100; \$25 per 1,000; 3-in., \$4 per 100, \$35 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

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Geraniums. Nutt, Visand and Ricard, strong, 2-in., \$2.00 per 100. Elmer Rawlings, Allegany, N. Y.

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Gladiolus. Especially selected for forcing under glass. America, Augusta, Mrs. Francis King, Hailley, \$20 per 1,000; Chicago White, \$25 per 1,000; Panama, \$30 per 1,000; Schwaben, \$37 per 1,000; Mrs. Frank Pendleton, \$45 per 1,000; Europa, \$50 per 1,000; Myrtle (True), \$75 per 1,000. Vaughan's Seed Store, Chicago and New York.

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Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. Caldwell The Woodsman Co., Evergreen, Ala.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. E. A. Beaver, Evergreen, Ala.

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English Ivy, 4-inch, \$15.00 per 100. The George Wittbold Co., 745 Buckingham Place, Chicago.

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Carax Japonica. Extra heavy, bushy, from 4-inch pots, \$5.00 per 100. The WAGNER PARK NURSERY CO., Sidney, O.

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Kentia Belmoreana and Forsteriana, extra fine 2½-in., \$14.00 per 100; \$120.00 per 1,000; 3-in., \$25.00 per 100, \$220.00 per 1,000; 4-in., \$50 per 100; 5-in., \$12.00 to \$15.00 per doz.; 6-in., \$2.00 to \$2.50 each; Forsteriana, 5-in., made-up, \$1.50. Poehlmann Bros. Co., Morton Grove, Ill.

Kentias. Belmoreana and Forsteriana, 2½-in., \$1.25 per dozen; 5-in., made-up, \$9.00 per dozen. The George Wittbold Co., 745 Buckingham Place, Chicago.

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Lantanas. Weeping, 2½-in., \$4.00 per 100. The Storrs & Harrison Co., Painesville, O.

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Baby Primulas, 4-in., 25c; 5-in., 35c; 6-in., 50c. Poehlmann Bros. Co., Morton Grove, Ill.

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Pteris Wimsettii. Nice bushy plants for Christmas baskets or boxes. 4-inch, \$10.00 per 100. The George Wittbold Co., 745 Buckingham Place, Chicago.

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Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

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Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

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Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

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Prepared Lycopodium. Splendid for basket work and making wreaths. Per carton of 10 lbs., \$3.00. George H. Angermueller Co., 1320 Pine St., St. Louis, Mo.

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Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-76 N. Wabash Ave., Chicago, Ill.

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We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

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POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hewes & Co., Inc., Cambridge, Mass.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

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Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

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Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

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Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

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 Berger Bros., Philadelphia, Pa.
 Berning, H. G., St. Louis, Mo.
 Budlong, J. A., Chicago.
 Chicago Flower Growers' Assn., Chicago.
 Coan, J. J., Inc., New York.
 Erne & Company, Chicago.
 Feys, D., New York.
 Forster Co., Joseph, Chicago.
 Ford, M. C., New York.
 Ford, William P., New York.
 Froment, H. E., New York.
 Futterman Bros., New York.
 Grossberg-Tyler-Finnerman Co., Chicago.
 Hart, George B., Rochester, N. Y.
 Henshaw Floral Co., Inc., New York.
 Hentz & Nash, Inc., New York.
 Hoerber Bros., Chicago.
 Holton & Hunkel Co., Milwaukee, Wis.
 Jones, Percy, Inc., Chicago.
 Kasting Co., W. F., Buffalo, N. Y.
 Kennelcott Bros. Co., Chicago.
 Kervan Co., The, New York.
 Kessler, Wm. A., New York.
 Kruchten, John, Chicago.
 Kuehn, C. A., St. Louis, Mo.
 Kuhl, Geo. A., Pekin, Ill.
 Kusik & Co., Kansas City, Mo.
 Levy, Joseph J., New York.
 Mackie, William, New York.
 McCallum Co., Pittsburgh, Pa.
 Meconi, Paul, New York.
 Miller & Musser, Chicago.
 N. Y. Cut Flower Exchange, New York.
 Neldinger Co., Jos. G., Philadelphia, Pa.
 Niessen Co., The, Philadelphia, Pa.
 Pappas, Nicholas G. & Co., New York.
 Philadelphia Wholesale Florists' Exchange.
 Pierson, A. N., Cromwell, Conn.
 Pittsburgh Cut Flower Co., Pittsburgh, Pa.
 Pochmann Bros. Co., Chicago.
 Pollworth Co., C. C., Milwaukee, Wis.
 Polykrans, Geo. J., New York.
 Pyfer & Co., A. T., Chicago.
 Randall Co., A. L., Chicago.
 Reid, Edward, Philadelphia, Pa.
 Reinberg, George, Chicago.
 Reinberg, Peter, Chicago.
 Rice Bros., Minneapolis, Minn.
 Riedel & Meyer, Inc., New York.
 Rusch & Co., Gust., Milwaukee, Wis.
 Sheridan, W. F., New York.
 Siebrecht, Geo. C., New York.
 The Long Island Floral Co., Brooklyn, N. Y.
 Thamer, O. A. & L. A., Chicago.
 Totty Co., Chas. H., Madison, N. J.
 Trendelen & Schenck, New York.
 United Cut Flower Co., New York.
 Vaughan, A. L. & Co., Chicago.
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- Practical Floriculture.**—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants. Illustrated. 325 pages. Price, \$1.50.
- Commercial Ornamentation Culture.**—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, \$1.00.
- Principles of Floriculture.**—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, \$1.75.
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- Manual of the Trees of North America.**—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, \$6.
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- Greenhouse Construction.**—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, \$1.00.
- Insects Injurious to Vegetables.**—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, \$1.50.
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Nashville, Tenn.

CHRISTMAS TRADE SATISFACTORY.

Contrary to previous indications, the supply of cut flowers and plants, both of excellent quality, proved adequate to care for the local demand satisfactorily and the showing in the various stores seemed as plentiful and attractive as in former years. Poinsettias and cyclamens had a prominent place and in roses, Russell and Columbia were well to the front, taking the place of American Beauty to quite an extent, and commanding prices nearly as good. All stock brought from 50 to 100 per cent better returns than last year, the highest ever known in this market, but this did not seem to have any effect on the buying. The public seemed to expect to pay high prices. Carnations sold as high as \$3 per dozen for reds, \$2 for pink and white, and poinsettias brought as high as \$1 each. Wicker baskets with handle holding from 12 to 15 choice bracts brought from \$18 to \$20, and there was a call for more than could be supplied. Some choice Russell roses went as high as \$10 per dozen, while the few American Beauties on the market were taken at prices ranging from \$18 to \$24. There was some lily of the valley, small white stevia, narcissi, both white and yellow calendulas and a few lilies. There was also a good call for funeral work. The flower shops were all crowded for three days before Christmas.

NOTES.

The Joy Floral Co. had its stock in early and well arranged. Cyclamens seemed to be their feature in plants although they sold hundreds of poinsettias. These were in attractive baskets and brought good returns. The abundant supply of splendid cut flower stock had never been surpassed in former years. They had ample cuts to supply the Chattanooga branch and business in that city as well as locally was brisk.

Geny Bros. had a magnificent stock in every way and made a strong run on poinsettias, possibly the largest stock in this city in this item. American Beauty roses and choice carnations were also features of their display. They had a number of funeral orders December 24.

The McIntyre Floral Co. were well prepared with both plants and cut flowers, some of the finest roses of the season being seen here and which were disposed of early. Long stemmed Russell which sold for \$15 per dozen were noteworthy.

L. H. Hurry & Son had a good Christmas stock and enjoyed a good holiday trade.

M. C. D.

Terre Haute, Ind.

Among the good stock sent in for the Christmas market were well-grown carnations from the Rosery, which were disposed of quickly at \$2.50 per dozen.

Heinl & Weber disposed of two houses of poinsettias which were timed exactly right for the Christmas demand.

Cowan Bros. have been very busy with funeral work, many of the orders going out-of-town.

Fred Wunker had an enormous call for cemetery wreaths and madeup baskets.

S

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A. E. L.

MASSILLON, O.—The Massillon Horticultural Society at its meeting, December 18, elected the following officers: E. F. Elkenberry, president; A. J. Lotz, vice-president; Mrs. J. Owell, secretary; J. R. Hursh, treasurer.



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Vol. LI.

CHICAGO AND NEW YORK, JANUARY 11, 1919.

No. 1597

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POT PLANT PREPARATION.

Getting Ready for Spring.

There never was a time when the field of endeavor of the expert plantsman offered such opportunities as now. The days of the imported azalea and other flowering plants, which could be bought at reasonably low prices, and brought into flower in a short time, are among the things of the past; at least, this is so for the time being. We cannot tell what the future may bring forth, but we do know that the plantsman is now put on his mettle to produce pot flowering varieties to take the place of the imported stock as well as to meet the increased demand for all kinds of pot plants in bloom. The experience of the Christmas holiday season of 1918 is very plain evidence that the public demand for flowering plants is on the increase, especially when cut flowers are scarce and high priced. The question then arises, "What are the plantsmen going to furnish to make up for the shortage of azaleas, lilies and other flowering plants?" A larger number of home grown roses and hydrangeas can be grown, as well as many other plants not now generally met with in full bloom as retail flowering plants, and it will well repay any grower to make a close study of the many plants available and bring out something novel, even if it is some old-fashioned variety now almost forgotten.

To be successful with pot plants the grower must be prepared to give them the closest attention, have space enough for their best development and allow them a reasonable period of growth, so that they will be sturdy, well hardened plants of good form in fine bloom. Forced plants that are soft, so that they will suffer after being taken from the greenhouse, are poor material to offer for sale, being in the same class as "pickled" cut flower stock. It is always best to start up flowering plants in a moderately low temperature, so as to build

up a sturdy foundation that will produce an abundance of bloom; then, when sufficient root action has taken place, as the plants approach the flowering period, the temperature must be raised to properly develop the flowers and to guard against mildew. After the buds commence to expand and show color, the plants should be treated to a moderate hardening off in a lower temperature to give texture and fine color to the blooms. This applies particularly to the rambler roses, but sudden extremes of temperature must be avoided at all times so as to guard against the buds dropping. It is, therefore, necessary to give this class of plants a reasonably long period of growth, and to be able to have them in good shape for Easter, which comes late in April this year, it is none too early to get them on the way.

To be successful in growing high grade pot plants, the grower needs the best space available to carry on his work, especially during the winter months. This particularly applies to rambler roses, hydrangeas or any other plants that are subject to mildew. Dark, low houses are not suited for the purpose, and the effort will only be successful in a half measure. It is also very essential that the houses be equipped with the necessary heating and ventilating facilities to meet the changing conditions of temperature.

Other requisites necessary for carrying on the work are: First, a good live, compost; second, an ample supply of the standard size pots to be on hand as they are needed, and it is always best, if possible, to use new clean pots for the final potting. The soil and other material to make up the compost, should be brought inside to become dry enough to properly handle before potting. When making up the compost, the mixture must be governed according to the class of plants it is to be used for. Hydrangeas and other vigorous, heavy rooting plants

require a much heavier soil than begonias or other like plants. Provide, first of all, a live, loamy soil, a liberal amount of well-rotted manure, then, if procurable, some leaf mould and a clean, sharp sand. A small amount of fine charcoal, added to the compost to keep it open and sweet, is also beneficial to all of these plants.

Rambler Roses.

It takes from 12 to 15 weeks from the time these plants are started up to have them in good bloom for sale. Severe forcing will bring them in quicker, but the blooms will not be nearly as fine or lasting as those brought along by a slower stage. Pot grown plants that were given close attention the preceding summer to enable them to make flowering wood, give best results, especially as large specimens. Those that up to this time have had a period of rest, laid down outside to harden and ripen up the wood, can now be brought in and given a thorough overhauling by cutting out the dead wood, attending to the staking, or shaping according to the form desired. Rambler roses do not require any pruning at this time beyond cutting out the dead and spindly wood, and topping back the lateral shoots so that they can be trained to the required shape. Examine the drainage, cutting off any roots that have pushed through the bottom of the pots to clog up the holes. Remove about an inch of the surface soil to allow for a top dressing of bone-meal and a mulch of one part each of fresh soil and well rotted manure. After this has been attended to, place the plants in a light house and give them a good watering at the roots so that the root ball is wet through. They will not need watering again for several days, but to keep the wood plump and prevent it shrivelling, syringing should be given every day or two until the growths begin to shoot out. After the plants get into leaf, the syringing must be governed according to the weather conditions. Start up the plants in a temperature of about 50 degrees, gradually increasing it as growth proceeds until the night temperature reaches the 60 degree mark. These plants will stand a high temperature during bright days, providing a degree of moisture is maintained to keep down the red spider, which attacks them quickly under dry conditions. Rambler roses require a liberal amount of water when in active growth and must not suffer for want of it at any time. They are also greatly benefited by watering with liquid cow-manure about twice a week.

Hydrangeas.

The hydrangea has always been one of the most important of the pot plants for Easter and spring sales, and with the shortage of the imported stock, these plants will be more valuable than ever this year. The coming of the new French varieties also raised these plants considerably in popular favor. The plants being prepared the preceding season for the following spring sale as blooming plants, they should be classed in two groups. In the first we will put those that have been pot grown and are more suitable for early flowering, and in the other group, we will place the field-grown plants, lifted and potted in September or October. These are not so sure for early-forcing, being better suited for late spring and Memorial day.

Hydrangeas respond to a generous treatment, but they suffer and the foliage turns yellow from stagnant soil and overwatering quicker than most plants. Make sure that each plant is provided with ample drainage. When in active growth, they require to be watered liberally, and at no time should they be allowed to wilt for the want of it, but the clogging up of the drainage so that the water cannot pass freely away is disastrous to the plants. They thrive in a compost of one part well-rotted cow manure to two parts fresh soil, adding to this a sprinkling of bonemeal, sharp sand and limestone. As soon after January 1 as they can be handled, overhaul the pot-grown plants



Lilies For Christmas.

Cold Storage 7-9 Giganteum Bulbs at Floracraft Gardens, Moorestown, N. J. Grown Two to a Pot for Cutting. Seven Flowers. Photograph Taken December 22, 1918.

and start them into growth slowly in a night temperature of 45-50 degrees, with a raise of 10 degrees during the day time. Select the plants according to their size, trim out the dead or unnecessary weak wood and repot into fresh pots according to the size of the plants. Do not disturb the ball of the plant or overpot. Some of the larger sizes that were repotted last summer need only to be mulched at this time. The late summer propagated stock, now well rooted in 3-inch pots, can be grown into fine plants with one or two large heads of bloom for Easter, being very popular and sell well. The beauty of these plants is to keep them dwarf and preserve their foliage. To do this, they require ample room and full exposure to the light. The field grown plants that were potted last September will not need another potting at this time unless they were potted in small sizes with the intention of repotting as they started into active growth. These plants should also be cleaned up and brought into full light, starting them up in a low temperature,

gradually increasing it as the plants take on growth until they are well clothed with foliage, when a steady temperature of 58 degrees at night, with a raise of 10 degrees with careful ventilation during the daytime, should be maintained.

Greenfly infest hydrangeas, working down into the buds, and unless the plants are kept clean by regular fumigating, a number of the buds will be crippled, resulting in small, undersized heads of bloom. They will need watching to keep the insects in check from the time they are started into growth until the flower heads begin to show color. Then, if the plants have been kept clean by regular fumigations, they will remain so until past their usefulness.

Polyantha or Baby Rambler Roses.

A large number of this type of rose have been grown for Easter and Memorial day by the plantmen for several years, but they have not been given the place to which they are entitled. Most of the growers have depended on the imported budded stock of formal shape instead of growing them on their own roots in a natural and much more beautiful form. They bloom freely at every growth shoot, and by careful culture can be grown into fine specimens with a mass of bloom. There are a number of varieties that are very beautiful, but to select but one we would take the variety, Orleans. We have grown this one for spring sales since it was introduced into this country, and we find it easy to grow as well as being a great seller. Young plants of this type of rose, now from 3-inch pots, can be grown into fine salable plants for Easter. Treat them as you would the young stock of forcing roses for next year's planting, only give them more space between each plant and feed liberally with liquid cow manure.

Ivy Geraniums and Other Plants.

Plantmen who obtained their early training in European countries remember the fine trained specimens of Ivy geraniums that were met with in private conservatories and at the plant markets. It might be well to try a few of these as a novelty. They are grown largely in California and the southern states, but are rarely seen as specimen pot plants of Ivy geranium in the large cities of the eastern and middle western states.

Now that we have varieties of pelargoniums on the order of Easter Greeting, this class of plant is being grown in larger numbers for Easter sales. We meet them as good size plants down to very small, cheap stock. They are easy to grow and help out greatly. They need to be closely watched for the appearance of greenfly, which infest these plants about as much as they do any plant in cultivation.

Large specimens of marguerites, both white and yellow, are grown for Easter in some of the large cities. They need to be well rooted to bloom freely and absorb large quantities of liquid manure. It is the large specimens of these plants that make the show and create the demand for them for decorative purposes. There is not much call for smaller sized plants.

There are a number of plants that might be classed as miscellaneous which can be grown into good sellers for Easter. Among them are some of the flowering begonias—on the order of rubra and Pres. Carnot. The hardy primroses, which are becoming so pop-



LILIES FOR CHRISTMAS.

Cold Storage 7-9 Giganteum Bulbs at W. K. Harris, Philadelphia, Pa. Five Thousand Planted Out on a Table, September 1.
Photograph Taken December 10, 1918.

ular in Boston, also there are some of the hardy plants like the Canterbury bells, which can be flowered easily in pots, if grown cool, and last, but not least, we have the primulas, obconica and malacoides, and we must not forget the long list of hyacinths, tulips and narcissi.

Geraniums.

We are given to think of the geranium principally as a bedding plant, yet with careful culture it can be made one of the best decorative plants for retail sales. Plants from 2½-inch pots, repotted now into 4's, then as soon as rooted, February 1-15, into six-inch, then soon after March 1, into 7 or 8-inch, can be grown into fine specimens for Easter sales. The principal point to consider in the culture of these plants is to grow them quick without any check to enable them to produce the fine, large foliage and heavy trusses of bloom. Any check in their growth, so that the wood becomes hard, takes away a great deal of their beauty. They need the closest attention as regards watering and make the best growth when held a little to the dry side. They also require space enough for the air to circulate freely between each plant. After the plants get to be a good size, it is a good plan to raise the larger ones on pots through the center of the bench. When they have become well rooted, an occasional watering with liquid manure will add fine color to the blooms and foliage. Give them a temperature of 54-56 degrees at night with a raise of 4-6 degrees during the day. Select the semi-double varieties with the large trusses of bloom like Beaute Poitevine and Alphonse Ricard. They are best suited for this purpose and make the best showing.

C. W. JOHNSON.

Lilies for Easter.

ED. AMERICAN FLORIST:

Easter falling on April 20 this year, please advise when cold storage giganteum lily bulbs should be started to be in on time, temperature required and general treatment necessary.

GROWER.

Cold storage bulbs of *Lilium giganteum* for Easter bloom must be planted this month, as they need from 10 to 12 weeks for development. A temperature of 55 to 60 degrees is necessary, and the bulbs may be grown in pots or benches.

The illustrations herewith show good examples of cold storage giganteum lilies grown for Christmas. That at the establishment of Wm. K. Harris, Philadelphia, Pa., is of a batch of 5,000 bulbs, 7-9 cold storage giganteums, planted on September 1 in a center bench, 8x90 feet. They were placed four inches apart in the rows and five inches between. The bed received a good soaking when planted, was then covered with straw to prevent drying out, and was not watered again for six weeks. The temperature was kept as low as possible for the season with ventilators open at night. Since heat was necessary, the night temperature was held at 55°. When the shoots were well above the soil the straw was removed and water given sparingly. The growth was gradual and sturdy, the stems well covered with foliage, strong and erect, carrying their quota of buds, which ranged from two to five, some even carrying six. The percentage of those that did not grow, came blind, or set only one bud was very small. The whole bed was wonderfully even.

John Prince, grower and superintendent for Mr. Harris, attributes his success to getting a good root growth

before the shoots began to draw on the bulbs' vitality. They had not at any time been hurried or forced. The first buds or flowers were cut December 5. The photograph was taken December 10. The entire bed was cut off before or for Christmas delivery. Mr. Prince believes that bulbs from cold storage can be brought in for Easter. He would start early in January, pot in sandy compost to get good drainage, set up on a table at once, keep cool to get root action, and no water after the first soaking for six weeks, covering the pots with straw to prevent drying out. After the plants are well up, then a gradual raising of the temperature should be made, the plants being kept going until buds are fairly well developed, after which they can be manipulated in the usual manner, depending on weather conditions to make the week of the holiday.

Manager Wm. Ross, of the Floracraft Gardens, Moorestown, N. J., an extensive grower of lilies for the Philadelphia market, had a splendid crop of giganteums, 9-10 bulbs, that were in December 15. These were planted September 15 and held to a night temperature of 60°. The plants bore from three to six flowers with very few misses. Mr. Ross thinks a handful of good cow manure that is placed in the bottom of each pot, adds considerable to the vigor of the plants and size of the flowers. He is also careful to see that they are sprayed once a week with nicotine. Many plants are ruined with green fly through neglect of this treatment, particularly when the buds are forming. The growth is stunted, buds come defective or not at all, and the blame is generally placed to defective bulbs. It is best to be on the safe side and use an insecticide as a preventive, whether the fly is seen or not, as

generally when it is thick enough to see, the damage has been done.

Mr. Ross is going to try cold storage giganteums for Easter. His plan is to plant these, some in boxes and others in pots, using 7-9 bulbs. His method of culture is the same as when forcing earlier in the season. The freshly potted stock is placed on the floor under the benches along the walks in a low house, as they seem to do best or draw up better, where there is less head room. The night temperature is 60°, uniform all the time. This Easter batch will be potted from 10 to 12 weeks before the holiday, depending on the weather. He will not check them in any way until the buds are well along, when if ahead of time, it will be safe to reduce the temperature and retard the growth to hold them.

Ernst Zeiger, a Philadelphia grower, who has forced cold storage giganteums with success, has best results by keeping a temperature of 55° to 60°, or even a little higher, from the start. He finds that a cold, wet soil tends to weaken their vitality, causing the bulbs to rot. If by forcing, the bulbs can be made to send up their shoots, they will make roots later, he says. In a lot of bulbs, planted out to be brought in for Christmas and early January, in a small house with a center ventilator, one end of the bed in the warmest part of the house, had a strong growth, the plants setting buds, while in that part subject to the ventilator, there was a marked decrease in the size of the plants, which proved to him that the high temperature was the vital factor in forcing cold storage lilies. In growing cold storage giganteums for Easter, he advises to first select good firm bulbs, 7-9 or larger. These are to be potted or benched in good, sandy compost so as to insure perfect drainage. When planted, they get a good soaking and then no more water until the roots are there to take it up. They should be at once given a temperature of 60° to 65°, which is to be kept up until all the bulbs that are going to start are well above the soil with shoots from two to four inches in height. This is the critical period, as the bulbs that fail to start at once will not come on later. The temperature is then gradually reduced to 50°, which hardens the growth and prepares the plant to stand the lower, or what might be called the storage period of three to five degrees less, in which the plants are kept until it is time to force them for the market, when the ordinary growing conditions for such stock will prevail.

Mr. Zeiger's theory that cold storage bulbs will continue to grow after the shoots appear without much or any apparent root action, but which he says will be sure to follow later, is borne out by experiences of Alfred M. Campbell, Strafford, Pa., who forces lilies in quantity. He found that bulbs started and with quite a growth, when taken from the boxes, when potted up, gave a very good account of themselves, producing a robust growth which averaged up well in production of flowers, while often dormant but promising looking bulbs, failed to start.

NORTH EASTON, MASS.—Andrew Masson, superintendent of the estate of Mrs. Louis Frothingham, died December 17 of pneumonia.

STAMFORD, CONN.—George L. Waterbury, prominent in the florist trade here for many years, died December 16, following a long illness.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

Now is the time of new resolutions, to take a retrospect of the past year, to measure out its successes and disappointments, and profiting by the knowledge gained, lay out the work of the new year. One thing certain, the business must not stand still; plan that every month shall show an increase over that of a year ago. It can be done if each period is taken up, its work and possibilities studied out and planned for in advance.



Lilies For Christmas.

Cold Storage 9-10 Giganteum Bulbs at Floracraft Gardens, Moorestown N. J. Two Bulbs in a Six-Inch pot, Each Bulb Carrying Four to Six Blooms. Photograph Taken December 15, 1913.

Here is where the "year book," with its record of all important events, is invaluable. There should be a special feature for almost every week in the year. This will require considerable thought and working up, so as to be timely and seasonable. The wants of customers should be anticipated and frequent suggestions made that will bring to mind that this is the season when, for instance, the primula is just coming into full flower and will be at its best for the next two months, mentioning the several varieties and particularly the malacoides type, which is to be backed up by a special display of plants in the various sizes.

When the first of the forced spring bulbs, daffodils, tulips, etc., are in, they are to be featured in a similar manner, as is also the freesia, which in both plants and cut flowers is a great favorite. In this manner, week after week, the whole season's business can be outlined and anticipated, and preparations made to make the most of each opportunity as it comes along.

Pansies are now to be had in quantity and are always a welcome addition to the box of loose flowers. Pretty little baskets of cut pansies, arranged so that the stems are in damp moss, are always attractive. Many sales are induced by these "ready to carry away" arrangements to customers who

would not think of having them made up. Primula malacoides, with its wealth of miniature blossoms, is very pretty, but much more attractive when planted in a small basket with a ribbon decked handle. A window full of these is a great attraction. If priced conspicuously, there will be many sales. Each featured window stock should have appropriate cards. "For that Empty Jardiniere," on a palm or dracena, will call to mind the waiting jar at home. "For the Library Table" can be used for a medium-sized bird's nest fern, in a suitable jar. "These Bloom All Winter" will feature a group of cyclamens. "For the Corsage" will help the sale of sample corsage bunches, which, in boxes ready to go out, are always a noticeable window feature. "The First of the Season" is suitable for any flower just in. These little display cards should be plain but neat and easily read. They are best done by the professional card painter. They are not expensive, and induce sales far in excess of their cost. Examples of this work are to be seen in many of the best shop windows in other lines. They attract attention to goods that otherwise might pass unnoticed. People will often stop to look in the window, whose eyes are first attracted by the signs. The weekly sign or window show card service is now a business that has attained quite an importance. These finished cards are, however, not so exclusive or appropriate as those written to the order of the craft themselves.

Feature the work of the Florists' Telegraph Delivery. The orders that originate in your own store are the ones that pay, as they induce trade that means new customers. Thousands of dollars' worth of this out-of-town business could be worked up by florists in all the large cities if they kept this feature constantly to the front, as but very few know that such rapid delivery to all parts of the country is possible.

Orchid sweet peas will soon be at their best. When fresh, they are delightfully fragrant and leave little to be desired. They are especially dainty for the luncheon table, and unexcelled as a corsage flower.

Getting the Discount.

The money made and saved by taking advantage of all discounts for prompt payments, will, during the course of a year, amount to a very tidy sum. The road to business success is paved with discounts; the man who promptly meets his bills, not only gains the money advantage, but establishes for himself a name that insures that most valuable of all assets—credit. His rating with the business agencies stands high. The report, "discounts all bills," places him at once in the list of the gilt-edged and most desirable customers. The greatest advantage, however, is gained in the market that is always open to those who pay promptly, or who are in a position to make spot cash settlements.

It may be desirable, for one reason or another to push or move a commodity, or it may be that there is a sudden call for funds. To meet the emergency, stock must be turned into cash, even at a sacrifice. The spot cash man, or whose paper is good at the bank, gets the bargain, and is thereby able to undersell or handle the stock at the regular prices, at much greater profit than his less provident competitors.



LILIES FOR CHRISTMAS.

Cold Storage 9-10 Giganteum Bulbs at Flaracraft Gardens, Moorestown, N. J. Bench of 3,000 Potted Two in a Six-Inch Pot September 15.
 Photograph Taken December 15, 1918.

The man careless in business is rarely successful. Such declarations as, "I do not care what my rating is; people do not have to tell me if they do not want to. I can get everything I want," is far too common. When credit men ask for a statement, they are given scant consideration, and little, if any, satisfactory information. This position and state of mind is dangerous; it is not business-like, and eventually leads to disaster.

All resources, such as charged accounts, should be collected as quickly as possible. Business practice is rapidly shortening the time of payment, being in many cases, such as public utilities of all kinds, food products, etc., down to a spot cash basis. Bills should be sent out religiously the first of every month. In cases of charges to customers not having regular accounts, bills should immediately follow purchases. Accounts over two months old should be followed up week by week. The goods were satisfactory and should be paid for promptly. With this money in bank, instead of on the books, the two, three and sometimes larger percentage in discounts to be deducted each month from bills promptly paid, will soon become a welcome source of revenue, which, in addition to good credit, insuring greater power and lower prices in buying, will be found of inestimable advantage.

Some men carry on their business for years with nearly all payments, large or small, made on account. Their condition is not bad, but they get into this careless way and do not seem to realize the benefits of the receipt in full. Why not collect up closer, get the resources together, and clear up, if not all, one bill at a time, and then watch out for and take advantage of all discounts?

Modernizing the Store.

In many cut flower stores in the city's business districts and in others near the outskirts where the store and greenhouses are combined, there is still an old-fashioned way of doing things, in much the same manner as has prevailed for years. It is difficult to get some men to adopt new methods; they are in a rut and do not seem to want to get out of it. Every time Mrs. Smith sends a funeral piece, the regulation \$5 wreath is made up to look as much like the last one as possible. Nothing else is proposed because they know (?) she would not take it. Mrs. Blank's Christmas order is a duplicate of that sent last year in almost every particular. Things are done in a staid, quiet way, efficiently and correct. New methods, novelties, a change of the store front, interior, etc., however, never occurs to the proprietor.

At times new blood is infused, additional energy produced by reason of the younger generation, which has grown up, taking a hand. The old horse and wagon must give way to a car. There is a protest—it is too great an expense, but the boys win out, and in a short time the wonder is how they got along for such a time without it. New stock is seen on the shelves, improvements are made that change the interior of the store which are, when finished, found to economize room and otherwise make for the betterment of the business. The window which had always received some attention, but was never anything more than just a neat arrangement of vases of flowers or plants, begins to have a punch to it. There is now some artistic merit; something different from before and people stop to have a look, and inci-

dentally receive a good business impression, which is further renewed the next time they pass, by another arrangement better than the first. The new blood is working. Their enthusiasm is growing; they are thinking about the work and wondering what they shall do next.

Once get a man enthused over his work and it is difficult to hold him back. He is continually putting his best foot forward, trying out new things, reaching for more and better trade. Nothing gets a man going like success in his undertaking. His heart goes into the work, which is never too hard, so long as the business keeps coming.

To obtain an ever-increasing trade one has to keep his best foot forward, to at all times give the best he has. The retail store that intends to progress, must put all lethargic manners and methods behind it. Out the back door and down the dump with them. What is required is new, up-to-date goods displayed in a different way. The old counters and the antique show cases must give way to tables artistically arranged about the store, on which the latest cut flower holders and choice pieces of pottery are placed attractively. Vases of flowers are placed in ribboned baskets from which they are sold to better advantage. Choice plants in jardinières add to the attractiveness, while rugs here and there give a finish to the floor that cannot be obtained without them.

These changes cannot be made in a day. They are an evolution which may be more or less rapid, but should be always forward, one advance suggested by the other, the best foot to the front all the time.

Express Rates Increased.

By authority of the director general of railroads, an increase in express rates on lines under government control, mention of which was made in our issue of December 7, page 926, became effective January 1, 1919.

In Zone 1, described broadly as the territory east of the Mississippi and north of the Ohio and Potomac rivers, first class rates between all blocks are increased three scale numbers. For example: The rate from New York (Block 952) to Chicago (Block 835) is Scale No. 38, or \$2.64 per 100 pounds for first class and \$1.98 per 100 pounds for second class shipments. The new tariff increases the rate to Scale No. 41, or \$2.80 per 100 pounds for first class and \$2.11 per 100 for second class. First and second class rates between points in Zone 1 and points in all other zones are also increased three scale numbers.

Between points outside of Zone 1, comprising the territory south of the Ohio and Potomac and west of the Mississippi rivers, all first and second class rates between blocks in such territory are increased two scale numbers.

Effective January 1, 1919, rates between points in the United States and points in Canada and Newfoundland, are increased 15 cents per 100 pounds for first-class and 10 cents per 100 pounds for second-class matter. On traffic moving from Canada or Newfoundland to the United States, these increases become effective January 25, 1919.

Effective in Zone 1, on shipments in Class 1, which includes cut flowers, the increase averages between 16 and 17 cents per 100 pounds. In Class 2, which embraces seeds, bulbs, trees and shrubs, etc., the increase is about 13 cents. In other zones, the first class rate increases from 10 to 12 cents, second class in proportion.

National Publicity for Flowers.

The publicity committees have been able to extend their plans as previously announced, so that the January and February magazine advertisements are now to appear in 33 national magazines, instead of 27, as previously arranged. The additions are Pictorial Review, McClure's, System, Christian Herald and Judge. Altogether, our list will provide a circulation of 12,000,000 for some of the advertisements, and only a trifle less for others.

In all these advertisements our slogan, "Say it with Flowers," is paramount. Our promotion bureau has had ample demonstration of the efficacy of this slogan through the numerous requests received for its service in individual transactions, from Palestine, South Africa, France, Great Britain, Cuba, Brazil and other countries, the correspondents, without knowledge of us other than obtained through our advertising, sending their money with their requests, thus evidencing their pleasure in being able through us to make flowers their messengers in the transmission of sentiments from points most remote.

What such business has amounted to here at home, we are, of course, unable to state, although many contributors to our fund who have been on the lookout for evidence of results from the campaign work, advise us of their com-

plete satisfaction with results as brought to their knowledge, and checks for their 1919 subscriptions are coming in, accompanied by hearty endorsements of our plan of campaign.

Our promotion bureau has just completed the mailing of many thousands of pamphlets describing its direct service aids to those who, through their local advertising, desire to connect their establishments with the national magazine advertising. Any florist who has not received a pamphlet should write at once to the secretary for one.

We have now entered upon the second year of the campaign, and are starting under conditions which are much more favorable than those we had to contend with last year. Practically, the day for the suspension of any "non-essential" has passed, and flowers need no longer be tabbed with a bugaboo term. The public has accepted our slogan, "Say it with Flowers," as forcefully suggestive, and it is up to us to make it a thousand times more impressive, that our products may be always in mind, and their peculiar fitness as mediums for the conveyance of sentiment readily recognized as occasions may arise.

To attain this, money is needed, and the money must be provided by the florists themselves. It is estimated that there are between 15,000 and 20,000 florists in the country, yet last year we were able to collect a fund of less than \$50,000. It may have been because our project was more or less experimental. This year there is no experiment about our work. We know what we are doing, and the amount of good we may expect. To every florist who has his business at heart, but who has not booked himself for a subscription to the 1919 campaign, we are putting the question, "Are you with us? If not, why?"

THE 1918 CAMPAIGN.

Previously reported	\$45,344.25
John H. Stallford, Bar Harbor, Me.	10.00
Strout's, Inc., Biddford, Me.	15.00
A. Rasmussen, New Albany, Ind.	25.00
J. George Jurgens, Northport, N. Y.	5.00
Ernest J. Bush, Wilmington, N. C.	5.00
Frank Winans, Petoskey, Mich.	5.00
Dealer's Helps	200.00

Subscriptions close for year 1918 with the grand total, \$45,609.25.

THE 1919 CAMPAIGN.

Fund opens with contributions for four years amounting to \$26,130.50. These subscriptions are due now.

Additional subscriptions, annually per year	\$26,130.50
E. C. Amling Company, Chicago.	100.00
Gallivan Bros., Holyoke, Mass.	10.00
T. D. Hefko, Mansfield, Wis.	5.00
Total	\$26,245.50

JOHN YOUNG, Sec'y.

Forced Shrubbery.

Pussy willow sprays were first forced during the early winter as an experiment. It was not thought there would be much sale for them, as they were said by some to be so out of season that people would not take to them. They soon made a market for themselves and are now a standard item of stock from the middle of November on.

Growers are now giving the culture of these sprays considerable attention, pruning during the summer so as to get growths of varying lengths, there being a good demand for small perfect sprays of from 12 to 18 inches in length. There is quality in these as in all market stock, the manured, cultivated and watered trees producing

shoots carrying more and better developed buds than the trees that have had no especial care. A pussy willow grove that is well cared for will return as much, or perhaps more, per square foot as any other outdoor crop. There is little, if any, loss in the stock when cut as the tufted shoots will generally last in good condition until sold.

The forsythia is a shrub, the branches of which force easily from the middle of January on. They are best pruned so as to produce strong single shoots which set buds closely together from the bottom to the tip end of the branch. These force easily, the buds opening evenly the entire length. These single stems are easier handled and more decorative than the twiggy stock generally seen.

Double flowering almonds and much of the other spring shrubbery, are readily forced and should be in good demand this season during the late winter.

Fruit tree blossoms, crab apple, large apple, and double cherry blossoms, can be forced into flower from the dormant cut branches with very good success. On many farms, there are quite large lilac bushes that can be bought for little money, that if lifted and stored in a cold house or shed can be easily forced through February and March and produce very good crops of flowers. They can be grown in low houses, heeled in on their sides and started in a night temperature of not less than 60° and started in the bright sunlight with frequent syringings. When the flower buds are still green and about one-third size, the house is covered with mats or canvas and made dark when the sprays finish of good texture and pure white. If started, and forced continuously in the dark, the heads are weak and spindly and not nearly as salable.

K.

Tariff on Tree with Semi-Precious Stones.

In a decision just handed down, sustaining a protest of S. Ma, of New York, the board of United States general appraisers holds that a diminutive olive tree in blossom, set into a small pot, with plants and rocks at its base, the tree with pot standing about 16 inches high, and the entirety being composed in chief value of semi-precious stones, is dutiable under the provision in paragraph 98, Tariff Act of 1913, for "all articles composed wholly or in chief value of agate, rock crystal, or other semi-precious stones," rather than under paragraph 347 as "artificial and ornamental fruits, grains, leaves, flowers and stems or parts thereof, of whatever material composed."

Conventions at Chicago in January.

Canning Machinery and Supplies Association, January 20-25.

National Canned Foods and Dried Fruit Brokers' Association, January 20-25.

National Canners Association, January 20-25.

National Pickle Packers' Association, January 20-25.

American Fruit and Vegetable Shippers' Association, January 31-February 4.

HOLIDAY TRADE.

Complete Cleanup at Advanced Prices.

As stated in our last week's issue, page 1116, a limited supply of stock and prices much in advance of those of previous years, characterized the holiday demand of 1918, the volume of business which showed a gain of probably 35 per cent over that of last year, being held to that figure by the shortage of flowers in which there was in practically every instance a quick cleanup. The quality of the offerings, both in cut stock and plants, was equal to, if not better, on the average, than that last year, the latter enjoying an unusually good call, especially after the supply of flowers was depleted. In a few instances, where the higher prices asked were looked upon as excessive by the buying public, complaints were heard, but as a rule, and among purchasers in the more prosperous walks of life, orders were as liberal as in other years. In some sections, however, the fear is expressed that the increase will have a detrimental effect on future business, rather than educating the occasional flower buyer to the fact that the florists' product is not a luxury. The following condensed reports indicate how the trade fared in a number of the leading cities of the country:

TELEIR HAUTE, IND.—With roses at \$3.50 per dozen, carnations priced at \$3 and violets \$2.50 per bunch, an advance of 100 per cent over the Christmas period of last year, N. B. & C. E. Dover state that business showed an increase of 33 1-3 per cent in volume, compared with 1917. In carnations, roses and violets, the supply was plentiful; in fact, the market presented a crowded appearance on Christmas day, with much of the stock received from the outside presenting a pickled appearance. There was an increased call for plants, especially poinsettias and cyclamens. There was a marked decrease in the number of sales, this firm being unable to serve fully 300 prospective purchasers who would not pay the high prices.

DES MOINES, IA.—According to the J. S. Wilson Floral Co., 1918 Christmas business exceeded that of a year ago by about 15 per cent with an extra heavy call for plants, especially cyclamens and poinsettias, the leaders, followed by peppers, spireas, begonias and narcissi. Combination plant baskets also sold well. Prices, nothing less than \$2, were better than last year. Cut flower sales were not as large as expected, the principal call being for red and pink roses, with only a limited demand for carnations, violets, narcissi and poinsettias. High prices and limited supply kept many buyers away. Everything considered, however, the business was most satisfactory.

FARGO, N. D.—An advance in prices of from 25 to 35 per cent, as compared with the result that the volume of duction in the number of buyers this year, but those who purchased seemed willing to pay the price for good stock, according to the Smedley Floral Co., with the figures of 1917, caused a re-Christmas trade was about one-third better than a year ago. As a rule, the quality was none too good, and wholesale prices high, but these conditions were offset by a limited supply of cut stock. High prices on this line resulted in an increased demand for plants. Cut poinsettias sold remarkably well. Inferior stock in all classes was draggy in the general movement. Made up

SALT LAKE CITY, UTAH.—With prices from 50 to 100 per cent higher than in 1917, this year's Christmas sales about held the average, although a better showing would have been made, had cut flowers, especially carnations, been in more liberal supply. Bulbous stock was also out of the running, as shown by the report of D. E. Law. The quality was about on a par with that of former years. Price seemed to be no object, and everything in sight, including plants, cleaned up in short order. With an adequate supply, the volume of sales would have been double. Holly and greens were scarce at prices higher than usual.

FREDERICTON, N. B.—According to J. Bebbington & Son the Christmas sales increase was limited to about 25 per cent, compared with 1917, due to a limited supply of stock, while prices recorded an advance of from one-fourth to one-half. In roses, carnations and violets, hundreds more could have been sold had they been available. In plants, the leaders were cyclamens, cherries, and primroses. Holly wreaths sold at \$1.50 each and there was a good call for ferns in pans at \$1.50 and \$2. Red geraniums proved good property and went fast at \$1 and \$1.50.

KANSAS CITY, Mo.—With Christmas prices 50 per cent advanced, inclement weather and a street car strike to be taken into consideration, Samuel Murray says sales were more than one-third better than in 1917. The supply of carnations, violets and roses was equal to all requirements and the quality equalled that of last year. Bulbous flowers were missing. The call for flowering plants was better than in former years. The Florists' Telegraph Delivery business, both incoming and outgoing, was double that recorded last year.

SPOKANE, WASH.—With the shortest supply of cut flowers ever experienced in this city at Christmas, higher prices brought an increase of 10 per cent in the volume of business compared with 1917, according to Hoyt Bros. These conditions resulted in an increased demand for pot plants. The influenza epidemic in this city has been so severe that the old-fashioned Christmas spirit was not so much in evidence as in former years and there were few Christmas festivities. Those who bought, simply took what they could get.

EAST AURORA, N. Y.—Prices for Christmas offerings advanced 50 per cent compared with 1917, the volume of sales showing an increase of about one-fourth, compared with last year's figures. Roses, carnations and violets were on hand in ample supply and of better quality than usual. Purchasers seemed willing to pay to get what they wanted. Pot plants showed an increased demand. There was little call for artificial stock, according to a summary of holiday conditions by Fred W. Wise.

DALLAS, TEX.—With prices at least 50 per cent higher than last year, and in some instances advanced 100 per cent, the Lang Floral & Nursery Co. reports business for the 1918 Christmas season highly satisfactory. Buyers seemed well supplied with money and prices were not questioned, provided quality was present. The cut flower supply was ample, among the offerings being Paper Whites and a few Golden Glow. Plant sales were featured.

PORTLAND, ME.—Exorbitant prices and quality inferior in every way, including weak stems, held sales for the Christmas holiday this year to a point below that of 1917. Had prices been within reason, according to Miss Bertha

Lougee, business would have been above complaint. Flowering plants profited by the situation, and showed an increase in popularity, especially in the inexpensive offerings. Wreaths also were among the quick sellers.

SEATTLE, WASH.—Prices for Christmas in this city showed an increase varying from 50 to 100 per cent, with a scarcity of supply, especially in carnations, and quality inferior to that of a year ago, according to Paul E. Lange. The volume of business, however, was only 15 per cent better than in 1917. In the plant section, the greatest demand was for cyclamens in 6-inch pots. Baskets of ruscus and immortelles also found favor with some purchasers.

BRAMPTON, ONT.—W. G. Peacock, of the Dale estate, in discussing the 1918 Christmas trade, states there was considerable increase in volume of sales over last year, prices showing an advance of about 25 per cent. The supply was not large enough to meet all requirements, but the quality in general was above the average. A few narcissi were among the offerings and there was a large call for orchids and Russell roses.

HAVERTHILL, MASS.—According to W. F. Abrams, high prices, which were nearly double those of last year, boosted Christmas sales about 25 per cent, compared with 1917. With a limited cut flower supply of usual quality, and no bulbous stock, there was no trouble in making sales. In plants, begonias moved best. The coal shortage here curtailed the usual supply for the holidays considerably.

LITTLE ROCK, ARK.—With the exception of bulbous flowers, cut stock for Christmas was in good supply, and while prices ruled higher than in former years, the volume of sales held to about the same figures as in 1917. Pot plant sales showed an increase as purchasers refused to pay the exorbitant prices asked for cut flowers. Some retailers refused to handle them.

MOBILE, ALA.—In money value, 1918 Christmas trade showed a gain of 25 per cent over that of last year, prices showing a proportionate increase with a limited supply of stock of average quality, is the report of the Minge Floral Co. The plant sales were about on a par with the corresponding period of 1917. There were few complaints regarding prices.

TAMPA, FLA.—Christmas business in this city, as reported by the Tampa Floral Co., was slightly better than that of 1917, with a corresponding increase in prices. The quality of the stock offered was fairly satisfactory, and the limited offerings in violets, roses and carnations cleaned up rapidly. Plants of all kinds sold better than in former years.

MADISON, WIS.—According to the Rentschler Floral Co., a smaller number of sales as compared with the 1917 Christmas records, showed an increase in the volume of this year's business. Retail prices were about on a par with former years, but the profit was less. The quality of the offerings was very poor and resulted in a strong demand for plants.

GRAND RAPIDS, MICH.—There was a good Christmas demand with plenty of stock in roses and carnations, according to George Collins of Henry Smith's. Business has been very good for some time, with a heavy call for funeral work and cut flower prices high.

SANTA CRUZ, CALIF.—With the prevailing epidemic of influenza, everything in the way of flowers was used for funeral designs and nearly all Christmas orders had to be turned down, according to W. E. King.

COLUMBUS, O.—The best Christmas demand in the history of the trade in this city with prices higher than usual is reported by John R. Hellenenthal. Violets were in plentiful supply but roses and carnations were limited due to the heavy demand before the holiday for funeral orders. In bulbous stock, Paper Whites cleaned up well at \$2 per dozen. All kinds of flowering plants moved fast and the call for made up baskets was never better. Poinsettias, both cut and in pans, commanded good figures. Primroses were also very popular as were begonias, cyclamens, etc., in baskets. The weather was all that could be desired, purchasers seemed to have plenty of money and the flower stores were crowded.

WICHITA, KAN.—With prices one-fourth higher than last year, the 1918 Christmas sales showed an increase of about 12½ per cent. The home-grown carnations and extra fine roses were cut too close, making these items among the limited offerings, but receipts of cut stock at the eleventh hour made the supply greater than the demand. There was a heavy call for flowering plants. Trade would have been much better but for a blizzard which raged all day Monday and Tuesday, followed by zero weather Christmas day, delaying cutting and all shipments out of the city. Express companies returned many packages of cut flowers and plants, being unable to forward same. Local deliveries were almost impossible.

LONDON, ONT.—A report from J. Gamage & Sons shows Christmas sales this year exceeded those of 1917 by about 90 per cent, prices being from 35 to 100 per cent higher than a year ago. Carnations were in short supply, but roses and violets were plentiful and the quality was the finest ever seen here. There was also an exceptionally fine line of chrysanthemums that were readily taken at from \$7.50 to \$9 per dozen. Baskets and madeup arrangements proved themselves to be increasing in favor. Money was plentiful, people were spending it and everything in the way of cut flowers and plants found ready buyers.

PHOENIX, ARIZ.—The report of the Arizona Seed & Floral Co. shows that Christmas prices in this city were 100 per cent higher than in 1917, while sales, due to diligent advertising, increased fourfold. Roses, carnations and violets were in short supply and the same was true of bulbous flowers. The quality of the stock was as good, if not better, than last year. Both flowering and decorative plants sold better than in former years. Inquiries were received much earlier than usual this year, and many orders had been booked by December 15.

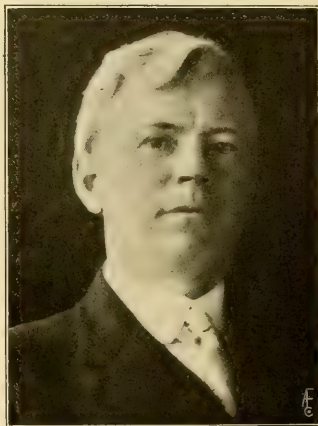
PORTLAND, ORE.—With selling prices advanced from 20 to 50 per cent and the volume of business showing an increase of 25 per cent, the available supply was just about equal to the demand, according to Clark Bros. Freesias were the only offerings in bulbous flowers, but they sold readily. Quality in general was all that could be expected. Plant sales were probably the largest in the history of the trade in this city. Several growers had fine cuts of chrysanthemums which retailed at \$9 per dozen.

BLOOMINGTON, ILL.—With prices from one-third to one-half higher than last year, the 1918 Christmas demand was a trifle above the average in this city, according to A. Washburn & Sons. The supply of roses, carnations and violets was not equal to requirements and no bulbous flowers were offered. The quality of carnations showed an improvement over last year. Roses were about

the same. In the plant demand, there was little change in volume, but cemetery wreaths sold exceptionally well.

PEORIA, ILL.—According to B. Juergens, there was a shortage in every item of the cut flower supply, with prices higher than in 1917 and the volume of the Christmas trade from 25 to 35 per cent greater than a year ago. In quality the stock compared favorably with that of last season, if anything, a little better. Everything cleaned up quickly and there was an especially good call for flowering plants. A heavy snow on December 24 made delivery rather difficult, but there was no freezing damage.

GRAND RAPIDS, MICH.—Henry Smith reports 1918 Christmas trade larger than last year by at least 10 per cent,



The Late Wm. H. Amling.

with a price increase varying from 25 to 50 per cent. Roses, carnations and violets were in plentiful supply, the quality was good, and the stock cleaned up each day. In bulbous stock, freesias were the only offering, but they sold well. Cut poinsettias were the slow item. Flowering plants enjoyed a greater call than a year ago and brought better returns.

CANAL, DOVER, O.—C. Betscher, in summing up the 1918 Christmas demand states, there was a liberal increase in volume of business, with prices higher than last year, and the stock, rather limited in some lines, of very good quality. Everything in the way of a flower was in demand and plants sold better than in former years. Customers seemed to have the money and there was no complaint as to prices. The call seems to be increasing for better quality.

CLEVELAND, O.—With retail prices 30 to 50 per cent better than last year, the 1918 Christmas sales showed an increase of 50 per cent over last year, according to the J. M. Gasser Co. While the supply of roses, carnations and violets was short, and practically no bulbous flowers were offered, the quality was superior to that of last year, and prices were paid without question. Plants moved about the same as in previous years.

OTTAWA, ONT.—With flowers bringing much higher prices, and the supply limited, especially in carnations, Scrim, Florist, states business in general was about 25 per cent better than

for the Christmas period of 1917. There was a great call for flowering plants, cyclamens holding the lead, followed by begonias, the Boston fern being a good third. Basket and pot and pan arrangements sold better than in former years.

SPRINGFIELD, MASS.—With a shortage of cut flowers and no increased demand for plants, the principal call being for funeral work due to the influenza epidemic, Christmas sales increased one-third over those of 1917, with prices about 25 per cent higher, according to Wm. Schlatter & Son. The quality of stock was better than usual and there was no noticeable increase in demand for any particular flower.

BRISTOL, TENN.—Christmas prices in this city were much better than in former years, but customers seemed willing to pay the increase, according to the Fairmont Gardens, with the result that the volume of business recorded showed an increase of 25 per cent. The quality of the stock offered was better than usual, but the supply of cut flowers was short. Flowering plant sales showed an increase.

ATLANTIC, IA.—With a limited supply of cut flowers of better quality than in previous years, the volume of Christmas business here showed an increase of 40 per cent, at better prices than received in 1917, say the Atlantic Greenhouses. Flowering plants showed an increase in popularity and fancy basket arrangements sold well. Everything in wreaths had a good call.

SYRACUSE, N. Y.—With prices advanced about 30 per cent over last year's figures, the 1918 Christmas sales in this city, according to G. Bartholme, were about equal in volume to those of 1917. The cut flower supply was limited and there was considerable increase in the sale of pot ferns and araucarias. Red and green ruscus sold well for cemetery decorations.

LAWRENCE, KAN.—According to A. Whitcomb & Son, even with prices double those asked in previous years, the 1918 Christmas sales fell below normal, due to the extreme shortage of cut stock, and that offered showed poor quality. Bulbous flowers were missing. In plants, begonias and cyclamens took the lead. Inclement weather made delivery difficult.

GREELEY, COLO.—With prices showing an increase of about 50 per cent over those of last year, and a limited supply of cut flowers, the 1918 Christmas sales were one-third greater than a year ago, according to the Gardner Floral Co. There was an increased demand for plants and many wreaths were sold for cemetery decoration.

ST. PAUL, MINN.—With prices from 50 to 75 per cent higher than last year 1918 Christmas sales were about one-half larger according to Holm & Olson. The supply of roses, carnations and violets was limited and there were few bulbous flowers on the market. There was an increased demand for flowering plants.

POUGHKEEPSIE, N. Y.—Christmas business in this city was very brisk, helped considerably by the ideal weather. Flowers of all kinds were scarce and high prices prevailed, as shown by the report of the Salford Flower Shop. Paper Whites were a welcome factor, and orchids and violets were plentiful.

NEW ORLEANS, LA.—According to Abele Bros., Christmas trade here showed an increase in volume of about one-fifth as compared with that of last year, prices being 25 per cent higher, and the supply limited, although of high quality. In plants, the call was principally for the flowering varieties.

OBITUARY.

George A. Rackham.

George A. Rackham, retired florist, died at his home in Northville, Mich., December 31, 1918, age 67 years. He was born near Cleveland, O., but the greater part of his life was spent near Mt. Clemens, Mich. About 25 years ago he established himself in business at 880 Van Dyke avenue, Detroit, most of his time being devoted to growing carnations for the wholesale trade. His interest in the culture of this flower led to his election as president of the American Carnation Society in 1903 and he presided at the annual meeting held in Detroit in March, 1904. He also filled the office of president of the florists' club of that city for two terms and was most energetic in the affairs of the organization which prospered under his guidance to a remarkable degree.

About eight years ago, Mr. Rackham sold his establishment to M. Bloy and took a position with the school board which gave him charge of the grounds attached to the various schools in the city. He later retired to the small farm at Northville, where he died, the past two years being spent in resting and resisting as best he could the cause of his death, hardening of the arteries of the heart.

Mr. Rackham was a man of extraordinary energy, physically and mentally, and possessed a good education, keen perception and an indomitable will. He was able to make his personality felt and his rare good judgment was always respected by all who knew him.

The funeral was held January 4 with interment in Woodlawn cemetery, Detroit, being largely attended. The floral offerings were many and beautiful and included a tribute from the Detroit Florists' Club. He is survived by his widow, Mrs. Sarah Rackham, his sons, Avery, Harry and Stuart, and a daughter, Helen.

J. F. S.

William H. Amling.

William H. Amling, well-known grower at Maywood, Ill., died at the West Suburban hospital, January 4, at 1 p. m., from anemia, at the age of 52 years. He was born at Maywood, August 3, 1866, in which village he received his early education, and later attended the normal school at Addison, Ill., after which he taught school at Defiance, O., Manitowoc, Wis., and for the greater length of time at Milwaukee. When 40 years of age, he gave up teaching and entered the florist business, having purchased a small place at Maywood, at that time owned by William Collatz, directly opposite the A. F. Amling range. Here he began the growing of carnations, and his efforts were crowned with success from the start. The varieties grown at that time were Genevieve Lord and Boston Market, but as the business prospered, the capacity of the establishment was increased until it now embraces two ranges with 75,000 square feet of glass, and roses, carnations, chrysanthemums, freesias, and, most important of all, sweet peas of exceptional quality were added to the products of the establishment, all of which are readily disposed of in the Chicago wholesale market.

Mr. Amling was always a most enthusiastic member of the Chicago Florists' Club, was elected president of that organization December 7, 1916, and held office during the following year, when his health first began to fail to such an extent that he found it impossible at times to attend the meetings. He was also a member of the

Society of American Florists, and was a familiar figure at many of the trade gatherings throughout the country, where he made friends with everyone he met.

Mr. Amling was a brother of E. C. Amling, the well-known Chicago wholesale commission man, and A. F. Amling, the leading grower at Maywood. Another brother, H. G. Amling, is at present in Germany, and four sisters, Mrs. Fred Wehrmann, Mrs. Chas. Belling, Mrs. Mart Drechler and Mrs. Louise Glinther survive him. He leaves a wife and five children, Elsa and Irma, Herbert, Martin, and Walter, to mourn his death, to whom he was always a loving husband and father, and who feel their loss keenly, although for the past year and more his health was failing rapidly, and while under constant care



The Late George A. Rackham.

of specialists, no hopes were entertained for his recovery. His son, Walter, who is vice-president of the Chicago Florists' Club, and Herbert and Martin, were actively identified with the growing end of his business, and have been practically in charge since he first became sick.

The funeral was held Tuesday, January 7, from the family residence at Maywood at 1 o'clock, with services at St. Paul's Lutheran church and interment at Oakridge cemetery. It was largely attended by members of all branches of the trade, and the floral offerings from the craft which were unusually numerous and beautiful expressed the high esteem in which he was held by his fellow men. The trade has certainly lost one of its most valued members and extends its heartfelt sympathy to the bereaved family in this their hour of deepest sorrow.

James McCollom.

James McCollom, superintendent of parks of Paterson, N. J., for the past 16 years, died at his home in that city, January 2, after an illness of two weeks of a complication of diseases. He was about 67 years old, having been born in Paterson, and had been connected with its park department from the date of its inception, about 30 years ago. Unlike many men who hold positions similar to the one he had held, he did not begin his active career, on leaving school, in horticultural pursuits. After graduating from the Paterson high

school, he entered the plant of the old Grant Locomotive Works and learned the trade of a pattern maker, and later took up cab building. He had always been interested in plants and flowers, and in 1888 was appointed caretaker of Westside park. He took up the study of botany and horticultural matters in general, and soon became recognized as a well informed man on the various features of his work. He was thorough and painstaking, and under his management the park area of Paterson was doubled and kept in fine condition. He was a close friend of Edward Sceery, the well-known Paterson florist, who is president of the park commission.

The deceased is survived by a widow and two sons, Samuel McCollom, of Kansas City, Mo., and William C. McCollom, of Islip, L. I., N. Y., and one daughter, Mrs. Thomas McGachie, of Newark, N. J. He is also survived by two brothers, John A. McCollom, of Allentown, Pa., and Samuel McCollom, a silk manufacturer of Paterson.

David Lubin.

David Lubin, founder of the International Institute of Agriculture, died in Rome, Italy, of pneumonia on New Year's Day, according to a cable message received in this country January 2. He was 78 years old. Lubin's knowledge of agriculture, or what some of his critics said was his lack of it, has been widely discussed in this country, even in Congress, but whatever his shortcomings may have been, he deserves credit for originating a good idea and for his tireless industry in seeking support for its development, which was finally crowned with success. He had spent much time in working out a plan for a non-political international institute for the publication of reports at stated intervals, showing the condition of crops in the different countries of the world, and for the compilation of reliable data on the demand and supply of agricultural labor in the various countries, for united defense against diseases of animals and plants, and for a general clearing house of agricultural information. Starting to seek support for his scheme, he met with rebuffs, but persevered until finally, in 1904, he succeeded in interesting the King of Italy. King Emmanuel agreed to call an international congress of agriculture. Forty nations were represented at the congress, and later the number supporting the movement was increased to 53. Lubin's plans were adopted, and the King of Italy gave the institute a building and an annual grant of \$60,000. Lubin was made the American delegate and has since spent much time in Rome.

David Lubin was born in Poland of Jewish parents. His father emigrated to England when the son was two years old. His father dying soon after, his mother married again, and with her husband came to the United States, settling in Massachusetts. David worked for a time in a jewelry factory at Attleboro, Mass., but gaining no advancement, he went to Sacramento, Calif., where in time he opened a "one price" clothing store and eventually became wealthy. It has been stated that he first became interested in agriculture through selling overalls to farmers. He owned a fruit farm in California. He is survived by his widow, now in Rome, and four daughters and three sons. One daughter, Mrs. Maurice Saqui, is a resident of New York. Another daughter, Mrs. W. Silenzo, wife of an Italian diplomat, lives in Alexandria, Egypt. The other two girls are in school. The sons are Jesse Lubin, of Sacramento; Simon Lubin, on a government commission in Europe, and Theodore Lubin, a student in England.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST

440 S. Dearborn St., CHICAGO

"In God's name, cheerily on, courageous friends,
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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At Ex-President Roosevelt's funeral, January 8, the only floral tribute on the casket was a wreath of anemones from the colonel's comrades in the Rough Rider regiment of Spanish-American war days. The many floral tributes in the church included wreaths from President Wilson and Vice-President Marshall.

Packing Charges.

It is rapidly becoming the custom to charge all packing expenses at cost. All articles such as lumber, paper, twine, excelsior, etc., that enter into the boxing of plants for transportation, have increased so in price the past two years, that the free service formerly in vogue became such a burden that growers were compelled to make a charge to cover this expense. The average of cost appears to be 10 per cent of the bill, with a minimum of \$1.50 for plants packed in pots.

American Carnation Society.

GREETINGS FOR 1919.

Now that peace has returned, and all manner of activity has taken on new life, let us not forget our obligations to the American Carnation Society. Let us resolve to make this the greatest year in its history. We will begin the year with a peace celebration at the meeting in Cleveland January 29-30. Come, add your presence, and assist in making it worthy of the occasion. The exhibition, too, should be the most interesting in years. Come and enjoy the feast.

CHARLES S. STROUT, Pres.

A. F. J. BAUR, Sec'y.

Ward Requests More Time.

The second meeting of the creditors of Charles Willis Ward will be held in the Chamber of Commerce building, Eureka, Calif., at 10 a. m. January 10. A committee chosen at a meeting of the creditors of the Cottage Gardens Nurseries, Inc., and of Charles Willis Ward, reports its estimate of the value of assets over \$437,000; liabilities, about \$280,000. Apparent excess of assets over liabilities \$157,000. Unsecured liabilities of the Cottage Gardens Nurseries amount to \$83,000. A 90-day extension is sought.

The notice of the second creditors' meeting reached eastern points too late to arrange for representation.

Halt!

A serious danger menaces every florist, seedsman and nurseryman of the United States in the proposed embargo against the importation of plants, including both greenhouse and nursery stock. The occasion demands the earnest and persistent effort of every man and woman in the trade. The business of every individual in the trade will be enormously curtailed if radical changes are not speedily made in the government regulations. A few far-seeing men are spending their own money and valuable time fighting to retain the rights of the trade by having these restrictions removed, but they need the support and co-operation of everyone interested. Are you doing your part by writing, telegraphing or interviewing your representatives in congress?

The local and national trade organizations seem to have plenty of time and funds for tea parties and similar enterprises. The full resources of such bodies, it seems to us, could be well employed in an effort to amend the proposed harmful import restrictions.

Plant Quarantine Protest.

Henry A. Dreer, Philadelphia, Pa., and McHutchison & Co., New York, are circulating a strong protest against the horticultural import prohibition and their efforts should have the prompt and earnest support of all the florists, seedsmen and nurserymen in the country. This protest closes as follows:

"For more than four years our country has cheerfully assisted and helped to keep a great portion of the Belgian population from starving; this embraces the great plant-growing districts around Ghent and Bruges, where, before the war, upwards of 1,000 nurseries were operated, a large part of whose products was exported to the United States. We have sent our kin and friends to bleed on the battlefields of devastated Belgium to help to return these people to freedom, and now that

this has been accomplished, and they are preparing to take up their customary vocations in anticipation of supporting themselves as they have always bountifully done before, and they come to us and offer us their horticultural specialties, as they did before the war (the majority of which we cannot procure elsewhere or which we cannot produce ourselves), we will have to hold our hands up in horror and say:

"While we have cheerfully helped to feed and clothe you, and while our soldiers have died on the battlefield to give you your freedom, we cannot buy your azaleas, bay trees, Norfolk Island pines, rhododendrons, palms, your begonias, gloxinias and other specialties (as badly as we need them) because there is a federal horticultural board of five men in Washington who, while they have no record that you have in the past sent us any insect pests that have been dangerous to our country, they fear that there may be such pests hidden away in your country and that these might, in leaf or soil, escape the rigid examination which your entomologists give them before you ship them, and that they might even escape the careful examination which our state and federal departments give them on their arrival here, and thus become a serious menace. While you continue to have our sympathy, we cannot think of purchasing your horticultural products."

"Think it over, and if you want to assist to place horticulture in its proper position, write to your congressman at once. He will stand by what is right if you submit the facts properly to him."

Freight Embargo Raised.

All the railroads entering New York, including the New York Central, West Shore, Pennsylvania, Erie, Lackawanna, Jersey Central, Baltimore and Ohio, and New Haven, have raised the embargo on export freight. Carload export freight will be handled under permits as heretofore.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.]

Baltimore, Md., January 13, 9 p. m.—Gardens and Florists' Club of Baltimore, Exchange Hall, St. Paul and Franklin streets, Robert T. Patterson, secretary, 934 East Preston street, Baltimore.

Cincinnati, O., January 13, 8 p. m.—Cincinnati Florists' Society, Hotel Gibson, Alex. Ostendorf, secretary, 16 East Third street, Cincinnati.

New York, January 13, 8 p. m.—New York Florists' Club, Grand Opera House building, Eighth avenue and 23rd street, John Young, secretary, 1170 Broadway, New York.

Rochester, N. Y., January 13, 8 p. m.—Rochester Florists' Association, 95 East Main street, Ambrose H. Secker, secretary, 357 Linden street, Rochester.

Springfield, Ill., January 13, 7:30 p. m.—Springfield Florists' Club, Arthur Leede, secretary, Springfield.

Newport, R. I., January 14, 8 p. m.—Newport Horticultural Society, Music Hall, Thames street, Fred P. Wobber, secretary, Neville.

Pittsburgh, Pa., January 14, Noon.—Retail Florists' Association of Pittsburgh District, luncheon at Seventh Avenue Hotel, Orrville Crissman, secretary, Diamond Bank building, Pittsburgh.

Lancaster, Pa., January 18, 8 p. m.—Lancaster County Florists' Association, Chamber of Commerce, Albert M. Herr, secretary, Lancaster.

Helena, Mont., January 18.—Florists' and Nurserymen's Association of Montana, E. A. Calmotes, secretary, Helena.

Lake Geneva, Wis., January 18.—Lake Geneva Gardeners' and Foremen's Association, Horticultural hall, Fred W. Sparks, secretary, Lake Geneva.

Wants, For Sale, Etc.

**One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.**
Where answers are to be mailed from this office
enclose 10 cents extra to cover postage, etc.

Situation Wanted—By first-class gardener; married, one child; will consider commercial place; prefer small private place where house or quarters are furnished; best references. Address
L. LE CLERE, Eagleville, Mo.

Situation Wanted—By A1 storeman of good address. Just out of the army; would like a permanent position; no particular choice of location.

**Gilbert P. Josephson,
561 Gates Avenue, Brooklyn, N. Y.**

Situation Wanted—As gardener; English; married; age 45. Flowers, lawns, vegetables. Private place preferred. Will be at liberty in January. Been doing my bit for four years. Address
Key 346, care American Florist.

Situation Wanted—As foreman on large private estate by single man, age 34, with practical knowledge of all work pertaining to the upkeep of gentleman's private estate, the growing of vegetables and greenhouse work; used to the handling of a number of men. Apply.
**S. Foulsham,
Ridgefield, Conn.**

Situation Wanted—I wish to connect myself with a live concern; am a capable all around grower of roses, carnations, chrysanthemums, pot plants, and holiday stock. Am thoroughly familiar with modern retail methods and can produce results from a financial standpoint. Will consider any proposition that pays. State full particulars and salary. Address
Key 340, care American Florist.

Help Wanted—Gardener for kitchen and perennial flower garden. Must be a married man, to live in cottage on place. Address
**Mr. James E. Caldwell,
R. F. D. 9, Nashville, Tenn.**

Help Wanted—Gardener competent to take charge of country home, 40 miles from Chicago; must understand shrubbery, flowers and vegetables; all year position. State experience and references.
Key 350, care American Florist.

For Sale—Greenhouse Location. 5-10-20 acres in prosperous greenhouse colony on Belt R. R. and only 45 minutes from Chicago loop. \$550 per acre.
**E. Franklin,
69 W. Washington St., Chicago.**

For Rent—On very reasonable terms, about 20 acres good land, house, barn, greenhouses, 100 fruit trees, pair of mules, all kinds of trucking and farming tools and implements, or a man to manage on moderate salary and share of the income. Address
Box 452, Hummelstown, Pa.

WANTED.

Man to drive auto for our retail department; must be intelligent and of good appearance; married preferred; must have experience in the florist business.

**THE GEO. WITTBOLD CO.,
745 Buckingham Place, Chicago.**

Help Wanted

Good all-around grower who understands his business. Must come well recommended. Apply to

**E. A. MOORE
Harvard Greenhouses, Harvard, Ill.**

HELP WANTED

General florist, must be reliable, single and come well recommended. First rate opportunity to right party.

**The Nussbaumer Floral Co.
San Angelo, Texas**

For Sale

Good paying retail establishment in Chicago (south side), for \$600. This is a big bargain and a chance of a lifetime for the right party.

Key 948, care American Florist.

FOR SALE

Large sized retail business in Chicago, including store and greenhouses. Big bargain.

Key 949, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/2 inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000, \$5.00. Samples on request. Electro of leaf, postpaid, \$2.00. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

Fine Location for Retail Florist in Chicago.

This street needs a florist. We will furnish complete fixtures to responsible party with small payment down. Corner location opposite bank, on street car line. No competition. Good retail center. Near four movie theaters, three churches, lodge halls and undertakers. Party should have \$800 to \$1000. If interested, address

Key 351, care American Florist.

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 South Dearborn Street

CHICAGO

LILIUM GIGANTEUM

For Easter Forcing

7-9 inch, 300 to case

Bulbs in perfect condition from storage

New York Chicago Seattle Detroit

Order today from your dealer. Stock is limited.

If he cannot supply you, then write to us direct.

THE YOKOHAMA NURSERY CO., Ltd.
WOOLWORTH BUILDING, NEW YORK

PLANT RUBRUM LILIES NOW

Will Make Beautiful Easter Plants

Cold Storage Lilies

Good stock ready for immediate shipment.

LILIUM RUBRUM.

8 to 9-inch, 200 to case.....\$17.00 per case

LILIUM MELPOMENE.

8 to 9-inch, 200 to case.....\$17.00 per case

LILIUM MAGNIFICUM.

8 to 9-inch, 200 to case.....\$17.00 per case

LILIUM GIGANTEUM.

7 to 9-inch, 300 to case.....\$25.00 per case

10-case lots..... 23.00 per case

25-case lots..... 21.00 per case

AMERICAN BULB CO., Phone Randolph 3316 172 N. Wabash Ave., CHICAGO

Milwaukee, Wis.

NEW YEAR'S BUSINESS DISAPPOINTING.

Business for the week ending January 4, including New Year's, was only fair. Most of the plants being disposed of for Christmas, one could only have expected an increased sale of cut flowers for the first holiday in the new year, but it did not materialize. Perhaps it was the reaction, due to the high prices demanded previously, which had a tendency to keep the general public from even asking for stock. This is not only locally, for the shipping trade, too, eased up quite a bit. Strange to say, with the holidays past the influenza epidemic has disappeared entirely, thus putting a quietus on the demand for funeral work. It may have its good sides, for nearly all varieties of cut flowers, such as roses, lilies, sweet peas and violets,

are arriving in only small quantities. Stevia is plentiful, but finds ready sale. The carnation situation is less favorable than it has been; daily cuts are increasing, but even at reduced prices, they lag. The few snapdragons and calendulas that come in, are sold at sight.

NOTES.

Albert Grunewald, of Grunewald Bros., of North Milwaukee, received his honorable discharge and arrived home, December 31. Another North Milwaukee boy, namely Erwin Harnack, formerly with Wm. Manke & Co., has sent word that he expects to return home about January 15.

We had our first taste of winter January 3, when the thermometer registered 18° below at 7 A. M., but it did not last long, for January 5 it

again was 18° above. The ground is covered with enough snow to insure good sleighing.

Hugo Locker & Sons, who specialize in sweet peas, claim that due to the recent dark weather, their cut does not come up to expectations. Still, they are realizing such good returns that it makes them feel good anyhow.

With the first of the new year, many local growers are now turning their attention to the plant culture for Easter and bedding stock for the spring trade.

As there was no quorum present, January 2, due no doubt to the extreme cold weather, there was no business session of the local florists' club.

Otto Sylvester, Sr., of Oconomowoc, called on his local friends last week.

E. O.

Protest Against The Horticultural Import Prohibition.

You are, of course, familiar with the recent ruling of the Federal Horticultural Board at Washington which prohibits, after June 1, 1919, the importation of all plants and bulbs, in which the Nursery, Seed and Florist trade is interested, excepting the following few items: Lily bulbs, Lily of the Valley, Hyacinths, Tulips, Narcissi and Crocus—absolutely nothing else in the line of bulbs can be imported from any foreign country.

In the line of plants you may bring in fruit-trees stocks, seedlings, cuttings and scions of fruit trees, and you may import Manetti, Multiflora and Rugosa Rose stocks for budding or grafting, but absolutely nothing else in the way of plants.

Do you realize how radical and far-reaching this embargo is, how seriously it will affect, not only every importer, but every individual in the trade who handles bulbs, plants or cut flowers; from the largest importer down to the smallest grower, florist or dealer?

There will be no Azaleas, Rhododendrons, Spireas, Araucarias, Dracenas or Boxwoods. Orchids will only be a memory, and there will be missing in our stores and in our gardens, hundreds of other varieties of plants and cut flowers on which heretofore we have depended upon European sources and which were profitable for the American grower to develop and were a source of revenue to the retailer.

Many of these subjects will never be produced in this country and such that, after years of preparation, may become developed here, will necessarily have to be sold at a price which will make them prohibitive to the average present purchaser of this class of stock.

One of the peculiar points in this ruling of the Federal Horticultural Board, which we are unable to harmonize with the Board's effort to prevent the risk of importing dangerous pests, is the fact that they consider it safe to import Manetti, Multiflora and Rugosa Roses for budding and grafting purposes, but do not consider it safe to let these same roses come in with named varieties (such as Killarney, Ophelia, Radiance or other sorts) grafted or budded upon them. The root of the Manetti, the Multiflora or the Rugosa remains the same, but the top will be that of the named variety, i. e., Killarney, Ophelia, Radiance or whatever the variety may be and it is absolutely impossible for an insect to be imported on the one and not on the other, so, why should these Rose-stocks be permitted to come in (in which only a very few growers who graft or bud roses are interested or benefited) and the named varieties, in which practically everyone who grows and sells plants is interested, be excluded?

Furthermore, if it is safe to import a Lily bulb, a Lily of the Valley, a Hyacinth, Tulip, Narcissus or Crocus, what infestation affects the hundreds of other bulbs that are excluded that justifies the Board to say, "You are not to bring in a Dahlia, Tuberous-rooted Begonia, Gloxinia, Gladiolus, Spanish Iris, Oxalis, Scilla, Snowdrop, Crown Imperial or other equally harmless bulb?"

There have been two meetings of the Federal Horticultural Board at Washington, D. C., during the past six months—one of them on May 28, the other on October 18, to which all interested in this subject were invited to be present and to offer protests if any. At both meetings the Nurserymen's Association, as well as the Legislative Committee of the Society of American Florists and Ornamental Horticulturists, and a number of individual growers were present, all of whom gave valuable data for the proper enlightenment of said Federal Horticultural Board. They were most cordially received, attentively and patiently listened to—even thanked—for the information given, but that is all.

Why all this information which was given in good faith has been turned down, the Federal Horticultural Board does not tell us; they simply say: "After June 1, 1919, you cannot import anything but the few items in bulbs, fruit-tree stocks and roses for grafting purposes noted above."

Whether the action taken by the Federal Horticultural Board is in accordance with the law as enacted by Congress, which created their power, we do not feel competent to pass upon, but we are satisfied, however, and confident that it was not intended as the spirit of this Act, that the policies and destinies of the entire Horticultural Trade, with its millions of dollars of investment, should be placed in the hands of five (5) members of the Department of Agriculture.

Your Congressman has the means of finding this out, and if you will appeal to him for aid in the matter we are certain that he will investigate and see to it that such power, if it exists, is changed so that the Horticultural Trade will be placed in the high position to which it is entitled.

Finally: For more than four years our country has cheerfully assisted and helped to keep a great portion of the Belgian population from starving; this embraces the great plant-growing districts around Ghent and Bruges, where before the war, upwards of one thousand nurseries were operated, a large part of whose products was exported to the United States. We have sent our kin and friends to bleed on the battlefields of devastated Belgium to help to return these people to freedom, and now that this has been accomplished and they are preparing to take up their customary vocations in anticipation of supporting themselves as they have always bountifully done before, and they come to us and offer us their horticultural specialties, as they did before the war (the majority of which we cannot procure elsewhere or which we cannot produce ourselves) we will have to hold our hands up in horror and say:

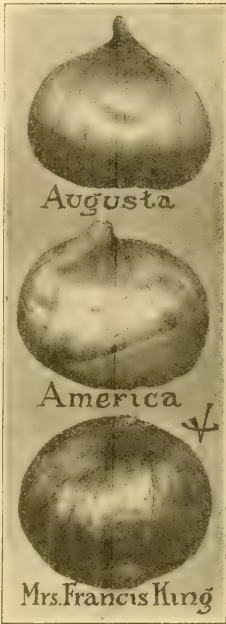
"While we have cheerfully helped to feed and clothe you and while our soldiers have died on the battlefield to give you freedom, we cannot buy your Azaleas, Bay Trees, Norfolk Island Pines, Rhododendrons, Palms, your Begonias, Gloxinias and other specialties (as badly as we need them) because there is a Federal Horticultural Board of five men in Washington who, while they have no record that you have in the past sent us any insect pests that have been dangerous to our country, they fear that there may be such pests hidden away in your country and that these might, in leaf or soil, escape the rigid examination which your entomologists give them before you ship them, and that they might even escape the careful examination which our State and Federal Departments give them on their arrival here, and thus become a serious menace. While you continue to have our sympathy, we cannot think of purchasing your horticultural products!"

Think it over, and if you want to assist to place Horticulture in its proper position, write to your Congressman at once. He will stand by what is right if you submit the facts properly to him.

McHUTCHISON & CO.,
95 Chambers Street, New York, N. Y.

HENRY A. DREER,
714 and 716 Chestnut Street, Philadelphia, Pa.

PHOTO % SIZE



It is Easy to Understand Why Vaughan's Gladiolus Are Money Makers

THEY ARE AMERICAN GROWN, ESPECIALLY
SELECTED for Greenhouse Forcing or Planting Out
For Sure Summer Blooms.

	Per 1000		Per 1000
America.....	\$20.00	Mrs. Francis King....	\$20.00
Augusta.....	20.00	Chicago White.....	25.00
Panama.....	30.00	Myrtle (True).....	75.00
Mrs. Frank Pendleton.	45.00	Halley.....	20.00
Europa.....	60.00	Schwaben.....	37.00

FORCING GRADE 1 3/8 inch and up including many over
two inches.

SPECIAL FLOWER SEED PRICE LIST. ALL EARLY STOCKS. ASK FOR IT.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Boston.

GOOD DEMAND; SUPPLY LIMITED.

Business has exceeded all expectations, with stock scarce and prices high, roses bringing from 20 to 40 cents, carnations \$12.50 to \$15 per 100, sweet peas \$4, callas \$4 per dozen, Easter lilies 80 cents per flower and violets \$3 per 100.

NOTES.

John F. Dowd, who entered the service as a private and was later commissioned first lieutenant, is back in his old position as buyer for Thomas F. Galvin. Joseph Shuman has been released from service in the navy and is back at H. M. Robinson & Co's.

At P. L. Carbone's business is good and the windows are arranged with excellent stock in variety.

Alfred Hudson, salesman for William Elliott, is confined to his home with influenza.

Penn, the Florist, reports excellent business, with funeral work increasing daily.

Welch Bros. Co. are having a good call for both flowers and supplies.

B. A. Snyder & Co. report trade in general very satisfactory. S. K. G.

Cleveland.

SUPPLY EXCEEDS REQUIREMENTS.

There has been a gradual but noticeable increase in the supply of cut flowers since the holidays, and while the demand is good the receipts exceed requirements and the street merchants are taking the surplus, of which Killarney roses, pink and white, and short American Beauties form the greater part. Carnations are in better supply, but clean up every day. Easter lilies and callas are plentiful and are offered at prices which are nearly normal. Sweet peas, freesias and Paper

Whites are included in the daily offerings.

NOTES.

Paul W. Cunningham, son of O. E. Cunningham, Collinwood florist, who was reported missing several weeks ago, was killed in action at Chateau Thierry, September 12, according to a telegram received by his father last week. Another son, also with the American forces in France, will bring the remains back to this city if possible on his return.

Among the influenza sufferers the past week were Mrs. P. C. Hahn and two daughters and Mrs. Joseph Strezeck and her brother, Frank. C. F. B.

Pittsburgh.

SUPPLY PLENTIFUL BUT DEMAND LIGHT.

Business has been rather quiet during the past week with stock arriving in more plentiful supply. Carnations, which have been scarce for some time, are now seen in larger quantities and the top price at this writing is \$1 to \$6 per 100. Roses are ample for all needs and prices hold firm especially for American Beauty and Columbie. Short roses are much in demand for funeral work. There was no unusual call for New Years about the only movement being in corsages and table decorations. Paper Whites and lilies are more plentiful than they have been at any time this season. Freesias and other like flowers are now coming to the market and are very welcome additions. American Beauties are bringing 60 cents as the best price for specials. Violets are still scarce but large shipments are expected soon. Sweet peas which have been a short item are now more plentiful. Smilax is scarce.

NOTES.

A card has been received from Ted Joyce, who is with the heavy artillery

"over there," the first news from him since he enlisted last April.

Michael Kronis is still confined to the Mercy hospital and is improving very slowly. M.

Cincinnati.

BUSINESS BECOMING NORMAL.

The supply is much heavier than it was during the time immediately preceding the holidays, while the demand for stock is not as active. Prices have dropped to a point that is more like normal for this time of the year. Shipping business is good. Roses are more plentiful than they have been for some weeks. As a whole, they are of good quality and meet with an active call. Carnations are in good supply. Receipts of Easter lilies and callas are in fairly large and good. Narcissi are in a moderate supply. They have been selling well. Sweet peas find a ready market. Stevia continues to meet with a good demand. Other offerings include violets, orchids, lily of the valley, calandulas, forget-me-nots, baby primroses and snapdragons.

NOTES.

Boys who are overseas have sent acknowledgments of the Christmas remembrances received by them from the local florists. The first arrived last week.

Gus Adrian had the best Christmas business since entering the business. Everything on the place that was valuable was disposed of during the rush.

Ed. Bossmeyer, of C. E. Critchell's force, who was away from the store all of last week, has returned to his desk.

Visitors: Sam Seligman and Julius Dilloff, New York; J. F. Link, Louisville, Ky.; Joseph Hill, Richmond, Ind.; J. T. Herdgen, Aurora, Ind., and Karl Heiser, Hamilton, O. H.

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. O. Phone, Randolph 35.

Cut Flowers, Plants and Florists' Supplies

**CALLAS--EASTER LILIES--ROSES
ORCHIDS--CARNATIONS**

Everything Else in Seasonable Cut Flowers and Greens

PLANTS WE ARE NOW OFFERING

50,000 extra fine 2¼-in. Kentia Belmoreana and Forsteriana, \$14.00 per 100, \$120.00 per 1000; 3-in., \$25.00 per 100, \$220.00 per 1,000; 4-in., \$50.00 per 100; 5-in., \$12.00 to \$15.00 per dozen; 6-in., \$2.00 to \$2.50 each, Made-up 5-in. Forsteriana, \$1.50.

Livistona Rotundifolia, 4-in., \$6.00 per dozen; 5-inch, \$9.00 per dozen; 6-in. \$1.25 each.

Pandanus Veitchii, 4-in., 50c each, 5-in., \$1.00 each; 6-in., \$1.50 each; 7-in., \$2.50 each.

Dracaena Massangeana, 3-in., \$30.00; 4-in., \$50.00 per 100; 5-in., 75c to \$1.00; 6-in., \$1.25 to \$1.50.

Crotons, all the way from 4-in. to big tubs; prices range from 50c to \$10.00 per plant.



Rubbers, 35c, 50c, 75c, \$1.00, \$1.50, \$2.00 each.

Baby Primulas, 4-in., 25c; 5-in., 35c; 6-in., 50c.

Coleus, Christmas Gem, large stock, 3-in., \$10.00 per 100; 4-in., \$20.00 per 100.

Boston Ferns, large stock, 4-in., 30c each, \$3.50 per doz.; 5-in., 40c each, \$5.00 per doz.; 6-in., 75c each, \$8.50 per doz.; 7-in., \$1.00 each, \$11.00 per doz.

Whitmanii, 5-in., 50c, \$6.00 per doz.; 6-in., 75c each, \$9.00 per doz.

Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75c to \$1.00.

Cocos Weddeliana, 5-in., \$1.00 to \$1.50 each.

PRE - INVENTORY SALE

**Now Is the Time to Take Advantage of Our
Special Sale of Florists' Supplies**

Write for List of Offerings and Quotations

For January Sales

Many retail stores find artistically arranged baskets of cut flowers a good item to feature at this time. We have a **SPECIAL TUMBLER BASKET** that we are offering at **\$25.00 per 100**, in assorted colors, that is just what you want for this purpose. Send in your order now.

DEPENDABLE FLOWERS DEPENDABLE GRADES DEPENDABLE SERVICE

We grow all the flowers we sell. The great advantage of buying from a large grower is perfectly fresh flowers. We bring our flowers from our greenhouses two and three times per day. The uniform quality is not excelled and very seldom equalled by any firm in this country. Our grades, service and facilities are not exceeded by any firm in the trade.

PRICES

RUSSELL

\$1.50 to \$5.00 per dozen, according to grade.

HOOSIER and OPHELIA

Long \$16.00 to \$20.00 per 100
Medium 12.00 to 15.00 per 100
Good short 8.00 to 10.00 per 100

We handle the best Ferns in this market, price, \$4.00 per 1000.

WHITE KILLARNEY and SUNBURST

Long \$16.00 per 100
Medium \$10.00 to 12.00 per 100
Short 6.00 to 8.00 per 100

CARNATIONS

\$5.00 to \$8.00 per 100, depending on quality.

Fancy Asparagus, 35c per bunch.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

CARNATIONS ARE MORE PLENTIFUL.

The year 1919 brought with it the first cold wave of the season for this vicinity, and the temperature since then, up to the opening of this week, has registered from 4 degrees to 10 degrees below zero the greater part of the time. The express companies refused to pick up packages the latter part of last week owing to the severe cold weather, when the wholesalers were obliged to deliver them to the depots themselves and only succeeded in getting them aboard the trains after they released them from all responsibility in regard to freezing while in transit. The pick-up service has been resumed, but the express companies are only receiving the shipments subject to the shipper or purchaser's risk, which according to most of the dealers, will fall on the latter as they see no reason why they should assume the responsibility. Business has been fairly good considering conditions, and while there is enough stock to go around, it is none too plentiful with the possible exception of carnations, which are now arriving in larger quantities. Roses are in short supply and are moving well at good figures. Carnations are in fair demand at prices ranging from \$2 to \$10 per 100, according to quality. Lilies continue to clean up early at high rates, and the same holds true for callas, which appear to be a trifle more plentiful. Stevia is not in as large supply as it has been, but at that, there is plenty to meet all demands. Violets are arriving in larger quantities, but some of the shipments are reaching here in very poor condition. Lily of the valley is holding its own at the advertised quotations and so are orchids and gardenias. Calendulas, pansies,



Henry Arnold.

Formerly With O. A. & L. A. Tonner.

white and yellow narcissi, freesias, mimmette, sweet peas and other miscellaneous stock are included in the daily offerings but the majority of the items are in short supply. The city demand, which has been very quiet, is improving. The out-of-town call is

holding its own, and a few brisk days would find the market pretty well cleaned up in all lines.

NOTES.

Nicholas Karthausser, well known to the trade as proprietor of the picnic grove conducted under his name and where the trade has met on different occasions, died January 4, at the age of 58. He was a member of the florists' club for many years, and had a host of friends in the trade. The funeral was held Wednesday, 9:30 a. m., to St. Henry's Church, where high mass was celebrated at 10 a. m. The remains were laid to rest in the family lot at St. Henry's cemetery.

A. L. Vaughan, of A. L. Vaughan & Co., and family, have set the date of their departure for Florida as January 16. Mr. Vaughan's business will be in good hands during his brief absence, when Miss Charlotte Paradise will have charge of the office, and William Johnson, ably assisted by William Timme, will look after the floor.

Earl Poehlmann, eldest son of August Poehlmann, who was a member of the 4th Co., 13th Infantry Replacement and Training Troops, stationed at Camp Pike, Little Rock, Ark., has been given an honorable discharge from the army and returned home this week.

Mrs. Louise Natzke, 2336 West Nineteenth street, has received word from her two sons, Herman and W. L. Natzke, who are with the American forces in France, that they are both safe and sound—but anxious to get back home.

Mrs. Horton of the Bassett & Washburn office force, is rejoicing over the arrival of her son Roland, who has returned safely from overseas with a portion of the Blackhawk division.

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CHICAGO
CENTRAL 601 and 2846

Choice Carnations in Large Supply at Reasonable Market Prices

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

PRICE LIST

Subject to Change Without Notice.

		Per 100	Per 100
MRS. CHAS. RUSSELL			
Extra Special		\$35.00	
Specials		30.00	
Select		25.00	
Medium	\$15.00 to	20.00	
Short		12.00	
RICHMOND		Per 100	
Specials		\$25.00	
Select	15.00 to	20.00	
Medium	10.00 to	12.00	
Short		8.00	
MILADY		Per 100	
Specials		\$25.00	
Select		20.00	
Medium	\$15.00 to	18.00	
Short		8.00 to 12.00	
Killarney			
White Killarney		Per 100	
Killarney Brilliant	Specials	\$18.00	
Sunburst	Select	15.00	
My Maryland	Medium	\$10.00 to 12.00	
Ophelia	Short	6.00 to 8.00	
Champ Wetland			
ROSES, OUR SELECTION			\$ 6.00
Valley		8.00 to	10.00
Stevia			2.00
Smilax		per doz. strings	3.90
Adiantum			2.00
Asparagus, per bunch			.75c
Ferns, per 1,000			\$5.00
Boxwood		per bunch, 35c	
Galax, bronze and green, per 1,000			\$1.50
Leucothoe Sprays			1.00

Leucothoe Sprays

BEST IN COUNTRY

\$6.00 per 1000

Asparagus Sprays

NONE BETTER ANYWHERE

\$2.00 to \$3.00 per 100

PERCY JONES

INC.

FLORISTS' SUPPLIES

56 E. Randolph St.,

CHICAGO

Poehlmann Bros. Co. is and has been doing a strictly wholesale business since January 1, 1919, which is certainly a move in the right direction and is meeting with the unanimous approval of all members of the retail trade. All the firm's out-of-town customers who have been entrusting their orders for delivery in this vicinity to their care have been notified to send them direct to some reliable local retail dealer in the future.

Arthur Schwin, of the Burlington Willow Ware Shops, Burlington, Ia., was here on business this week. He was unable to remain over, much as he would have liked to, for the Florists' Club banquet, but bought a couple of tickets which he gave to some of the employes in the wholesale market just to show the boys that he was as

CUT FLOWERS--GREENS FLORISTS' SUPPLIES

Become one of our customers today. You will never regret it. Do it NOW.

O. A. & L. A. Tonner

Wholesale Cut Flowers,
Greens and Supplies,

30 E. Randolph St., CHICAGO

Mention the American Florist when writing

anxious as they were to celebrate the big victory.

Fritz Bahr, of Highland Park, has

the sympathy of the trade in the loss of his mother, whose death occurred last week.

WIETOR BROS.

30 East Randolph St., L. D. Phone
Randolph 2081 CHICAGO

ROSES AND CARNATIONS

PRICE LIST—Subject to Change Without Notice.

MRS. RUSSELL	Per 100
Fancy	\$25.00
Medium	20.00
Short	15.00
RICHMOND	Per 100
Select	\$12.00
Fancy	10.00
Medium	8.00
Short	6.00
SUNBURST AND OPHELIA	Per 100
Select	\$12.00
Fancy	10.00
Medium	8.00
Good	6.00
Short	5.00

WHITE AND PINK KILLARNEY	Per 100
Select	\$10.00
Fancy	9.00
Medium	7.00
Good	6.00
Short	5.00

KILLARNEY BRILLIANT	Per 100
Select	\$12.00
Fancy	10.00
Medium	8.00
Good	7.00
Short	6.00

ROSES, OUR SELECTION..... 7.00

CARNATIONS	Per 100
Fancy	\$5.00
Good	4.00

MISCELLANEOUS	Per 100
Valley	\$ 8.00
Lilies	25.00
Ferns, per 1,000	\$5.00
Smilax, per doz. strings	3.00
Adiantum	1.50
Asparagus Sprengel strings	.50
Galax, per 1,000	2.00

Boxwood and other green goods at market rate.

Shipping Orders Given Careful Attention. All Orders Carefully Packed.

Mrs. John Prickett, only daughter of H. C. Blewitt and sister of Harry Blewitt, died Wednesday, January 8, at Des Plaines at the age of 42 years. She was born in London, Eng., and was well known to the trade in this vicinity, who was always extended the hand of hospitality whenever they visited the Blewitt family. The funeral will be held Friday, January 10, at 2 o'clock from the home on Minor street, with interment at the Town-of-Main cemetery at Park Ridge. Mr. Prickett is associated with Harry Blewitt in the growing business under the name of the Des Plaines Floral Co. Both families have the sympathy of the trade in the loss of a loving wife, daughter and sister.

George Asmus says that the telephone demand for Christmas trees was so great at Schiller's west side establishment owing to the extreme shortage that the force was handicapped to a large extent in taking care of the regular customers, who found it difficult to secure telephone connections with the store the last days owing to the constant call from other parties inquiring if the firm had any trees for sale. Mr. Asmus says that the occupation of the wire by these people proved rather costly, besides causing much annoyance.

Henry Arnold, formerly with O. A. & L. A. Tonner, who enlisted in the Navy some time ago, is likely to be ordered to sea again from the Great Lakes Naval training station, where he is at present located. He was on the battleship Massachusetts during the war long enough to earn a gold stripe, but was sent back here shortly after the armistice was signed.

Allie Zech, of Zech & Mann, received a letter this week from August Frezza, who is with the American troops in France, in which he mentioned that he is in the best of health and anxious to get back to the good old United States. He was in the employ of the Walter A. Amling Co. at Maywood up to the time he joined the colors.

N. J. Wietor says that the force at Wietor Bros' greenhouses is well along with the propagating, several benches of carnation cuttings and young rose stock being almost ready. He says that bench rose plants never sold so well before as this season.

H. Van Gelder, president and manager of Percy Jones, Inc., in speaking of greens the other day, remarked that he never saw such fine leucothoe as

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS
30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

Mention the American Florist when writing

this season nor such a strong demand for every item in this line.

Earl Touch, of the Grossberg-Tyler-Finnermann Co., reports that he found brisk business on his traveling since the holidays with everyone enthusiastic over the bright outlook for the coming season.

A. T. Pyfer has been jollied quite a bit by all the customers at A. T. Pyfer & Co.'s store the past week when he had his mustache shaved off. Some had to look twice to make sure it was he.

Mike Maier, son of Chas. E. Maier, 4106 Armitage avenue, who has been with the colors at Camp Forrest, Ga., was mustered out last week at Camp Custer, Battle Creek, Mich.

William Winterson, father of E. F. Winterson, well-known wholesale florist, is mourning the loss of his old school-day friend, Mrs. James Turner, who died last week.

Albert Marck, who has been employed as foreman in some of the leading eastern plant establishments, is now with Poehlmann Bros. Co.

Henry M. Robinson, of Boston, Mass., has been in the city for about a week on a combined business and pleasure trip.

The directors of the Chicago Flower Growers' Association will meet at their store next Tuesday, January 14.

Al. Campiche, who has been with the colors at South Carolina, is back home with an honorable discharge.

Ove Gnatt and Fred Henoch, of the Ove Gnatt Co., La. Porte, Ind., were welcome victors this week.

Mrs. Guy Reyburn is seriously ill at the American hospital with double pneumonia.

Peter Pearson cut his first Proserpine tulips January 6.

DORRANCE TOWN, PA.—The Penn Floral Co. has been incorporated with a capital stock of \$30,000 by P. F. Joyce of Pittston.

YOUR



PROTECTION

THE MARKET PLACE

We maintain certain constructive and practical ideas and ideals which we believe eventually will be promoted by

WHOLESALE GROWERS and RETAIL FLORISTS

whose interests are identical with ours.

KENNICOTT BROS. CO.

Wholesale Dealers in Cut Flowers and Plants since 1881

CHICAGO

Mention the American Florist when writing

Detroit.

DEMAND IS QUIET AFTER RUSH.

Trade during the past week may be said to be, on the whole, very quiet, and yet some retailers were favored with a considerable amount of funeral work and the meagre supply of flowers available, made it doubly hard for them. Very few florists report any activity, except in spasmodic calls for flowers or plants for the sick and for funerals. It is apparent to many, who are willing to see it, that the present

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave., Chicago

FANCY CARNATIONS IN LARGE SUPPLY.

Place your orders with us. We have all the old standard and newer varieties in quantity, and can take just as good, if not better, care of you than any house in this or any other market.

Beauties, Roses, Orchids, Sweet Peas, Lilies, Callas, Mignonette, Calendulas, Stevia, Freesias, White and Yellow Narcissus, Violets, Greens, Etc., Etc., Etc.

dullness is due largely to the people's slow recovery from the effect of the high prices that prevailed during the holidays, and clever salesmanship is required to dissipate the thoughts, uppermost in the minds of the public, that florists this year are guilty of a form of profiteering. A fair amount of stock of seasonable sorts is coming in, and the quality of most items in the list is creditable to the growers who are fortunate enough to have it.

NOTES.

A. J. Stahelin, Redford, Mich., is enjoying the pleasures of autoing in a new Packard Sedan, said to be one of the finest machines seen on the streets. Mr. Stahelin had a splendid crop of roses for the holidays, and is satisfied with the prices realized.

Harry Taylor, who last spring enlisted in the pigeon division of the United States signal corps, is back again in charge of Breitmeyer's branch store in the David Whitney building. His many friends cordially welcome his return.

A. Sylvester, of the Michigan Cut Flower Exchange, had his home burglarized December 29. The intruder, who was caught in the act, was found to be a patrolman.

The Michigan Cut Flower Exchange force is now busy with their annual inventory, which includes the wire design works recently acquired from Wm. Hielscher.

W. B. Brown, who does an extensive business in furnishing palms for funerals, has this work ably done by a lady auto driver, Miss Muriel De Smythen. J. F. S.

MERCHANTVILLE, N. J.—Leonard J. Smith has purchased the business of the late Benjamin Connell and has added five acres to the establishment, which will be conducted on a larger scale than before.

They Are Coming Back Victorious



The Celebrations and Parties given in their honor means a brisk demand for cut flowers.

Our Crops Are Here

Plenty of CARNATIONS, SWEET PEAS, ROSES, LILIES, VIOLETS, FREESIAS, Etc., at lowest prices.

BOXWOOD, select.....3 lbs. for \$1.00; \$12.00 per barrel.

A. T. PYFER & CO.

WHOLESALE FLORISTS

164 N. Wabash Ave., Long Distance Telephone, Central 3373. Chicago, Ill.

ROSES BEST QUALITY CARNATIONS

Choice stock of Valley, Easter Lilies, Calendulas, Violets, White and Yellow Narcissus, Freesias, Sweet Peas, Pansies and all other seasonable stock. Don't forget us on Greens, as we have Mexican Ivy, Asparagus, Sprengeri, Ferns, Adiantum, etc.

As we are in **HEAVY CROP** with **CARNATIONS**, we can supply you at reasonable prices. Would recommend their use in funeral work.

Split Carnations, \$2 to \$3; Choice Stock, \$4 to \$5 per 100

If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House.

Notice. Owing to the fact that the American Railway Express Company does not assume risk for shipments, we in turn can only ship at your risk.

👉 You can increase your profits and business by sending all orders direct to

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

👉 **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** 👉

We are open until 8 p. m. on Saturday, but closed all day Sunday.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Toldeo.

CHRISTMAS BUSINESS SURPRISINGLY GOOD.

Christmas week could not have dawned more auspiciously for florists than it did this season, and even the most optimistic could have been excused had they entertained doubts of big business. Florists faced a combination of circumstances that were truly discouraging. In the first place, it rained here almost constantly during the period and there was a shortage of flowers and plants such as few in the trade had experienced before. But neither the rain nor the scarcity of stock seemed in the least to deter the public, rejoicing over the end of the war, from making this a Christmas long to be remembered. They flocked into the flower stores from morning till night, paying unheard of prices for this market without a murmur and everything that looked like a flower was eagerly snapped up. The incessant demand for funeral work caused by the influenza epidemic, which has been raging in this city for the past three months, has created a great shortage of cut flowers of all kinds. Naturally, the Christmas demand accentuated this shortage, and cut flowers brought the highest prices in years. Roses were the most plentiful in the market, but none were sold at retail under \$5 per dozen. They brought as high as \$24. There were very few carnations to be had, and these sold for \$3 and up. Violets and lily of the valley were in great demand, but very few came into this city. Plants were also in great demand but there were not near enough to go around. Poinsettias were fairly plentiful and of good quality and were planned up in a hurry. Begonias, cyclamens and primroses were about the only other plants that were offered and all found eager buyers. In fact, this

market has never before been so completely cleaned out as it was this year, and this, in the face of the unusual prices. Florists were forced in this emergency to divert much of the demand to artificial flowers and wreaths, and this was done with great success. Baskets of red ruscus and other materials that could be had, were arranged with all the skill of the various florists' art and these enjoyed a ready sale. Wreaths of holly and boxwood also sold well. All in all, it was a remarkable Christmas under the conditions and many florists report a substantial gain over last year's sales.

INFLUENZA CLOSES SCHRAMM BROS.

After working day and night for two months, turning out a record-breaking lot of funeral work for influenza victims in this city, the firm of Schramm Brothers were finally forced to close their doors because they themselves fell victims to this dread disease. Practically the entire management became sick in rapid succession, the first to succumb being Frank M. Schramm, general manager, followed by Albert M. Lehmann, greenhouse superintendent, George B. Schramm, chief designer, Leo Schramm, grower, William Niemiller, salesman, and Ralph Yenor, delivery man. Under these circumstances, with the Christmas rush looming up, it was decided to close the store until after the holiday because help could not be had at this time. Only telegraph orders were filled. Mr. Lehmann is back on the job again and the rest of the sick are convalescing fast at the present writing.

NOTES.

The La Salle & Koch flower department, conducted in the largest retail store in this city by Schramm Brothers, broke all records this season. Due to

the fact that Schramm Bros. were closed for Christmas on account of sickness, many of their customers were diverted to this department. Special offerings of basket effects of artificial materials were sold in great numbers to the big throng of holiday shoppers.

Miss Helen Patten, Madison avenue florist, says that under the discouraging conditions faced by florists this year, she was greatly surprised by the volume of her Christmas sales. People paid much higher prices and seemed to think nothing of it. She is of the opinion, now, that florists could easily get better profits if they had the courage to charge reasonable prices throughout the year.


Mrs. J. B. Freeman, of "The Flowers," enjoyed a record-breaking Christmas business and was fortunate in having on hand an excellent and varied display of cut flowers and plants. John Lambert again revealed his excellent art by arranging a very tasteful holiday window and some handsome basket effects made up of seasonable artificial materials.

Max Spanner, in his first Christmas season in his new location in the Ohio building, had the largest business of his long career here. He states that artificial baskets and wreaths sold briskly, and that he completely cleaned up on cut flowers. He had a comprehensive showing of roses and carnations.

The Helmar Flower Shop, on Madison avenue, had a beautiful Christmas window that attracted a lot of favorable attention from passers-by. This firm reports a wonderful business, and seemed to be fairly well supplied with cut flowers and plants.

Tom Magee, of the Scottwood Greenhouse, who is noted for his specimen

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

plants, had a splendid array of poinsettias, cyclamens and crotons. These were soon disposed of to the anxious plant lovers who visited his establishment Christmas week.

Feniger's window, on Adams street, was filled with baskets of artificial flowers, of which he sold a great quantity. He made little effort to supply the demand for cut flowers and plants. Funeral work has continued heavy here and there seems to be no let up. Telegraph orders form a good share of the business received. A. C. K.

Kansas City, Mo.

HOLIDAY BUSINESS VERY GOOD.

The volume of Christmas business in this market was very satisfactory, considering cold, snowy weather which prevailed and the inconvenience both in purchases and delivery occasioned by a street car strike. A heavy snowfall prevented many out-of-town shipments. Holly and Christmas greens, which were delayed in arrival, were in short supply and moved at higher prices than ever before, especially in the tree line. Cut stock was plentiful and brought good prices, although many late arrivals left the stores with quite a stock when the time came to close. Pot plants of Lorraine begonias, cyclamens, and arrangements in baskets took well and in most cases at prices above the average. Delivery was expensive, as autos had to be hired in some cases at \$3 and \$4 per hour. New Year's business fell off considerably compared with former years, the same detrimental conditions existing and there was little call for corsages.

NOTES.

H. Kusik & Co. held over more stock than on any previous Christmas, it being almost impossible to make shipments to customers out of the city and the local demand was not heavy enough to absorb the surplus. They are very well satisfied, however, with returns.

The W. L. Rock Flower Co., in addition to usual good stock, had quite a feature in fancy bird cages. Christmas trade was good considering conditions and the entire force was kept busy until Christmas night. A fairly good New Year's business was reported.

W. J. Barnes reports a very good Christmas trade and sold out clean. He stopped making deliveries by noon of December 24, buyers after that time caring for their purchases. Cemetery wreaths went fast.

At Samuel Murray's attractive store a very satisfactory trade was reported. Orders for corsages were numerous, made-up arrangements sold well and splendid plants were a feature.

The Alpha Floral Co. sold an immense quantity of wreaths in addition to cut flowers and plants, but had a hard time getting them out.

FERNS

If Ferns are what you want, why wait any longer? We have got them. Large orders solicited.

Fancy Ferns, per case of 5,000..\$7.00

Dagger Ferns, per case of 5,000 7.00

Send your order on. You don't have to wait till we go to the woods and pick them. We have them ready cased. Terms cash.

Bunton Town Evergreen Co.

Route 1,

BUTLER, TENN.

Miss Lou Boggess had an excellent business for Christmas, but New Year's was not up to standard. She specialized in Christmas wreaths and these went very well.

Fred. Fromholdt reports good business both for Christmas and New Year's. He made a feature of bouquets and corsages.

Arthur Nowell reports everything went in good shape, except that deliveries were expensive.

T. J. Noll & Co. had a fine line of stock and sold out very well considering the conditions.

E. J. Barnes, who has been an influenza sufferer, has recovered and is now on the job again.

A. F. Barbe reports a good general demand, with a heavy call for cemetery wreaths.

Charles Thomas of the Rosery enjoyed a good general business.

E. J. B.

Nashville, Tenn.

SUPPLY GOOD IN QUANTITY AND QUALITY.

Business following Christmas sustained itself reasonably well, although there was little activity at New Year's. A resumption of social events has helped, however, in the way of decorations and corsages, sufficient to clean up the daily receipts. Stock has been fair, both in quantity and quality. Roses are none too plentiful, but carnations are now in fair supply and narcissi, both white and yellow, are abundant. The latter bring \$1.50 per dozen. There is a good assortment of fine plants, but the supply of poinsettias seems to have been exhausted. There are cuts of sweet peas and a few Easter lilies and callas.

NOTES.

The Joy Floral Co. had a fine Christmas trade and cleaned up well with a heavy call for wreaths and cemetery decorations. They moved quantities of white and yellow narcissi at \$1 to \$1.50 per dozen.

Gery Bros. have had a supply of good stock and have arranged several elaborate decorations for the New Year celebrations.

M. C. D.

Z M E A & N C N H N

30 E. Randolph St.
CHICAGO

Long Distance Phones | Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady Sunburst

Shawyer

Ward Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

Callas

Mignonette

CARNATIONS

Valley Cattleyas

Calendulas

Single and Double Violets

Stevia Pansies

Paper White Narcissus

Yellow Narcissus

GREENS.

Plumosus Sprengeri

Galax, bronze Galax, green

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood Leucothoe

We usually have what you want when
you want it. Cut Flowers and Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631

CHICAGO

ERNE & COMPANY

-WHOLESALE FLORISTS-

30 E. Randolph Street, L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Columbus, O.

1919 TRADE OPENS WITH PROMISE.

Stocks are meagre in variety, but plentiful in quantity. The market is unable to absorb the volume of carnations reaching it, the bulk of the crop having come in late, and at a period when the demand has somewhat weakened. Any lack of supply in home-grown roses is more than made up for by cold-storage stock released by the big wholesalers. The quality, as compared with fresh cuttings, is poor, but is made to serve the purpose in funeral work. Prices on staple flowers have dropped materially, particularly in the case of carnations, which are selling for \$1.50 a dozen, compared with \$3, even before the holiday trade set in. On the whole, the past year has been a prosperous one for the local trade, in spite of labor shortage and of fuel scarcity last spring. During the latter part of the year, funeral work was so heavy as to absorb any kind of stock at high prices. Trade is now fair, and there is a very hopeful outlook for 1919. Growers who allowed a portion of their ranges to remain idle, by reason of uncertainty with regard to la-

bor and coal, are preparing to resume full operations.

Among applicants recently taking the state civil service examination for landscape gardeners for state service was Lars Hansen Snor, of Newark, O., 82 years old, a former brigadier general in the Danish army. He and his father before him were landscape gardeners in Denmark, but for many years he has been a resident of the United States. Although enjoying a pension from a railroad company, with which he was formerly employed, he considers himself too capable, physically and otherwise, to be idle. J.

Buffalo.

BUSINESS CONDITIONS SATISFACTORY.

Weather conditions in this city are now running to form with low temperatures and snow, and nothing better could have been desired for handling the Christmas stock. The reports regarding the holiday demand were very flattering, and it is safe to say that the volume was greater than last year. Plants again played a very important part and these with choice basket ar-

rangements sold better than cut flowers. Roses, carnations, freesias and sweet peas were the most plentiful offerings. Violets met their usual sale and orchids went better than ever.

NOTES.

New Year's day found S. A. Anderson at his desk in the county treasurer's office surrounded by an array of flowers never before seen except in a florist's establishment. Many handsome pieces were sent by the trade in this and other cities.

Funeral work has been plentiful and the visit to this city, January 4, of Secretary Baker, created a call for some very good stock for table decorations.

Next month will find the local stores rather short of stock usually plentiful and holding sway until the spring flowers arrive.

The skidding of an automobile caused the wrecking of the delivery car of Stroh's Flower Shop.

Charles Netsch, Genesee street, who was recently discharged in bankruptcy, has resumed business.

Harry Aust is now on the staff at the S. A. Anderson establishment.

BISON.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

HOERBER BROS.

Wholesale **Cut Flowers**
Growers of

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St.
CHICAGO, ILL.

**Wholesale Cut Flowers,
Florists' Supplies.**

Mention the American Florist when writing

WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE
CENTRAL 679 154 N. WABASH AVE. ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

SOUTHERN WILD SMILAX

\$3.00 per case.

Natural Log Moss, per bag (100 square feet), \$1.75

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50

**Caldwell The Woodsman Co.
EVERGREEN, ALA.**

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

**WHOLESALE
CUT FLOWER HOUSE**
IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Dosen
Roses, Beauty	\$ 2.00 @ \$15.00
Mrs. Chas. Russell...	2.00 @ 10.00
100	
" Hoosier Beauty	10.00 @ 50.00
" Killarney Brilliant...	10.00 @ 35.00
" Killarney	8.00 @ 25.00
" White Killarney.....	10.00 @ 30.00
" Richmond	10.00 @ 35.00
" Prince de Bulgarie...	10.00 @ 30.00
" My Maryland	10.00 @ 30.00
" Mrs. Geo. Shawyer...	10.00 @ 30.00
" Milady	10.00 @ 50.00
" Sunburst	10.00 @ 35.00
" Mrs. Aaron Ward.....	10.00 @ 25.00
" Hadley	10.00 @ 40.00
" Ophelia	10.00 @ 40.00
" Double W. Killarney..	10.00 @ 35.00
" Mrs. Moorfield Storey.	10.00 @ 35.00
" Champ Weiland	10.00 @ 35.00
" Stanley	10.00 @ 35.00
" Francis Scott Key.....	10.00 @ 35.00
" Bayard Thayer	10.00 @ 40.00
" Cecile Brunner	4.00
" George Elgar	4.00
" Baby Doll	4.00
" Nesbit	4.00
" Our selection	8.00
Violets, per 100.....	2.00 @ 2.50
Carnations	4.00 @ 10.00
Cattleyas, per doz.....	12.00
Daisies	1.50 @ 2.00
Lilium Harrisli	15.00 @ 25.00
Valley	2.00
Stevia	2.00 @ 4.00
Callas	25.00
Sweet Peas	2.00 @ 4.00
Calendulus	3.00 @ 6.00
Paper Whites	4.00 @ 8.00
Ferns	per 1,000 \$5.00
Galax	\$1.50 @ 2.00
Leucothoe	1.00 @ 1.25
Mexican Ivy, per 1000	5.00 @ 6.00
Plumosa Strings, each	60 @ 75
Smilax	per doz., 2.00 @ 3.00
Sprengreri, Plumosa Sprays...	3.00
Boxwood, 35c per lb., per case,	9.00

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing

THE BOOK OF GLADIOLUS



THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

SOUTHERN WILD SMILAX

\$3.00 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.50

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing

No. 88, Special Cards

1000.....\$0.90 3000.....\$2.40

5000.....3.85 10,000.....7.20

The John Henry Co., LANSING, MICH.

Mention the American Florist when writing

Rooted Carnation Cuttings

Ready for delivery in January. C. W. Ward, Matchless, Alice and Beacon, \$35.00 per 1000.

We can also furnish all other commercial varieties. Send for complete list.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

SHORTAGE IN SUPPLY CONTINUES.

The past week has been a continuation of the great shortage, the stock selling out every day at prices about 20 per cent below those of the holidays. The weather has been muggy, considerable rain, with no sunshine and winding up with a little snow and the glass below 20. This has been very bad for all kinds of flowers, particularly carnations, which do not open well and lack substance. Snapdragon is becoming more plentiful, as is freesia and Paper Whites, which are all in good demand and help out quite a little. The Christmas crops of Easter lilies are still cutting from the backward plants. Mrs. Russell is going off, but Callas are in fair supply. Calendulas are preferred by some to carnations and some very good stock is offered. Stevia is almost cut out. Violets are scarce. Cattleyas are shortening up and white lilac takes the place of lily of the valley and sells out every day. Considering the weather, roses are very good. The Killarneys, pink and double white, particularly the latter, are fine. Champ Weiland is a favorite, as is also Maryland. Ophelia is grabbed up at sight. Little Sweetheart is also in demand. Mrs. Russell is going off, but Columbia holds its own. Sweet peas have dropped their buds badly the past week, yet a goodly quantity has been offered in the market. Southern asparagus comes in quantities that a year or two ago would have swamped the market. Now it takes it all and cries for more. It is wonderful where it all goes to.

January 6.—Shipments from the growers were a trifle larger this morning, but the demand took all that was offered at last week's prices. The continued high prices are said to be a menace to the business, but as long as the stock sells up, and the out-of-town demand continues, there will be little change.

CLUB MEETING.

The January meeting of the florists' club, with "Publicity Promotion" as the feature, was a grand success, both in point of attendance and interest taken. A dinner complimentary to the visitors, in which 90 sat around the tables, opened the evening's exercises, and the meeting was called to order at 8 p. m. by President Harvey, who introduced Charles H. Grakelov, who conducted the proceeding in his splendidly efficient manner. His introduction of the speakers was a treat in itself. Henry Penn, Major O'Keefe, Wallace R. Pierson, Wm. F. Gude, John Young and W. F. Therikildson presented publicity pointers and the benefit already received and to follow from it. In a masterly and convincing manner, Robert Craig made a fine address that closed with a positive oration on the beauty of flowers that captivated his audience. Victor Ridenour and Robert Pyle also made short addresses that were to the point. Subscriptions amounting to about \$2,000 for four years were collected in a short time. There was an exhibition of choice carnations and roses, among them a new dark sport of Ophelia, and John Cook's new white seedling, Mrs. John Cook. The attendance numbered about 200, many visitors being present from

Air Plants

Per dozen bunches \$1.00
Per 100 bunches 7.50

Prepared Lycopodium

Splendid for basket work and for making wreaths etc. Soft, pliable and everlasting.
Per car on of 10 lbs., \$3.00.

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists,
1320 Pine St., ST. LOUIS, MO.

Prepared Oak Shrubs

Fine for Wreath Work.

Can be had in green, brown or red.

Price per carton \$1.75

Water Proof Crepe Paper

(For making Pot Covers, etc.)

All colors. Per dozen rolls \$5.00

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Jan. 8. Per 100

Roses, Beauty, Special	60.00@75.00
" Fancy	40.00@50.00
" Extra	30.00@40.00
" 1st	12.00@20.00
" Killarney	6.00@15.00
" My Maryland	6.00@15.00
" Sunburst	6.00@12.00
" Ward	6.00@8.00
" Ophelia	6.00@20.00
" Russell	8.00@20.00
" Swaney	6.00@15.00
Lilies	15.00@20.00
Cattleyas	60.00@75.00
Carnations	4.00@8.00
Chrysanthemums	20.00@30.00
Sweet Peas	1.50@3.00
Violets	1.50@2.00
Asparagus Sprengeri	.35@.50
Violets	1.00@2.00
Ferns	3.00
Calendulas	4.00@6.00
Freecias	5.00@6.00
Paper Whites	5.00@6.00

BOSTON, Jan. 8. Per 100

Roses, Beauty	20.00@60.00
" Killarney Queen	4.00@6.00
" White and Pink Killarney	8.00@15.00
" Double White Killarney	6.00@12.00
" Killarney Brilliant	2.00@8.00
" Hadley	8.00@20.00
" Mock	6.00@10.00
" Mrs. Chas. Russell	8.00@12.00
" Taft	6.00@12.00
" Mildred	6.00@12.00
" Ward and Ellington	6.00@10.00
" My Maryland	2.00@12.00
Carnations	4.00@8.00
Easter Lilies	12.00@20.00
Valley	8.00@10.00
Gladioli	4.00@8.00

CINCINNATI, Jan. 8. Per 100

Roses, Killarney	4.00@15.00
" Mrs. Chas. Russell	6.00@20.00
" Ophelia	4.00@15.00
" Richmond	4.00@15.00
" Sunburst	4.00@15.00
" Swaney	4.00@15.00
" Columbia	6.00@15.00
Lilium giganteum	12.50@15.00
Carnations	4.00@8.00
Callas	12.50@15.00
Sweet Peas	1.00@2.00
Narcissus	4.00@6.00
Lily of the Valley	4.00@8.00
Violets	1.00@2.00

other cities and towns. It was one of the club's most successful meetings.

Write For Our

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H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

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1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,

PITTSBURGH, PA.

Growers of Quality Flowers.

CC. POLLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and Florists' Supplies.
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HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

Choice Cut Flowers
and Greens

H. Bayersdorfer & Co.

The Wholesale Supply
House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

THE PACKING PROBLEM.

A large wholesaler was speaking of the shortsightedness of many growers, who under the great handicap of the extreme high prices of coal, labor and all kinds of greenhouse material and supplies, had still produced good flowers, and then in order to save a nickel or two on proper sized boxes, packed the stock so closely that when opened up, it was found so damaged as to reduce its selling value from 20 to 25 per cent. Comparatively few growers realize the importance of the proper handling of their cut flowers. There are far too many 90 per cent men, good growers, but lacking the final punch that puts their stock over the top. In 25 roses, there would be some too open and others too tight. It is the same with carnations, snapdragons, calendulas, violets, etc. All flowers should be cut just right, according to the season, and the man who does not know how, should come to the market, notice the way in which the flowers arrive, get the ideas of his commission dealers as to cutting, handling and packing. Then take a look around some of the stores and talk with those who meet the ultimate consumers. They will get ideas, lots of them, and a better knowledge or viewpoint of the business than they ever had before. Growers should keep in close touch with their dealers all the time. A dime or a quarter spent in telephoning will often be of great material benefit. Their stock represents their labor and should receive as much care in its safeguarding as the money into which it is converted.

NOTES.

Sunburst is being discarded by some growers, but the Philadelphia Wholesale Florists' Exchange handle this variety. Lily of the Valley is another very scarce article which is seen here.

John Berger, of Berger Bros., has been on the sick list since the holidays. He is now about again, but not at the store. Easter lilies, sweet peas and carnations are in good supply.

The Jos. Heacock Co. sold out in Boston and cibotums. Kentias also sold well. Not half enough roses for the demand, is the condition at this time.

Carnations and snapdragons are quantity stocks with the Leo Niessen Co. Roses are increasing slightly in volume and freesia is a feature.

Ferns are good stock at present, the demand at Christmas making great inroads in the supply. K.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

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FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Jan. 8. Per 100	
Roses, Beauty, special.....	75.00@100.00
" " fancy	50.00@ 75.00
" Mrs. Chas. Russell.....	15.00@ 50.00
" Killarney	8.00@ 20.00
" Hadley	15.00@ 35.00
" Sunburst	8.00@ 35.00
" Wards	12.00@ 35.00
" Ophelia	12.00@ 35.00
" Columbia	15.00@ 35.00
Carnations	10.00@ 20.00
Cattleyas, each \$0.75@ \$1.00	
Lilium Rubrum	8.00@ 12.00
Easter Lilies	25.00
Snapdragons	10.00@ 15.00
Calendulas	4.00@ 8.00
Adiantum	1.00@ 1.50
Smilax25
Asparagus String50@ .75
Asparagus bunches	1.50@ 2.50
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00
Violets single and double.....	1.50@ 2.00
Sweet Peas	2.00@ 4.00
Mignonette	4.00@ 6.00
Stevia35@ .50

ST. LOUIS, Jan. 8. Per 100	
Roses, Hadley	\$3.00@ \$8.00
" Killarney	6.00@ 12.50
" White Killarney	6.00@ 15.00
" Hoosier Beauty	8.00@ 40.00
" Russell	10.00@ 40.00
" Sunburst	6.00@ 25.00
" Ward	6.00@ 25.00
" Mrs. Shawyer	6.00@ 12.50
" Ophelia	6.00@ 25.00
Ferns	4.50
Carnations	5.00@ 12.00

MILWAUKEE, Jan. 8. Per 100	
Roses, Killarney, W. Killarney	8.00@ 25.00
" Ward	6.00@ 15.00
" Mrs. Chas. Russell	15.00@ 50.00
" Ophelia	8.00@ 20.00
" Columbia	15.00@ 25.00
" Hoosier Beauty	10.00@ 35.00
Carnations, assorted	3.00@ 5.00
Cattleyas, per doz.	12.00@ 15.00
Violets	3.00
" Mrs. Chas. Russell	75@ 1.00
Bouvardia, per bch.	1.00@ 1.50
Stevia	3.00
Sweet Peas	2.00@ 3.00

McCALLUM CO.

Florists' Supplies

PITTSBURGH, PA.

Philadelphia Wholesale Florists' Exchange

Roses, Carnations, Violets

Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

PITTSBURGH, Jan. 8. Per 100	
Roses, Beauty, special.....	40.00@ 60.00
" " fancy	20.00@ 30.00
" " extra	12.00@ 15.00
" " No. 1	4.00@ 10.00
" Hadley	8.00@ 20.00
" Killarney	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	10.00@ 30.00
" Columbia	10.00@ 30.00
Cattleyas	20.00
Easter Lilies	20.00
Lilium Giganteum	20.00
Carnations	4.00@ 6.00
Valley	6.00
Violets	1.50
Ferns, per 1,000	4.00
New Crop Green Galax, per 1000	\$1.50
Stevia, per bunch	4.50
Paper Whites	2.00
Sweet Peas	2.00
Freesias	5.00

JOSEPH J. LEVY

WHOLESALE FLORIST

56 West 26th Street,

Opposite New York Cut Flower Co.
Telephones Ferragut 8862 and 8863.

NEW YORK

New York.

NEW YEAR'S BUSINESS MODERATE.

To study folks like the sailor who said to his shipmate: "Jack, I pity the poor souls on shore tonight," there is something fascinating in the raging storm. Again, when the storm has passed, the sun shines, the courageous and timid alike enjoy the bright beams and the pure air. But there was a medium, and not a happy one, in the state of the weather that overspread this city and vicinity New Year's day, 1919—see that you write it 1919. Fog, mist, humidity, slippery streets and general discomfort. On our coast, a great ship, bearing over 2,000 returning veterans, anchors herself in a sand-bank. On land, drunken and reckless chauffeurs, always dangerous, become a deadly menace, with many accidents, and even the sober and careful drivers are anxious. The stale atmosphere and the stale beer combined, produce a more than usual number of shootings, stabbings and minor breaches of the peace. Thus was the New Year, 1919, ushered in on the great city. The florists and their patrons could not escape, more than others, the weather conditions. On the morning and forenoon of December 31, the warmest day of similar date in 20 years, there was fair activity in both wholesale and retail stores, but rain came in the afternoon and New Year's eve the aforesaid conditions set in. "It does not seem like New Year's eve," said one old timer of West 28th street, and it did not, at least, not in that district. But few buyers were about and the majority of the stores were closed by 10 p. m., whereas in former years, they were usually all open till after midnight. A few buyers were around in the early morning of January 1, but buying was light. Prices remained firm, but there was enough stock to supply the demand. Rain fell heavily and almost continuously January 2, and taken with the previous bad weather, had a depressing effect on the market. It is the general sentiment of dealers that the New Year's business was about equal to that of a good Saturday; on Saturdays the market is usually active.

January 6.—Business is fairly active with high prices and a light supply. It does not appear likely that there will be much of a drop in prices before the end of February. In addition to the demand for social events, there is a steady call for flowers for hospital patients and other sick folks, and for funeral work. The sudden death of Colonel Roosevelt, this morning, was a great shock to the people of this city. The weather is cold, but not severe, with flurries of snow.

NOTES.

It will be noted that President Wilson has cabled the state department to ask Congress for an immediate appropriation of \$100,000,000 to prevent starvation in Europe. The president being on the ground, is unquestionably well informed. It is also reported that Herbert Hoover states that: "America must send \$1,500,000 worth of food to Europe this winter." It is but right that we should feed the starving peoples. But let us consider another phase of our intercourse with the European countries. It is an old saying that "God helps those who help themselves," and the best ultimate aid we can give the people of Europe is

From New York Cold Storage

LILY OF THE VALLEY

BEST QUALITY HOLLAND GROWN

In cases of 500 pips.....	\$15.00 per case
In cases of 900 pips.....	22.50 per case

CHAS. SCHWAKE & CO., Inc.
90 WEST BROADWAY, NEW YORK

FUTTERMAN BROS.

Wholesale Florists, 102 West 28th St., New York.
Telephone: Ferragut 9761.

The Right People to Deal With. Consignments Solicited.

to help them re-establish their industries. The feature that concerns many of them, as well as the florist, seed and nursery trade of this country, may here be mentioned. While Columbia is being called on to act the "Lady Bountiful" to Europe, the federal horticultural board, with the approval of the secretary of agriculture, is not only interposing a barrier against the business of members of our own people, but also cutting off a source of income from many of the needy abroad, with particular reference to Belgium, which has been a great sufferer, and previous to the war, derived a large income from the export of trees and shrubs. Of course, the present demands for assistance to a starving people must and will be met, but there is food for reflection on the future. If we may judge by news being sent out from Washington, and Paris, there are people who are expecting an early millennial dawn. If we are all going to be brothers, we should help our brethren to help themselves.

Funeral services for the late George Allen, son of J. K. Allen, whose sudden death was reported in our issue of January 4, were held at his late residence on the evening of January 1. The Presbyterian pastor officiating. Interment was in Woodlawn cemetery on January 2. His death is believed to have been caused by a congestive chill. He was a young man of genial temperament and pleasing address and much sympathy is felt for his widow and young daughter, his father, mother, brother and sister.

John Mallon, of James Mallon's Sons retailers, opposite Borough Hall, Brooklyn, is one of the interesting men of the trade. The store probably has a number on Fulton street, but no one needs to know it. "Mallon's, opposite Borough Hall" having been a Brooklyn institution for many years. John Mallon literally grew up with the business and has some very decided opinions about high prices.

James Chatmas, who for several years had conducted a retail store at Eighth avenue and 145th street, died recently after an illness of four days of pneumonia. His two young children died soon after of the same disease. The widow survives. The business is



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Telephone Ferragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK

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A. Young & Co.

54 West 28th St. New York
Consignments Solicited

Phones Ferragut 167
3058

Established 1887

J. K. ALLEN

Wholesale Commission Dealer in
CUT FLOWERS

118 W. 28th St., NEW YORK

West of 6th Ave. Open 6 a. m. every morning.

PAUL MECONI

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55-57 WEST 26TH STREET

Telephone:
8864 Farragut.

NEW YORK CITY

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Wholesale Commission Florist

CONSIGNMENTS SOLICITED

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NEW YORK

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William Mackie

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105 W. 28th St., New York

Telephone 759 Farragut.

Walter F. Sheridan

WHOLESALE FLORIST

Telephone Call:
3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.

148 West 28th St., NEW YORK CITY

Telephones: Farragut 300 and 301

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Wholesale Commission Florists

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I. Goldstein

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114 W. 28th St., New York

Prompt and careful attention to your interests.
Consignments solicited.

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Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Jan. 8. Per 100	
Roses, Beauty, special.....	140.00
" extra and fancy 50.00@	75.00
" No. 1 and No. 2 12.00@	25.00
" Hadley	25.00@ 75.00
" Hoosier Beauty.....	8.00@ 25.00
" Francis Scott Key.....	12.00@ 40.00
" Columbia	12.00@ 35.00
" Prima Donna	12.00@ 35.00
" Alice Stanley	10.00@ 35.00
" Mrs. Geo. Sawyer.....	10.00@ 30.00
" Double White Killarney 12.00@	35.00
" Killarney	10.00@ 30.00
" Queen	10.00@ 30.00
" Brilliant	10.00@ 30.00
" Aaron Ward	10.00@ 30.00
" Sunburst	12.00@ 30.00
" J. L. Mock	12.00@ 40.00
" Onelia	12.00@ 35.00
" Red Rover	10.00@ 35.00
" Mrs. Chas. Russell.....	12.00@ 75.00
Cattleya orchids, special.....	50.00@ 50.00
Rubrum	10.00@ 15.00
Lilies, Longiflorum and Formosum 15.00@	20.00
Lily of the Valley.....	6.00@ 10.00
Adiantum	
Hybridum	50@ .75
Bouvardia	6.00@ 8.00
Carnations	10.00@ 15.00
Gardenias, per doz.....	2.00@ 6.00
Violets	1.00@ 1.50
Paper White Narcissus, per doz	75@ 1.00
Snagdragons, per doz.....	2.00@ 3.00
Collas, per doz.....	3.00@ 4.00
Sweet Peas	3.00@ 5.00
Mignonette, per doz.....	1.50@ 2.00
Anemurus Plumosa, doz, belm	3.00@ 4.00
Smilax	1.00@ 2.50
Poinsettias, cut, per doz.....	1.00@ 7.00
Golden Spur narcissus, per doz.	2.00
Freestias	6.00@ 8.00

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.

CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut

Henshaw Floral Co.

(Incorporated)

Wholesale Commission Florists

127 W. 28th St., NEW YORK

J. J. COAN, Inc.

WHOLESALE FLORIST

Everything in Cut Flowers

Phones 5413 & 5891 Farragut
115 West 28th Street, New YorkTelephones 4422 Farragut D. J. Pappas, Pres.
4423**United Cut Flower Co., Inc.**

WHOLESALE

111 W. 28th St., NEW YORK

Mention the American Florist when writing

PHONE 2335 FARRAGUT
2336**WM. KESSLER,**

WHOLESALE FLORIST

113 W. 28TH STREET.

Bet. Sixth and Seventh Aves. NEW YORK

Mention the American Florist when writing

N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 28th, New York.

Desirable wall space to rent for advertising.

Open for Cut Flower Sales at 8 o'clock
every morning.

V. S. DORVAL, Secretary

Mention the American Florist when writing

The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

119 West 28th St., NEW YORK

GEO. B. HART

WHOLESALE FLORISTS

24-30 STONE STREET,

ROCHESTER, NEW YORK.

Mention the American Florist when writing

M. C. FORD

121 WEST 28TH STREET

NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing

D. FEXY

Wholesale Commission Florist

116 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing

being continued by two brothers, Peter and Peatro Chatmas.

Henry Schmeckpepper, a florist of Glendale, a suburb of Brooklyn, has a new light pink Japanese incurved chrysanthemum that was passed on by the committee of the Chrysanthemum Society of America last November and awarded \$6 points. It is a sport of Edwin Seidewitz.

J. Goldstein, formerly of Goldstein & Futterman, has gone into the wholesale business for himself at 114 West 28th street. For the past 15 years he has been connected with the business in different capacities, in this city and Brooklyn, and bears a good reputation.

Although Futterman Bros. is a new firm name in the wholesale district, at least one of its members, Eli Futterman, has for a number of years been well known as a hustler. His brother, who was with him during the existence of the old firm, is also an active man. There is now quite a sprinkling of the flowers of bulbous stock in the wholesale stores. In addition to Paper Whites, which have been in for several weeks, Golden Spurs and freesias are now seen.

James McCollum, for the past 16 years superintendent of parks in Paterson, N. J., died, January 2. A more extended notice will be found in the obituary column.

The annual ball of the Greek-American Florists' Association will be held in the Palm Garden, 58th street, near Lexington avenue, on the night of February 27.

Charles Pajan, who had worked with his brother, Louis C. Pajan in the latter's retail store, 2424 Eighth avenue, died recently of pneumonia.

The first Golden Spur narcissus noticed in the market was received the past week by the United Cut Flower Co., 111 West 28th street.

Manager McCarthy, of the retail firm of James Wehr, Inc., Fulton street, Brooklyn, advises us that their holiday trade has been good.

Theodore Malandre, of the retail firm of Malandre Brothers, and the firm's buyer, who has been ill of influenza, is now recovering.

President-elect Kessler will give a dinner to the officers and past presidents of the florists' club on the night of January 11.

Mrs. Retta Rankin, manager of the House of Ferns, 41 West 28th street, reports an excellent holiday trade.

In addition to other good stock, the Henshaw Floral Co., 127 West 28th street, had a fine stock of irises.

—A. F. F.

Toronto, Ont.

SHORT SUPPLY HERE AS ELSEWHERE.

To say that the volume of Christmas business was better than ever, but puts it mildly. The number of sales were not as great as last year, but the higher prices brought in the total. Christmas eve developed a severe snow storm which kept down the cash sales for the day, but with the many advance orders that had been taken, everything in sight was used up. Had we been able to sell stock at prices similar to other years, there is no telling what could have been done, but when some stores could not sell roses under \$7.50 per dozen for selects, the only grade available, and carnations not less than \$5.00 per dozen for the best grades, you can figure on the handicap. What good flowering plants that could be had, realized good prices, and made up baskets and fancy arrangements all sold out. This market was never so well cleaned up. The unfavorable weather for the early winter, held back the blooms of most growers, and the cut was very much below the average.

Special 7-inch Boston Fern Offer 75c each

Our stock of 7-inch Boston Ferns is exceptionally large, and the plants are fine for immediate sales or for potting on into 8-inch or 9-inch pots. They are pot grown and well established.

OTHER BARGAINS IN FINE POT GROWN BOSTON FERNS

6-inch..... 50 cents each 9-inch..... \$1.50 each
8-inch..... \$1.00 each

KENTIAS are scarce, and every florist who has facilities should grow as many of these as possible.

Kentia Belmoreana, 2½-inch..... \$1.25 per dozen
Kentia Forsteriana, 2½-inch..... 1.25 per dozen
Kentia Belmoreana, 5 inch, made-up..... 9.00 per dozen

We Have 200,000 Small Kentias to Offer.
Get Our Prices on Larger Quantities.

PTERIS WIMSETTI

4-inch, \$10.00 per 100. Nice bushy plants for Christmas baskets or boxes.

ENGLISH IVY

4-inch..... \$15.00 per 100

5% Packing charges without pots; 10% with pots.

THE GEO. WITTBOLD CO.

745 Buckingham Pl., L. D. Phone, Graceland 1112. Chicago

Mention the American Florist when writing

RAEDLEIN BASKET CO., 713 Milwaukee Avenue, CHICAGO, ILL.



No. 1.
25 Tumbler Baskets, in all colors, complete with metal liners..... \$8.50

No. 2.
12 Cut Flower Baskets, 9 to 11 inches deep 24 to 32 inches over all, in all colors and complete with metal liners..... \$9.00

No. 3.
15 Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... \$15.00

Write for Catalog.

Mention the American Florist when writing

What stock there was, showed good quality, and as to freshness, was all that could be desired, while the prices were the highest ever reached in this section. American Beauties, being off crop, Russell was in most demand, \$15 per dozen being received for the best, while in other roses, \$4.00 to \$12.00 were asked, with very few of the cheaper flowers, as the stock mostly ran to the better grades. Carnations went from \$2 to \$4 per dozen, but \$3.00 was the general price; the cheaper ones were hard to find. The best violets were \$1.50 per bunch and cattleyas \$1 to \$1.50 each. The green goods for decorations were of the poorest possible kind; the holly, at from \$7.50 to \$10 per case, was the worst ever handled, and even those who were unfortunate enough to pay the higher price, could not see any difference in the quality. There was a little good boxwood, but the largest part was terrible and should never have been shipped out. Ground

pine was good, but scarce, and reached the beautiful price of 25 cents per pound, if you were fortunate enough to be able to locate any. Cypripediums, ericas, cyclamens and Primula obconica and malacoides were the best of the flowering plants. Poinsettias and cherries helped out in most of the arrangements, while the plant growers sold out everything that had a bloom on it. The hotels and clubs, with many of the better residences, again decorated as in former years, so that it looks as if the florists were again on the road of unusual activity. White hyacinths, good ones of the Dutch variety, helped out nicely and were the only bulbous stock to be seen for basket use, though there were lilies, narcissi and a few freesias to be had. The retail stores all used their best efforts, and although still lacking many of the former experienced clerks, there were few complaints.

H. C. D.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857



745 Buckingham Place.

L. D. Phone, Graceland 1112
Send us your retail orders.

We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.



WASHINGTON
D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS

2953 Broadway. Opp. Columbia College
Members of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

25 E. MADISON ST.

Members of Florists' Telegraph Delivery.

For Wisconsin Delivery

OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHERBOGAN WISCONSIN

Member of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822
HENRY HART, Inc.
FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Telephones, LOUIS MICHEL
6582-6583 Main.

The Long Island Floral Co.

Wholesale Commission Florists

Consignments Solicited

48 Willoughby St., BROOKLYN, N. Y.

ORDERS IN OR AROUND

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service
THE BELLEVUE-STRATFORD
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

Chicago The North Shore Floral Co. (Not Inc.)

BERNARD J. SHERMAN, Prop.

49-851 Irving Park Boulevard.

Deliveries in Chicago and Suburbs.

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BRANCHES:
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HOTELS

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426
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NEW YORK

ROANOKE, VA.

FALLON, Florist.

Young & Nugent

Telephone 4265-4266 Farragut.
42 West 28th Street.

To out-of-town florists: New York.
We are in the Heart of
And give special attention to steamer and the-
atre orders. Prompt delivery and best
Stock in the market.

Members of Florists' Telegraph Delivery.

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New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Members of Florists' Telegraph Delivery.

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Delivered in Albany and vicinity on telegraphic order.

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UNITED STATES
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City Index to Retail Florists

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Albany, N. Y.—Eyes, 106 State St.
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Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 148 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedmann, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—North Shore Floral Co.
Chicago—Schiller, The Florist, 2221 W. Madison.
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Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
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Dayton, O.—J. W. Rodgers.
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New York—Broadway Florist, 2094 Broadway.
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Omaha, Neb.—A. J. Donaghue.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Seery.
Paterson, N. J.—Edward Seery.
Philadelphia, Pa.—Charles H. Grakelow.
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Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClelland.
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High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

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{ 420 } { Lenox }
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Night and day service in all Central Pennsylvania.

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Mail or telegraphic orders promptly and most
carefully executed.

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LEADING FLORISTS OF THE NORTHWEST

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MASONIC TEMPLE

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The Rosery Floral Co.,

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Everything in Flowers

Prompt Deliveries to any town or city
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"Up-to-the-Minute" Service and Execution.
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Huscroft's Flower Shop

E. E. McCauslen, Prop.

173 North Fourth Street
All Orders Promptly Executed

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Searett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kandel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held at Chicago, June, 1919.

CARROT and radish have declined in some quarters because of inability of holders to export.

GILROY, CALIF.—L. W. Wheeler, of the Pieters-Wheeler Seed Co., is planning an eastern trip.

WATERLOO, IA.—It is reported that a suit against Galloway Bros. Co. was begun December 28, 1918.

LOS ANGELES, CALIF.—J. C. Bodger, of the John Bodger & Sons Co., expects to start this week for the east.

GEORGE R. PEDRICK & SON, of Pedricktown, N. J., are mailing their customers a very handsome calendar for the year 1919.

VAUGHAN'S SEED STORE, New York, has received news that M. Holmgren, a former employee, died in Base Hospital 202, August 31.

FROSSER, WASH.—P. E. Nickelson, proprietor of the Prosser Nurseries, is planning to add a seed department to his establishment.

PETER HOLLENBACH, Chicago, has bought a lot adjoining his present West Lake street store on the east, and now has 65 feet frontage.

CONSULAR reports state that an office with a German in charge was opened in Copenhagen, Denmark, some time ago for the purpose of buying seeds for shipment to Germany.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade January 8 were as follows: Timothy, \$8.00 to \$10.50 per 100 pounds, a drop of 25 cents in the high price of last week.

COLUMBUS, O.—The Wilson Seed Co. has renewed its lease on its present location for 10 years, will remodel the premises and increase the scope of the business, which has been very prosperous.

WAR put the growers of American tuberose bulbs out of business by cutting off an export trade amounting to three or four million bulbs annually. This year's crop will hardly amount to a couple of millions.

ONION SETS, reds, in the Chicago district are holding at about \$2.00 in a jobbing way, with yellows a shade lower. Some dealers say whites should be \$3.00 or higher. For March, 15 to 25 cents more is asked on all.

VICE-PRESIDENT A. H. GOODWIN, of the W. W. Barnard Co., Chicago, reports liberal orders and inquiries from their southern customers for both bulk seeds and onion sets. Mr. Goodwin looks for an increase in prices of the latter as the season advances, believing wholesalers are not nearly as well stocked at this date as they were last January. The Barnard Company will open its store poultry show, January 21. Mr. Barnard does not plan to make a California trip this season.

CINCINNATI, O.—J. Charles McCulloch is in Florida on his winter vacation.

THE Dutch steamer Nieuw Amsterdam carrying, it is reported, 600 cases of horticultural products, arrived in New York, January 5.

THE 1919 catalogue of the Henry Field Seed Co., Shenandoah, Ia., while offering nearly all seeds prepaid, some of the heavier items are free only to include the fourth zone.

TOLEDO, O.—Cloyer closed steady January 4 at \$25.15, a drop of 35 cents during the week. April timothy was 2½ cents lower. Cash was offered at \$5.30, January \$5.10, February \$5.10, March \$5.22½, April \$5.22½, and September \$5.75.

VISITED CHICAGO: Axel Knudsen, Minneapolis, Minn., representing L. Duchfeldt, Ltd., Odense, Denmark; Mrs. M. W. Johansen, representing the Johansen Sons' Co., El Monte, Calif.; Wm. Kueker, of the Farmer Seed & Nursery Co., Faribault, Minn.

DR. W. W. TRACY, of the department of agriculture, Washington, D. C., will deliver an address at this year's inaugural meeting of the Massachusetts Horticultural Society, January 11, his subject being, "Varietal Adaptation of Culinary Vegetables to Local Conditions."

GUELPH, ONT.—At the convention of the Canadian Seed Growers' Association in this city December 10, officers for the ensuing year were elected as follows: A. M. Maynard, Waltham, president; Prof. W. J. Squirrel, Guelph, vice-president; W. J. Lennox, Toronto, secretary-treasurer.

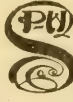
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Individual licenses are not required for garden seeds in Class N-1 to Canada and Newfoundland in quantities of 50 pounds and under.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish.
Correspondence
Solicited.

Mention the American Florist when writing

THE W. C. PRESSING
SEED COMPANY
NORWALK, OHIO.

— Growers Exclusively of —
Sweet Corn Seed

Mention the American Florist when writing

Henry Field on Rainbow Chasing.

Henry Field, of the Henry Field Seed Co., Shenandoah, Ia., uses two pages of his 1919 catalogue, telling the "peepul" about the other seedsman's humbug novelties. Henry seems to lack faith in "47-day" tomatoes, "35-day" potatoes, "Billion Dollar" grass and "Wonderberry." Henry poses in his shirt sleeves, critically inspecting seed tests. In claiming to have started the ear seed corn business in 1904, Henry is too young to remember that Vaughan's Chicago catalogue of 1885 (19 years earlier) offered seed corn in this manner. Some of the new names of Henry's vegetables do not sound like Dr. W. W. Tracy of the United States department of agriculture. Do not get too far in the lead, Henry.

Burpee's Annual for 1919.

The W. Atlee Burpee Co., Philadelphia, Pa., has issued Burpee's Annual for 1919, an attractive catalogue of 154 pages, a feature of which is the classification of all vegetables under four heads, namely, edible seeds, root crops, greens and salads and vegetable fruits. The items in each division are placed as warranted by their prominence and use, no effort being made to hold to a strictly botanical classification or to an alphabetical arrangement. About 50 pages of the Annual are devoted to the firm's offerings in flower seeds and bulbs, the whole indexed according to classifications for ready reference, with numerous illustrations, including 26 excellent color pages. The front cover page features Burpee's Giant Chinese pepper and Burpee's Blue Bantam pea, while the back presents an inviting illustration of Burpee's Netted Gem or Rocky Ford melon, both in colors. While the number of pages were curtailed in anticipation of a reduction of catalogue sizes by order of the pulp and paper division of the war industry.

Alfred J. Brown Seed Co.

Growers of

Peas and
Beans

Grand Rapids, Mich.

Mention the American Florist when writing

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Price: \$3.00 Postpaid

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440 S. Dearborn St., CHICAGO

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSLEY, PARSLEY, CELERY, ENDIVE, SALADY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWISS PEA AND SUNFLOWER.

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VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

☛ Glad to quote for present delivery or on growing contract for crop of 1919. ☛

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WE make a specialty of Flower Seeds for Florists and Seedsmen. Aside from the choicer sorts, such as *Cineraria hyb.*, *Calceolaria*, *Cyclamen*, *Primula Chinensis* and *Obconica*, and Stocks, we carry large stocks of all the popular varieties, such as *Asters*, *Balsams*, *Batchelor's Button*, *Calendulas*, *Cosmos*, *Dianthus*, *Marigold*, *Mignonette*, *Morning Glory*, *Portulaca*, *Phlox*, *Sweet Peas*, *Zinnias*, etc., and shall be pleased to quote on your list of requirements for present and future use.

Vaughan's Seed Store, CHICAGO NEW YORK

tries board, the Annual, arranged under the supervision of W. F. Therkildsen, advertising and sales manager, is most comprehensive.

Washington Rulings and Regulations.

Garden, Mammoth clover, pea, sugar beet and vegetable seeds have been removed from the export conservation list, effective January 1, 1919, according to announcement of the war trade board. Up to this time, in order to be able to export any of these seeds, it has been necessary to secure licenses from the war trade board and to face great delays in the movement of the merchandise. Hereafter the speed of the movement of exports will depend upon the availability of ocean tonnage.

Shrubs and flower seeds, except those of oil-bearing plants, may be exported freely to Denmark, Norway, Sweden or European Holland, under new regulations just promulgated by the war trade board, in which it is announced that licenses to export those commodities will be freely issued. It is announced that, so far as the board is concerned, the regulations as to consignment to associations, etc., will no longer be enforced for these commodities, and shipments may be consigned directly to the consignee named in the export license, or to order, provided they are shipped for account of a firm not on the enemy trading list. The regular export license application forms should be used, together with such supplemental sheets as required.

B. F. L.

Catalogues Received.

The W. Atlee Burpee Co., Philadelphia, Pa., Annual for 1919; Burnett Brothers, New York, seeds, bulbs, plants; the Conard & Jones Co., West Grove, Pa., roses; Vaughan's Seed Store, Chicago and New York, flower seeds and bulbs; O. P. Jackson Seed Co., Inc., Houston, Tex., seeds; W. H. Barrett, Adrian, Mich., tomato seeds.

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

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SPECIALTIES

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BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

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Wholesale Seed Growers and Dealers

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FREMONT, - - - NEBRASKA.

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ROMAN HYACINTHS

13 to 15 ctns.

Sweet Peas, Winter Flowering Spencer, best varieties *Lilium Giganteum*, from cold storage, in cases of 350; *Cyclamen Seed*, finest American grown; new varieties *Cinerarias*, *Begonias*, "Nice" Stocks, etc.

Send us a card stating kind and quantities wanted and we will give you special prices.

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Flower, Vegetable and Farm

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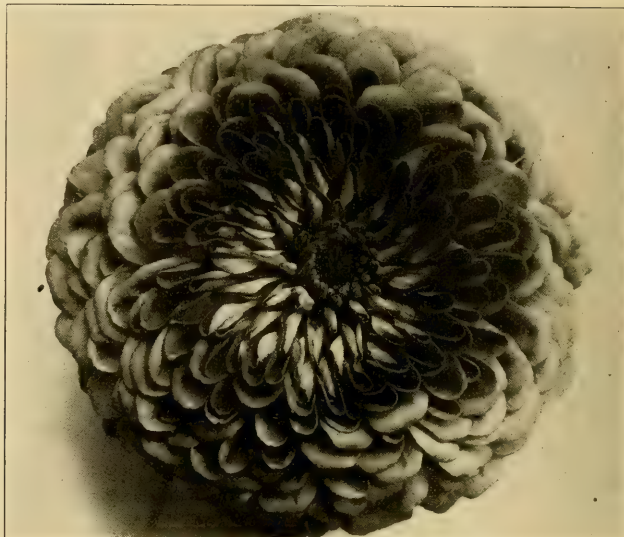
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The Premier British Wholesale
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75 YEARS UNRIVALLED REPUTATION



BODGER'S NEW GIANT DAHLIA-FLOWERED ZINNIA.

BEFORE PLACING ORDERS

FOR

SWEET PEAS

Spencers, Grandifloras, Etc.

Asters and Flower Seeds

IN GENERAL

Tomato, Lima and Pole Beans

WRITE US

Now Is the Time to Place Orders
for 1919 Flower Seeds.

Correspondence solicited.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

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GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion
and Radish.

Correspondence Solicited.

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CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1919 Special Catalogue
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JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 60 years' experience.

All reasonable varieties.

Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips,
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WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

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CABLE ADDRESS, "MCGILL-SEED"
SAN FRANCISCO

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Dreer's Reliable Flower Seeds

New crops of most of the important items are now ready and the balance are expected shortly. Do not delay ordering your supply of the kinds that should be sown early, such as **Ageratum, Alyssum, Antirrhinum, Centaurea, Cobaea, Dracaena, Heliotrope, Moonflower, Lantana, Lobelia, Maurandia, Petunia, Pyrethrum, Salvia, Thunbergia, Verbena, Vinca, Etc.**

We call the special attention of Florists to the following:

NEW SCARLET SAGE

"America" or "Globe of Fire"

This is without doubt the finest Scarlet Sage ever sent out. It is the earliest to come into bloom, and flowers continuously till the end of the season, and what is equally as important, it is absolutely uniform in growth, about 15 inches high, with the brilliant scarlet spikes thrown well above the plant making a total height of about 2 feet. The seed we offer is our own saving. 50c per trade pkt.; \$4.00 per oz.

Dreer's Superb Large Flowering

Fringed Petunias

Our own unrivaled strain, and too well known to require description, we offer

Double-flowering fringed, 75c per 500 seeds; \$1.50 per 1000 seeds.

Single-flowering fringed, 50c per trade pkt.

Our new Wholesale Price List, just issued, containing a complete list of all the Seeds, Plants and Bulbs we offer, has been mailed. If you did not receive a copy, we will be pleased to send one to any Florist on application.

HENRY A. DREER, 714-716 Chestnut Street,
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Salvia America or Globe of Fire.

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THE
J.C. ROBINSON SEED CO.

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Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

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Garden Seeds

438 MARKET STREET

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We carry a reserve stock of the
important varieties of

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Try us for Quick Supply.

The W. W. BARNARD CO.

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SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
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Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

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Get Quotations From

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SEEDS WHICH SUCCEED

Bloomdale
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Bristol, Pa.

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To American Seedsmen

WATKINS & SIMPSON, Ltd., will be greatly pleased to receive a visit from any of their American customers, their relatives or friends, who may be coming to England on business or in connection with the present war. They will at all times receive a cordial welcome at

27-29 Drury Lane, Covent Garden, London, W. C.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip,
Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Milford, Conn.
Montana, Idaho, Washington.

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Henry Fish Seed Co.

Bean Growers for the
Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing

Shipments Embargoed from Atlantic Ports

A ten days' embargo on all exports and other overseas shipments from New York, Boston and Philadelphia went into effect January 2 as a result of labor troubles and congestion in the three ports. The embargo was decided upon by officials of the railroad administration, following the strike of marine workers in New York harbor. Although the embargo covers all export goods at the three Atlantic ports, it does not prohibit the shipment of grain at Boston.

Imports at New York.

Horticultural supplies were received at the above port during the week ending January 4, 1919, as follows:

From Liverpool, Eng.: McHutchison & Co., two cases Manetti stocks; to others, 39 bags seeds and six boxes plants. From Copenhagen, Denmark: T. Madsen & Co., 95 packages seeds; to others, 351 packages seeds. From Bordeaux, France: 39 cases seeds.

Michell's New Crop Flower Seeds



ASTER Early Wonder, pink and white, each, tr. pkt., 40c; \$2.25 per oz.

ASTER Queen of the Market, bluish pink, crimson, dark blue, light blue, rose pink and white each, tr. pkt., 25c; \$1.00 per oz. All colors mixed, tr. pkt., 20c; 75c per oz.

ASTER Early Royal Branching, lavender, purple, rose pink, shell pink and white, each, tr. pkt., 40c; \$2.25 per oz. All colors mixed, tr. pkt., 40c; \$2.00 per oz.

VERBENA, Michell's Mammoth Fancy, blue, pink, scarlet, striped and white, each, tr. pkt., 30c; \$1.25 per oz. Mixed colors, tr. pkt., 30c; \$1.00 per oz.

Also all other Seasonable Seeds and Supplies.
Send for Catalog.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

THE FAVORITE BLUE DELPHINIUM BELLADONNA SEED

Do you want quality seed saved from selected stock plants, planted far enough apart to produce the best seed, cultivated and hoed with great care, hand-picked as matured from clean, healthy plants. Order now. \$35.00 per lb.; \$17.50 per ½ lb.; \$8.75 per ¼ lb.; \$2.25 per oz.

MARTIN KOHANKIE, Painesville, Ohio

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Day St., NEW YORK
and ORANGE, CONN.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Seed Packets

FLOWER SEED SIZES TO CATALOGUE
ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Contract Seed Growers

Specialties: Pepper, Eggplant, Tomato,
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Correspondence Solicited.

George R. Pedrick & Son,
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Burpee's Seeds Grow

Forty years of careful investigation and extensive operation in Seed Growing has given us an experience as to the needs of the Commercial Grower that is equalled by few American seedsmen.

Burpee Quality means that the **Burpee Service** is backed by the most extensive trial grounds in America. Every care is used in the selection of stock seeds and the product is surrounded by every safeguard known to science.



BURPEE'S ANNUAL

Burpee's Annual is ready for distribution. It contains complete descriptions of all varieties listed, also 24 pages of color. This supplemented by our Market Growers' Wholesale Blue List should be on the desk of every grower. If you are entitled to wholesale prices write to us for these books. They will be mailed free upon request. If we can serve you in any capacity write us.

W. Atlee Burpee Co.

Seed Growers

PHILADELPHIA

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

CHICKASHA, OKLA.—The license of the Oklahoma Fruit and Melon Growers' Association of this city has been revoked for an unlimited period.

Farm Service Employment Division.

A farm service division of the United States employment service has been created to direct the special farm labor supplying efforts which the department of labor will make during the coming season.

Prices of Indoor Fruits and Vegetables.

Chicago, January 7. — Cucumbers, 2-dozen box, \$3.50 to \$4.50; celery, crate, \$1.75 to \$2.00; head lettuce, 2-dozen, \$1.00 to \$3.00; radishes, per dozen bunches, 50 to 75 cents; tomatoes, 6 baskets, \$4.00 to \$6.00.

New York, January 6. — Celery (state), per bunch, 50 cents to \$1.00; cucumbers, \$1.00 to \$2.75 per dozen; mushrooms, 75 cents to \$1.75 per basket; tomatoes, per pound, 12 to 30 cents; lettuce, per package, 35 cents to \$3.50; radishes, per 100 bunches, \$3.00 to \$5.00.

Ontario Agricultural Union.

The fortieth annual meeting of the Ontario Agricultural and Experimental Union will be held at the Ontario Agricultural College, Guelph, January 14-15. An interesting programme has been arranged, among the features being the following papers and discussions by well-known authorities: "Report of Co-operative Experiments in Agriculture for 1918," by Dr. C. A. Zavitz, Guelph, secretary of the Union; "Result of Co-operative Experiments in the Eradication of Weeds," by Prof. J. E. Howitt; "Standardization of Seed Potatoes," by Prof. J. H. Barron, Ithaca, N. Y.; "Co-operation," by F. C. Hart, Toronto; W. E. Burnaby, Jefferson; R. W. Wade, Toronto and W. H. LeDrew, Guelph; "The Economic Use of the Tractor on the Ontario Farm," by Prof. R. Harcourt; "Economic Markets for Canadian Food Materials," by Dr. G. C. Steelman, Guelph. The officers of the union are as follows: Harvey B. Webster, St. Mary's, president; P. S. McLaren, Perth, vice-president; Dr. C. A. Zavitz, Guelph, secretary; A. W. Mason, Guelph, treasurer.

Vegetable Markets.

According to reports received by the bureau of markets of the United States department of agriculture covering the period January 1-6, vegetable shipments were heavier and prices held steady to strong. Potato prices were firm in the west, but weakened slightly in the east. Carlots of Minnesota, Michigan and Wisconsin No. 1 sacked whites were steady at \$1.80 to \$1.90 at Chicago and strengthened to \$1.75 to \$1.80 f. o. b. Grand Rapids, Mich. Waupaca, Wis.; sales in jobbing markets ranged \$2 to \$2.15. Colorado No. 1

white sacked stock ranged stronger at \$1.50 to \$1.60 at Greeley. Cabbage prices followed the upward trend of the previous week. New York Danish seed advanced \$1 to \$2 per ton in western New York, ranging \$22 to \$26 per ton f. o. b. Wisconsin Holland made a similar advance, reaching \$32 to \$35 per ton at Chicago. The northern onion crop, estimated at 22,365 cars of 600 bushels each, compared with 21,213 cars in 1917 and about 13,000 cars in 1916, has been going out of the producing sections much faster than usual. Yellow and red stock was \$1.60 to \$1.75 per 100 pounds in consuming markets. All bean markets inclined downward, with the exception of California, which ranged steady.

Disinfecting Seed Potatoes.

One pint of 40 per cent formalin solution costing about 50 cents to 30 gallons of water, the same disinfectant as applied to wheat last fall to control smut can be used to control the common scab on Irish potatoes, according to the University of Missouri College of Agriculture, Columbia. This as well as several other potato diseases can be largely controlled where plantings are made on new land each year by disinfecting the seed before planting.

Ordinarily the seed are put into a sack and immersed in this solution for one and a half to two hours. It has been found that the treatment can be reduced to 15 minutes, if the solution is heated to 122 degrees F. Besides saving time, the treatment is probably more effective when the solution is warmed. The formalin solution can be used over and over again until it is gone. The seed must be treated before cutting and it is better if they can be spread out to dry after being treated.

The sweet potato is also attacked by several diseases carried on the seed tubers. For this reason they should be disinfected before bedding, where the diseases have caused loss in previous years. The material used is corrosive sublimate. One part to 1000 of water, or one ounce to eight gallons of water if a crude form is used. The powder should be dissolved in a little warm water, then made up to the right volume. The seed tubers are soaked in this for

10 minutes, just before bedding them in the hotbed. Both Irish and sweet potatoes are important crops and many growers could improve their results by practicing seed treatment.

Reclaiming the Desert.

Men have begun to reclaim the Californian desert by irrigation. The Imperial Valley is the first word in the bringing back of the waters to the thirsty land, but it is by no means the last. Towns like Brawley and Imperial now stand where the mesquite once grew and the coyote howled. The limit of man's progress in the valley is sharply defined. The "field" of alfalfa or grain faces the desert, the one wearing a fierce scowl, the other a gentle smile. Close by, live the desert's conquerors, big, upstanding folk, amid the softness of an eternal summer, says the Christian Science Monitor. The irrigation canals flow musically everywhere. The houses are ringed round with cloth-screened verandas, which do duty also as living and sleeping places. The people always seem to be on the defensive against the desert. But they have made it blossom like the rose, and are making it pay. Soon the desert of lost hopes, of burning heats, of intolerable mirages, and arid solitudes will be a land of teeming thousands and of plenty.

Wichita, Kan.

BLIZZARD HURTS CHRISTMAS TRADE.

Christmas, 1918, will need no special effort on the part of local florists to be remembered for some time to come. December 23-24 furnished the heaviest snow storm for 30 years, with temperature at freezing Monday morning, and falling to 4° below zero by Wednesday. As a result, the city was paralyzed by a blockade. Not a street car or motor bus moved for three days. Auto traffic was limited to a few delivery trucks and passenger cars on a few of the least blockaded streets. As a consequence, the heavy rush of buyers the last two days was sadly lacking, and the wonder was that there was any trade at all. Railroad traffic was tied up and out going shipments were practically all refused. As a result, the volume of business will probably total considerably less than last year. The high price of cut flowers also discour-

SEASONABLE STOCK

- Achyranthus Herbati**, 2½ in., \$4.00 per 100.
- Ageratum**, Little Blue Star, 2½ in., \$3.50 per 100.
- Asparagus Sprengeri**, 2½ in., \$3.50 per 100.
- Asparagus Sprengeri**, heavy field grown in 5 in. pots, \$18.00 per 100.
- Begonias**, Prima Donna, Gracilis Luminosa and White Pearl, 2-in. at \$4.00 per 100.
- Coleus**, 10 market varieties, 2½ in., ready after Jan. 1st, \$3.50 per 100.
- Fern, Boston**, 2½ in., \$4.50 per 100.
- Fern, Boston**, 3 in., \$10.00 per 100.
- Hellotrope**, 2½ in., Purple, 4 varieties, at \$3.50 per 100.
- Lantanas**, 2½ in. dwarf, in 6 distinct varieties, \$4.50 per 100.
- Palms**, Kentia Belmoreana, 2½ in. short, bushy stock, \$10.00; 3 in. short, bushy stock, \$16.00 per 100.

The Storrs and Harrison Company
PAINESVILLE, OHIO

CARNATIONS

F. DORNER & SONS CO.,
Lafayette - - - Indiana

Robert Craig Co...

High -
Class - **PALMS**

and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

Geraniums

Nutt, strong 2-in., per 100.....\$2.00
Vland, strong 2-in., per 100..... 2.00
Ricard, strong 2-in., per 100..... 2.00
Dracena Indiana, good thrifty
stock for growing on, 2-in., per
100..... 2.00
ELMER RAWLINGS, Allegany, N. Y.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

aged trade in that direction, and many customers, when told the price of cut flowers, turned to the plant tables and made their selection there. Plant sales were good, all things considered. Prices were slightly higher than in previous years, but stock was good, as a rule, and customers seemed to expect to pay well for it. Poinsettias still hold a high place. Good Lorraine and Cincinnati begonias and cyclamens ran about even. Much less holly and greens were used than in previous years.

NOTE.

Miss Mattie Barley, manager of store No. 2 for Chas. P. Mueller, has the sympathy of her many friends on account of the death of her father, which occurred Sunday, December 29.

W. H. C.

Massachusetts Horticultural Society.

The inaugural meeting of the Massachusetts Horticultural Society, for 1919, will be held in Horticultural hall, Boston, January 11, the session being called to order at noon, the business to include the address of the president and reports of officers and chairmen of the various committees. The feature of the meeting will be an address by Dr. W. W. Tracy, of the United States department of agriculture, Washington, D. C., his subject being "Varietal Adaptation of Culinary Vegetables to Local Conditions." This will be the first of the winter course of lectures on horticultural subjects, the programme being as follows:

January 18—"The Culture of Conifers," by A. H. Hill, Dundee, Ill.

January 25—"Home Garden Fruits" (illustrated) by Prof. M. G. Kains, Columbia University, New York.

February 1—"Gardening After the War," by Leonard Barron, Garden City, February 8—"Land Drainage: Its History, Its Problems and Its Possibilities," by Arthur E. Horton, Lexington, Mass.

February 15—"Protecting American Crop Plants Against Alien Enemies" (illustrated) by Dr. B. T. Galloway, United States department of agriculture, Washington, D. C.

Gladiolus Bulbs

1½-inch up.

Home Grown and Fine Quality.

	Per 1000
America, pink.....	\$20.00
Augusta, white.....	20.00
Baron Hulot, blue.....	25.00
Panama, pink, extra large.....	30.00
Mrs. F. King, large, light scarlet.....	19.00
Chicago, white, pure white.....	25.00
Brenchleyensis, red.....	19.00
Halley, early salmon.....	19.00

C. U. LIGGIT,

Office:
325 Bulletin Building,

Philadelphia, Pa.

Asparagus Plumosus

Northern Greenhouse Grown.

1000 seeds.....	\$ 3.25
5000 seeds.....	14.00
10000 seeds.....	25.00
25000 seeds.....	56.25

ASPARAGUS SPRENGERI.

10000 seeds.....	\$10.00
5000 seeds.....	6.00
1000 seeds.....	1.25

ROSE STOCK

Be independent. Grow your own ROSE STOCKS for budding or grafting. Those using ROSA MULTIFLORA JAPONICA STOCK prefer it to Manetti. We offer for immediate delivery New Crop unbulbed seed at \$4.50 per lb.

McHUTCHISON & CO., 95 Chambers St., New York, N. Y.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

Kentia Belmoreana

75,000 2½-in. pots, good clean stock,
\$10.00 per 100. Cash with order.

LOUIS HANSEN

176 Paterson Turnpike, NORTH BERGEN, N. J.

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. February and March delivery.

Everything sold previous to then.

S. A. Nutt.....\$15.00 per 1000

Poivevine and Ricard..... 17.50 per 1000

Parcel post or express. Please state which.

Packing and postage billed at actual cost.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

Winter Stock

Write for List of

Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower,
PEKIN, ILL.

Mention the American Florist when writing

Alonso J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, page 612. Correspondence solicited.

Mention the American Florist when writing

Trade Directory

OF THE

Florists, Seedsmen and Nurserymen

OF THE

United States and Canada

Containing the Names and Addresses of
Florists of the United States and Canada.

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

"MORE AND BETTER

KENTIAS

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Joseph Heacock Company

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WRITE FOR PRICES"

Mention the American Florist when writing

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Kye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

TOWSON, Md.—The Towson Nurseries have acquired an adjoining tract of 45 acres.

MORRISVILLE, N. Y.—T. H. Townsend, formerly at the Dryden estate at Bernardsville, N. J., has been appointed horticulturist at the state school of agriculture here.

NEW YORK.—The Clair-Manor Nurseries have been incorporated with a capital stock of \$30,000 by G. Nassauer, A. T. Scharus and H. K. Daly, 27 William street, this city.

INDIANAPOLIS, IND.—The Indiana Horticultural Society has elected the following officers for 1919: F. J. Heacock, Salem, president; L. V. Doud, Denver, vice-president; H. H. Swain, Lafayette, secretary-treasurer.

Pruning.

In calling attention to the importance of pruning, the object of which is frequently misunderstood and the results looked upon with distrust, the Missouri Botanical Garden Bulletin for November says, in part, that with street and lawn trees the natural shape and habit should be preserved and all artificial shaping avoided. The operation of pruning should begin at the top and all cuts should be made close to the base of the limb and parallel to the axis of the trunk. Stubs should never be left. No matter how small the scar, a protective and disinfectant dressing should be applied immediately to prevent decay until the callus grows over the wound. Paint made of linseed oil and white lead or coal tar and various asphalt preparations make good dressings. Heavy pruning should be done in the fall or winter while the trees are in a dormant condition. Early spring or summer pruning is not advisable as the rapid flow of sap results in a check to the root system.

In ornamental shrubs, roses and vines, a balance should be maintained between the root system and the top by cutting back the individual branches about one-fourth, the general purpose being to aid the plant to assume its natural form and characteristic beauty, and therefore only diseased, interfering or misshapen growths should be removed, and the work should be done after flowering. Hardy perennials do not require severe pruning, being usually thinned out a trifle and the canes cut to two or three feet from the ground unless winter-killed. The shoots should be shortened after blooming so that strong new canes may be secured for the next season. Climbing roses need little attention except to keep them within bounds, allowing relatively few canes to grow.

Vine pruning consists of merely removing the old shoots and cutting back the straggling growths, the operation being performed after blooming. Vines which are grown for their ornamental fruits should be cut hard in the early spring, as they fruit on the new wood.

American Association of Nurserymen.

The executive committee of the market development organization of the American Association of Nurserymen, consisting of John Watson, Princeton; Jos. Howard, Pomona, N. C.; C. C. Burr, Manchester, Conn.; J. Edward Moon, Morrisville, Pa.; F. F. Rockwell, New York, and Robert Pyle, West Grove, Pa., held an important meeting January 7, at the Adelphia hotel, Philadelphia, Pa., to outline the work of the coming year.

URGENT.

Plant Imports Danger.

Unless the plant growers and nurserymen of the United States take prompt and vigorous action, it is likely that all imports of palms, azaleas, roses, rhododendrons, box and bay trees, etc., also general nursery stock, from Europe will be shut out under the proposed plan of the federal horticultural board unless the present programme of that body is changed.

What To Do.

Every florist, nurseryman and seedsmen should at once telegraph protests to his representatives in Congress, both Senate and House of Representatives, also to Dr. C. L. Marlatt, Chairman Federal Horticultural Board, Washington, D. C.

Do It Today.

Washington, D. C.

OUTLOOK FOR 1919 PROMISING

The retail and wholesale establishments in this city have embarked on what gives promise to be the most successful year's business in the history of the trade in the national capital. Prices are two and three times as high as they were last year and the demand has greatly increased, first because of the added population; second, because of the recommencement of social activity; third, by reason of the large number of deaths that have occurred during the two visits of the influenza and, last, through the increased popularity of flowers as gifts. As a result, the market sells out clean each day. The customers do not seem to question the high prices and are paying them without protest. One can go through the line of flowers and say that good prices prevail and that the sale is as heavy as the supply, with the possible exception of orchids, which are obtainable at \$9 per dozen, and cases are reported where the price quoted on quantities was considerably below that figure. Some few roses are bringing as high as \$6 per dozen, the average running between \$10 and \$25 per hundred. American Beauty ranges in price from \$6 to \$12. With an increased number of weddings and added funeral work, the retailers find it necessary to get their orders in early each day, for in the afternoon few of these are to be had. Lily of the valley has been obtainable, but the price causes the retailers to think before in-

vesting very heavily. There is some demand for pussy willows and marguerites sell very well. There is a greater call this year than ever before for ferns, and for pot cyclamens and begonias in the absence of azaleas and rhododendrons. The continued dark weather has had the effect of shortening the supply of sweet peas, causing the buds to drop.

B. F. L.

Newport, R. I.

We had a green Christmas. The day felt like spring. The trade reports prices double and business 50 per cent better than last year. In flowers, carnations sold out, pink and red being best sellers. Roses sold well, Ophelia leading in favor. Eighteen inch stem American Beauties brought \$8 per dozen. Violets were in demand and the supply short. In plants, poinsettias, begonias, solanums and heather were leaders. There was a brisk demand for individual plants in small handle baskets.

NOTE.

Stewart Ritchie reports a big trade in fancy made up Christmas greens. He had a grand stock of flowers and plants and did a big business.

J. J. BUTLER.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, \$1.50.

American Florist Co.

440 S. Dearborn St.,

CHICAGO

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
Aut. Wintzer, Vice-Pres.

Specialists in Specimen Stock

FOR LANDSCAPE WORK

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.

Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown June, N. Y.

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

Asparagus Sprengerl, 2½-in., \$3.50 per 100; heavy field grown in 5-in. pots, \$18.00 per 100. The Storrs & Harrison Co., Painesville, O.

BEGONIAS.

Begonia Vernon, 2-in., \$2.50 per 100, \$22.50 per 1,000; 3-in., \$3.50 per 100, \$30 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BULBS.

Bulbs. Gladioli. Clean, healthy, fine stock, ready to ship. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Cold storage giganteum, 7 to 9-in., (300 to case), \$7.50 per 100; \$21.00 per case. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs. Lillium Rubrum, L. Melpomene, L. Magnificum and L. Giganteum. For sizes and prices see display advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Lillium Giganteum. Put in cold storage free from frost and now reshipped, 7-9-in., (300 bulbs to case), \$22.50 per case. Vaughan's Seed Store, Chicago and New York.

Bulbs. Cold storage giganteum, sound and dormant, 7-9 in. (300 per case), \$22.50 per case. S. S. Shidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Bulbs. Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Lillium Giganteum from cold storage, 7-9 in. (300 to case). Write for prices. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

Bulbs. Roman Hyacinths, 13 to 15 ctms. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

CARNATIONS.

Carnations. All high grade stock. F. Dorrer & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COCOS.

Cocos Weddelliana, 5-in., \$1.00 to \$1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

COLEUS.

Coleus Brillancy, 2-in., \$3.00 per 100, \$30.00 per 1,000; 3-in., \$4.00 per 100; \$35.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Coleus. 10 market varieties, 2½-in., ready after January 1st., \$3.50 per 100. The Storrs & Harrison Co., Painesville, O.

Coleus. Christmas Gem, large stock, 3-in., \$10.00 per 100; 4-in., \$20.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

CROTONS.

Crotons, all the way from 4-in., to big tubs; prices range from 50c to \$10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

NOT THE QUANTITY BUT THE QUALITY
The best cut flower and garden varieties. Get our prices for best quality stock.
LENDEURST FARM, HAMMONTON, N. J.

Dahlias. Best new and standard varieties. Pencock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Massangeana, 3-in., \$30.00; 4-in., \$50.00 per 100; 5-in., 75c to \$1.00; 6-in., \$1.25 to \$1.50. Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75c to \$1.00. Poehlmann Bros. Co., Morton Grove, Ill.

Dracaena Indivisa, good thrifty stock for growing, on 2-in., \$2.00 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

FERNS. Boston, heavy plants from 5-in. pots, \$4.50 per dozen, \$35 per 100. Extra heavy 6-in., \$9.00 per dozen. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Troytown, N. Y.

Ferns. Boston, 7-in., special price of 75c each; 6-in., 50c; 8-in., \$1.00; 9-in., \$1.50 each. Whitmanl, 7-in., 75c. The George Wittbold Co., 745 Buckingham Place, Chicago.

FERNS.

Boston Ferns, large stock, 4-in., 30c each, \$3.50 per doz.; 5-in., 40c each, \$5.00 per doz.; 6-in., 75c each, \$8.50 per doz.; 7-in., \$1.00 each, \$11.00 per doz. Whitmanl, 6-in., 50c each, \$6.00 per doz.; 6-in., 75c each, \$9.00 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Boston, 2½-in., \$4.50 per 100; 3-in., \$10.00 per 100. The Storrs & Harrison Co., Painesville, O.

Ferns. Fancy and dagger of fine quality. Per case of 500, \$7.00. Buntown Town Evergreen Co., Butler, Tenn.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FICUS.

Rubbers, 35c, 50c, 75c, \$1.00, \$1.50, \$2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

FREESIAS.

Freesia Purity Mammoth, ¾-in. and up. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

GERANIUMS.

Geraniums in good assortment, including ivy and scented, 2-in., \$2.75 per 100; \$25 per 1,000; 3-in., \$4 per 100, \$35 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums. Rooted cuttings. February and March delivery. S. A. Nutt, \$15 per 1,000; Polytelne and Ricard, \$17.50 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums. Nutt, Vlaud and Ricard, strong, 2-in., \$2.00 per 100. Elmer Rawlings, Allegany, N. Y.

GLADIOLUS.

Gladiolus. Especially selected for forcing under glass. America, Augusta, Mrs. Francis King, Halley, \$20 per 1,000; Chicago White, \$25 per 1,000; Panama, \$30 per 1,000; Schwaben, \$37 per 1,000; Mrs. Frank Pendleton, \$45 per 1,000; Europa, \$60 per 1,000; Myrtle (True), \$75 per 1,000. Vaughan's Seed Store, Chicago and New York.

Gladiolus Bulbs, 1¼-in. up. Home grown and fine quality. For varieties and prices see display advertisement elsewhere in this issue. C. U. Liggit, 325 Bulletin Bldg., Philadelphia.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GREENS.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. Caldwell The Woodsman Co., Evergreen, Ala.

Greens. Southern Wild Smilax, \$3.00 per case. Natural log moss, per bag, \$1.75. Perpetuated sheet moss, per bag, \$3.50. E. A. Beaver, Evergreen, Ala.

HONEYSUCKLE.

Hall's everblooming honeysuckle. Strong plants for growing on, \$10.00 per 1,000. Rooted runners, \$5.00 per 1,000. Samples free. C. M. WEBB, Fayetteville, Tenn.

IVIES.

English Ivy, 4-inch, \$15.00 per 100. The George Wittbold Co., 745 Buckingham Place, Chicago.

JAPONICA.

Carax Japonica. Extra heavy, bushy, from 4-inch pots, \$5.00 per 100. The WAGNER PARK NURSERY CO., Sidney, O.

KENTIAS.

Kentia Belmoreana and Forsteriana, extra fine 2½-in., \$14.00 per 100; \$120.00 per 1,000; 3-in., \$25.00 per 100, \$220.00 per 1,000; 4-in., \$50 per 100; 5-in., \$12.00 to \$15.00 per doz.; 6-in., \$2.00 to \$2.50 each; Forsteriana, 5-in., made-up, \$1.50. Poehlmann Bros. Co., Morton Grove, Ill.

Kentias. Belmoreana and Forsteriana, 2½-in., \$1.25 per dozen, 5-in., made-up, \$9.00 per dozen. The George Wittbold Co., 745 Buckingham Place, Chicago.

Kentia Belmoreana, 75,000; good, clean stock, 2½-in., \$10.00 per 100. Cash with order. Louis Hansen, 176 Paterson Turnpike, North Bergen, N. J.

Kentia Belmoreana, 6-in., \$1.00 each; 5-in., 75c each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

LANTANAS.

Lantanas, Weeping, 2½-in., \$4.00 per 100. The Storrs & Harrison Co., Painesville, O.

LILY OF THE VALLEY.

Valley Pips for quick forcing, \$25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laellio Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

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Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PRIMULAS.

Baby Primulas, 4-in., 25c; 5-in., 35c; 6-in., 50c. Poehlmann Bros. Co., Morton Grove, Ill.

PTERIS.

Pteris Wimsettii. Nice bushy plants for Christmas baskets or boxes. 4-inch, \$10.00 per 100. The George Wittbold Co., 745 Buckingham Place, Chicago.

ROSES.

RICHMOND BENCH PLANTS.
\$8.00 per 100; \$75.00 per 1,000.

WIETOR BROS.

162 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2081.

Roses. Bench grown, ready for immediate shipment. American Beauty, \$16 per 100, \$150 per 1,000. Richmond, \$10 per 100, \$90 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

New and standard roses for all uses; get list. Leedle Co., expert rose growers, Springfield, O.

SEEDS.

Seeds. New scarlet sage, America or Globe of Fire, 50c per trade packet; \$4.00 per oz. Superb large flowering petunias, 500 seeds, 75c; 1,000 seeds, \$1.50; trade packet, 50c. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Seeds. Delphinium Belladonna, the favorite blue. Hand-picked from clean, healthy plants. \$35 per lb., \$17.50 per ½ lb., \$8.75 per ¼ lb., \$2.25 per oz. Martin Kohankle, Painesville, O.

Seeds. New crop flower. Aster and Verbena. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Burpee's Seeds Grow. Write for Burpee's Annual, 1919 edition, containing complete descriptions of all varieties listed. W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seed. Rose Stock. New crop, unhulled Rosa Multiflora Japonica stock for immediate delivery at \$4.50 per lb. McHutchison & Co., 95 Chambers St., New York.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 63 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The O. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

SEEDS.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds, wholesale field and garden seeds, J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohmert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Flower and vegetables. Renowned specialties. Sale to seed merchants only. JOS. FAQUET, seed grower, Nice, France.

Seeds: specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Koutzahn Seed Co., Arroyo Grande, Calif.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Châtel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seed, flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

If You Do Not Find What You Need In Our-Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Asparagus plumosus and Sprengeri. For varieties and prices see display advertisement elsewhere in this issue. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

MISCELLANEOUS.

Greenhouse glass, heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., \$5.00. The Excell Laboratories, 115-117 E. South Water St., Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Japanese Kyogi chip mats, 24x36 inches, \$3 per doz. assorted; \$17.50 per 100, solid colors, \$20 per 100 for checkered (two colors) mats.—Takeuchi Bros., 444 Bush St., San Francisco, Calif.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Prepared Lycopodium. Splendid for basket work and making wreaths. Per carton of 10 lbs., \$3.00. George H. Angermueller Co., 1320 Fine St., St. Louis, Mo.

Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

Patriotic cards. 100, 85c; 200, \$1.50; 500, \$3.00; 1,000, \$5.00. Write for samples. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

MISCELLANEOUS.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlin Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Rollers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Winter Stocks. Write for list of soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

VINCAS.

Vinca Minor or Myrtle. Strong, well-rooted plants, \$7.00 per 1,000. Rooted runners, \$5.00 per 1,000. Can furnish any quantity; samples free. C. M. WEBB, Fayetteville, Tenn.

Vinca variegated; splendid four-inch, grown cool place. \$10.00 per 100. Cash please. KLEIN'S GREENHOUSES, Spirit Lake, Ia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon, Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

FLORISTS' SUPPLIES.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moulner Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1600 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES. Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE. 264 Randolph St. Detroit, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for \$1. Man. Schlatter & Son, 422 Main St., Springfield, Mass.

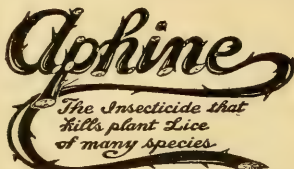
Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Allen, J. E., New York.
 Amuling Co., E. C., Chicago.
 Angermueller Co., Geo. H., St. Louis, Mo.
 Bassett & Washburn, Chicago.
 Berger Bros., Philadelphia, Pa.
 Berning, H. G., St. Louis, Mo.
 Budlong, J. A., Chicago.
 Chicago Flower Growers' Assn., Chicago.
 Coan, J. J., Inc., New York.
 Ernie & Company, Chicago.
 Fezy, D., New York.
 Forrester Co., Joseph, Chicago.
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NOTES.
 Clem Lanterrier, of the A. J. Lanterrier Co., was stricken with influenza Christmas afternoon, and Roy Brown, of the same firm, was taken down with the same epidemic the following Saturday. Both are getting along as well as could be expected.
 The Flick Floral Co. sold more high priced plants this year than ever before. This firm showed excellent specimens of azaleas and cyclamens. Corsage work was in excellent demand.
 Private George Pandell, of the Fort Wayne Flower Shop, while fighting on the French front the day previous to the signing of the armistice, suffered the loss of an arm.
 Miss Helen F. Patten, of the Patten Flower Shop, Toledo, O., spent several days with relatives in this city after the holidays.
 The Doswell Floral Co. was entirely sold out at 9 o'clock Christmas morning and closed their doors to the public.
 W. J. & M. S. Vesey cut 1,500 orchids for the holiday trade.

H. K.
Providence, R. I.
DEMAND GOOD AT SATISFACTORY PRICES.
 Trade during the past week has been very good, all stock selling well. While prices on cut flowers continue high, they move with the demand about balancing the supply. Carnations are holding at from \$12 to \$15 per 100, with roses at \$20 to \$40. Violets wholesale at from \$2.50 to \$3. Funeral orders continue brisk with a return of the influenza epidemic to this vicinity and all the local florists are getting their share of this work. Paper Whites are scarce and will be for some time. Several decorations for the new year observance created a demand for quite a little extra stock.

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TORONTO, ONT.—The first meeting for 1919 of the Gardeners' and Florists' Association will be held in St. George's hall, January 21.

WINDSOR, ONT.—J. E. Killen is recovering from the effects of injuries received in a street car collision in Detroit recently. His many friends will be glad to know he was not seriously hurt.

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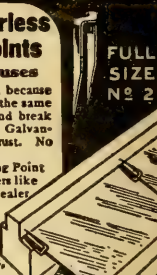
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